

2019



The Uganda National Agricultural Show 2019

CONCEPT & SPONSORSHIP PROPOSAL

UGANDA NATIONAL FARMERS FEDERATION | Plot 27 Nakasero Road, email: antonykisambira@gmail.com,
info@unffe.org +256704 602035, 0704778646, 0787283777,



1.0 UNFFE (Organizer) Synopsis

The Uganda National Farmers Federation (UNFFE) is the largest (Private) Non-Governmental Farmer Organization in Uganda. Founded in Jan 1992, it is now home to over three million (3,000,000) Small holder farmers across Uganda, congregated under 116 member organizations that call UNFFE Home. With a head quarter at plot 27 Nakasero hill Road in Kampala city, we are (*under our district farmer Associations*) located in $\frac{3}{4}$ of all districts in Uganda, though our work covers the whole country including newly established districts.

Our mandate stretches from Policy lobby and Advocacy regarding Agriculture and farming communities, Agribusiness development and market systems development, capacity building, technology and knowledge dissemination, to enhancing good governance and farmer congregation for sustainable linkages.

2.0 The Uganda National Agricultural Show:

Uganda National Farmers Federation in strategic partnership with the Government of Uganda (Ministry of Agriculture, Animal Industry and Fisheries) has successfully organized 26 National Agricultural Shows hosted at the Source of the Nile Agriculture show grounds in the middle of Jinja town in Eastern Uganda.

This biggest known Annual show which happens every month of July, in addition has been possible due to the unwavering support (Technical and otherwise) of partners like USAID, aBi-Trust, GIZ, WFP, FAO, TRIAS, EAFF, SIDA (Vi-Agroforestry), Private Sector players / Business community, the Local government of Jinja, schools, the Academia (Makerere University & Others), the Media and more so the farming community.

2.1 Exhibitors & Show Goers Composition:

On Average, the show attracts between **400-500 exhibitors** annually, and **over 300,000 show goers** whose entry fees are substantially subsidized to make sure every show goer has an opportunity to learn and get exposed to technologies and products whose prices are by policy lower than the market prices.

2.2 The Overall objective

The National Agricultural Show is an event that avails an opportunity to showcase new and proven technologies, good Agriculture practices, the presence of agricultural products, Natural fertilizers, Ag-inputs, Farm equipment, Agricultural machines, livestock supplies, Chemicals, Seeds, Irrigation, Crop marketing services, Crop production services, Livestock marketing services, Livestock products, ICT4Ag, Financial services for Agriculture, research outcomes, Insurance services, processing technologies, and a lot more to mention but a few.

The show offers a diverse platform and also features side events including the Agriculture Symposia which covers Financing, Youths for Agriculture, Sustainable land-use management, and many more. It is also known to attract a good number of visitors and it's the biggest widely recognized agricultural event in Uganda.



2.3: The 2019 Uganda National Agricultural Show

This year's Show is [REDACTED] happening this July 12th to 21st 2019 under the **THEME: *Agricultural Technologies and innovations for farmer-led agro Industrialization.*** This is in line with the strategic direction of the Ministry and the country's Vision 2040

Primary reasons for this year's Show:

- To contribute to the vision 2040 that is set to promote Agro-industrialization for sustainable economic growth.
- To enhance innovations and promote Agro-industrialization through Technology exhibition
- The show also is organized to strengthen the delivery of agricultural supports services and promote adoption of productivity enhancing technologies.
- Lastly, we have organized this particular show to develop a sustainable mechanism for packaging and disseminating appropriate technologies to all categories of farmers and other beneficiaries in the agricultural sector.

3.0: Benefits to Sponsors/ Partners.

In general we are availing an opportunity for national and regional brand and product promotion to not only a portion of the 300.000 show goers but also to the masses that will be viewing the Show activities online, on TV and listening on radios.

Categorization of Sponsorship:

Official Sponsor UGX 100,000,000/=

- Company acknowledgement on all official National Agriculture Show promotion signage, Official Opening and Closing Show Programme, Show website and on all marketing collateral including **enhanced logo on the Main Entrance at the Show Grounds.**
- Complimentary exhibitors Cards for 10 delegates.
- One set of promotional materials included in registration material and distribution material
- Your logo on all exhibitors' badges/ Cards



- A complimentary full-page advertisement in the Show Magazine.
- After the event, a “Complimentary official recognition on the company website.
- Your logo or name on the front of the white T-shirt along with the conference logo to be given to distributed during the Show.
- Included in all radio and TV adverts as official sponsor
- Be Allocated 10 free spot-on spaces of 3m x 3m for information material and services awareness.
- Exclusive rights for advertisement through the 10-day event.
- Free exhibition space 12 x 12 m.
- Option to brand specific portions of the Show, including 3 of the following;
 - Branded invitation cards which will be used to invite the exhibitors.
 - Opening and Closing Agricultural Show Functions.
 - Exhibitor’s dinner.
 - Agricultural Show T-shirt and General Information Notice Board. (Options on a first come first served basis)

Platinum Sponsor UGX 75,000,000/=

- Company acknowledgement on all official Agriculture Show support signs, Official Opening and Closing Show Programme, Show website and on all marketing collateral including **enhanced logo on the Main Entrance at the Show Grounds**
- Complimentary exhibitors Cards for 6 delegates.
- Free exhibition space 12m x 12m
- Be allocated 4 free spot-on spaces of 3m x 3m for information material and services awareness
- One set of promotional materials included in registration material and distribution material
- A complimentary half page advertisement in the Show Magazine
- Included in all radio and TV adverts as Platinum sponsor
- After the event, a “Thank You” email will be sent to all attendees with company logo
- Option to brand specific portions of the Show, including 2 of the following;
 - Branded invitation cards which will be used to invite the exhibitors and participants
 - Opening and Closing Agricultural Show Functions
 - Exhibitor’s dinner ○ Agricultural Show T-shirt(Options on a first come first served basis)

Gold Sponsor UGX 50,000,000

- Company acknowledgement on all official Agricultural Show support signs, Official Opening and Closing Show programme and on all marketing collateral including **enhanced logo on the Main Entrance at the Show Grounds.**
- Special recognition on the Agricultural Show website
- Complimentary exhibitors Cards for 4 delegates
- Free exhibition space 12m x 12m



- Be allocated 2 free spot-on spaces of 3m x 3m for information material and services awareness
- One set of promotional materials included in registration material
- Included in all radio and TV adverts as Gold sponsor
- A complimentary quarter of a page advertisement in the agricultural Show Magazine
- Option to brand specific portions of the show, including one of the following;
 - Branded invitation cards which will be used to invite participants
 - Opening Agricultural Show Function
(Options on a first come first served basis)

Silver Sponsor UGX 30,000,000/=

- Company acknowledgement on all official Agricultural Show support signs, Official Opening and Closing Show programme and on all marketing collateral including **enhanced logo on the main Entrance at the Show Grounds**
- Special recognition on the Agricultural show website
- Complimentary registration for 3 delegates
- Free exhibition space 12m x 12m
- Be Allocated 1 free spot-on space of 3m x 3m for information material and services awareness
- One set of promotional materials included in registration material
- Included in all radio and TV adverts as Silver sponsor
- Option to brand specific portions of the Show, including 1 of the following:
 - Exhibitors Dinner
 - Lunch break
 - Opening Agricultural Show Function
 - (Options on a first come first served basis)



Individual Sponsorship Packages

All exhibitors and sponsors will receive the following;

- Web and Programme listing – exhibitors and sponsors will be listed in advance on the Agricultural Show website and in the program booklet provided to all attendees.
- Company Logo on the Agriculture Show Brochure.
- Free exhibition space 6m x 6m.
- a) A delegate list including the delegate name and company will be emailed to exhibitors and sponsors 1 week before the Agricultural Show.

FOR Cheque payments:

Please write the cheques in the names of:



Uganda National Farmers Federation

For EFTs, and DATs, please contact us for Accounts details

CONTACT

UNFFE, plot 27 Nakasero Hill Road, Kampala Uganda, email: info@unffe.org, antonykisambira@gmail.com, or call 256704 602035, 0704778646, 0787283777