



## 2015 FESTIVAL VISUAL IDENTITY

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Kampala City  
**Festival**  
2015

OUR CITY . OUR CELEBRATION

## PROSPECTUS 2015

the biggest street party in East Afrika

Kampala City Festival is a signature brand that draws multitudes to Kampala every first Sunday of October to celebrate culture, unity and provides immense networking opportunities for business.

2014 attracted over 2 million revellers cutting across different age groups and races.

The biggest street party in East-Afrika is now an annual event that brings together all City dwellers, stakeholders and bussiness people. It focuses on togetherness, one of the city's oldest and richest cultural ideas.

On this fine occasion, song, dance, food, entertainment, merry making, shopping, culture and diversity are all enjoyed right in middle of this great metropolis.

It's a much anticipated moment for citizens to share and learn while acting as an economic engine for organisations to grow, network and prosper. It provides a platform to celebrate the many things that set Kampala apart from other cities.

This exhuberant, dynamic and creative event is organised by Kampala Capital City Authority in line with its vision; To be a Vibrant, Attractive and Sustainable City.

This is the fourth year running and we are counting on you as we work together to make 2015 the best year ever in the history of the city festival.



This year's theme is COLOUR. Kampala is a Cosmopolitan City, so, Mr/Mrs Indian, please bring out those beautiful saris, the Rwandese, get the stunning Mishananas ready, the Masai remember to show up in those coloured, striking wrappers...the list of exciting attire from across the world is endless , but whichever your culture is, prepare to show off this October.







## PLATINUM SPONSORSHIP

### UGX 100 MILLION

- Non Exclusive
- Unlimited co-branding on all available media platforms throughout the 4 months of the publicity campaign
- Recognition from KCCA. A plaque and Certificate to be presented on the main concert stage by the Guest of Honour
- Own Stage along the festival route to market your company products throughout the day in a prime location
- Speaking opportunity at the main concert stage (5 minutes)
- Prime space (200 seater tent at the concert venue)
- 2 festival floats with your brand
- 300 all access passes
- VIP access route for your VIP guests



## GOLD SPONSORSHIP

### UGX 50 MILLION

- Right to use festival logo
- Limited Co-branding platforms in select media adverts (Out door and TV)
- 1 festival float with your brand
- Festival route branding
- 100 all access passes for the festival
- Right to sell your products
- E-mail newsletter banner advert with logo and link
- MC mentions on all stages ( Not less than 20 times )
- Acknowledgement in all press releases and press conferences
- A plaque and certificate of recognition from KCCA

#### NOTE

KCCA will advise on float size



## UGX 25 MILLION

- Right to use festival logo
- 1 festival float with your float
- 50 all access passes for the festival
- Festival route branding (limited branding)
- Print and out-door advertising space on festival approved media
- E-mail newsletter banner advert with logo and link
- MC mentions on all stages ( No less than 10 times )
- Acknowledgement in all press releases
- A certificate of recognition from KCCA

### NOTE

KCCA will advise on float size



## UGX 50 MILLION

- Right to use of festival logo on kids zone materials only
- Naming Kids' zone tent and use naming rights
- Festival route branding near kids zone area
- 100 all access passes for the festival
- Publicity in press
- E-mail newsletter banner advert with logo and link
- MC mentions on Kids' zone stages ( No less than 20 times )
- A certificate of recognition from KCCA



## BRONZE SPONSORSHIP

### UGX 10 MILLION

- 1 festival float with your brand
- Exhibition booth
- Product sales and usage (limited access)
- Limited signage at event at one location

## ORDINARY SPONSORSHIP

### UGX 1 MILLION

- Product sales and use at selected locations: Kid zone, festival routes, Ground Zero area.
- Festival souvenir production and sales rights (face painting, bandanas, flags, caps, water)



## LEGENDS STAGE SPONSORSHIP

### UGX 50 MILLION

- Right to use festival logo
- Limited Co-branding platforms on select media advertising (Out door and TV)
- 1 festival float with your brand
- Festival route branding
- 100 all access passes for the festival
- E-mail newsletter banner advert with logo and link
- MC mentions on all stages ( Not less than 20 times )
- Acknowledgement in all press releases and press conferences
- A plaque and certificate of recognition from KCCA



KCCA's annual Festival will have an additional special element to the party celebration.

Uganda, is Chair this year for the UN Committee on Climate Change and this accords us another opportunity to drum up climate matters.

At KCCA we are proud to be piloting an integrated process to engage all stakeholders in climate change – the private sector, civil society and public service providers. By raising awareness and discussing the key issues involved we will find solutions and create new opportunities for business and social enterprise.

We invite you to partner with us to move this forward so we are able to present our model at the COP 21 Global Summit taking place in Paris this December.

All Festival participants and visitors alike will be tasked to become more environmentally aware as we celebrate the amazing colours of our city. We will be promoting responsible enjoyment which does not harm our city as we strive to practice what we preach.

For sponsors there are a wide range of opportunities for partnership – such as: growing the green economy, competitions, fashion show, drama and musical performances as well as exhibitions to showcase renewable energies and environmental protection. We also welcome your innovations to support this event which will be a leading example in the region promoting our long term objective of becoming a sustainable city and regional business hub.

We invite you to review our Sponsorship package for the Kampala City Festival 2015.

By partnering with us on this event, your company will not only become part of an economic network, but involved in an international community. Sponsors will have an exclusive on-site presence supported by event promotional materials, event day exposure, media coverage, publicity and promotions to target audiences.

In response to overwhelming popularity, the event has expanded for the last 3 years, allowing larger vendor spaces and adding more stages, events and entertainers than ever before.

We are pleased to offer your company the following sponsorship levels.

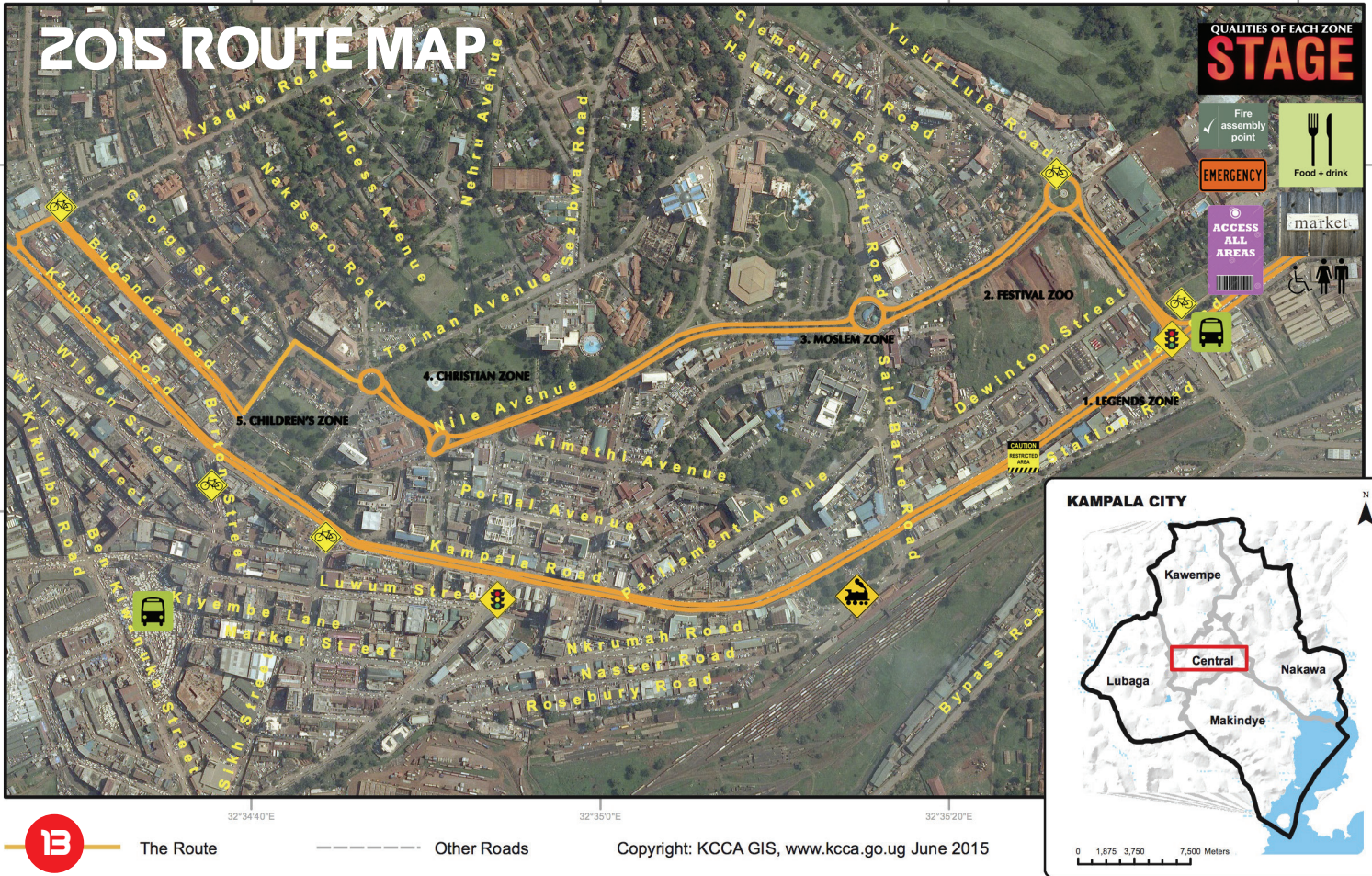
## FOR SPONSORSHIP DETAILS

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