



## **SPONSORSHIP PROPOSAL**

### **MUABSA AGRIBUSINESS WEEK**

**THEME: THE IMPACT OF ICT, GENDER, HEALTH, ENVIRONMENT AND FINANCE IN  
ENHANCEMENT O AGRIBUSINESS VALUE CHAIN IN UGANDA**

**2016**

**12<sup>TH</sup>-17<sup>TH</sup> SEPTEMBER 2016**

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## **About MUABSA**

Makerere University Agribusiness Students Association (MUABSA) is a technical association that represents the interests of agribusiness disciplines in Makerere University.

It further participates in activities that create a network between the association and the stakeholders in the field of agribusiness and agriculture related fields.

## **The Agribusiness Week**

MUABSA in collaboration with Africa agribusiness academy and FK Youth Mentoring Network are organizing an Agribusiness Week on the theme, “ The impact of ICT gender, health, environment and finance in enhancing agribusiness value chain in Uganda”, slated for 12<sup>th</sup>-17<sup>th</sup> of September 2016 .

The event will have a number of activities which are shown in the activity program of the week, with an aim of sensitizing the communities in Kampala urban and peri- urban areas and stake holder involvement in agribusiness.

## **Objectives of the Agribusiness Week**

The major objectives include:

1. Provide an opportunity for stakeholders to exhibit their products on the assigned day so as to enhance more market for their products.
2. Share experiences and best practices on agribusiness services and identify new and innovative opportunities to improve agribusiness skills of people.
3. Encourage more networking and building strategic alliances in agribusiness

## **Target number of attendance**

- Over 300 students from Makerere University
- Over 5000 people from each market place equating to 15000 people and above
- Over other 100 people from different organizations
- We also expect youth entrepreneurs, farmer organizations, financial institutions, business associations among others
- The total target population is over 15400 people

During the agribusiness week, stake holders will share experiences strategies, market their products and also engage people from the public to interact with businessmen about their products.

## Sponsorship

### Why sponsor our event?

Business sponsorship is a major source of funding for many events and more companies have discovered this to be a powerful marketing and branding tool.

Building and strengthening your company brand through effective visibility is one of the key essentialism business strategies, to be effective, sponsorship of any event must serve the interests of four constituent groups:

- It must serve the business interests of the sponsoring company.
- It must serve the interest of the event and its participants.
- It must have a positive impact upon the sponsors direct consumers
- It must benefit the consumers who use the products or services

### Brand positioning

Your brand will be included in the event material and you will have the opportunity to include signage and make brochures, fliers, and make other materials available to delegates over the course of the events

### Sponsorship goals may include;

- Maximize brand awareness
- Increase brand loyalty
- Introducing a new brand to the market
- Establishing new contacts with decision makers in the public and private sector
- Introducing new products and services to the participants and public
- Participating in cooperate social responsibility

Investments required;

Although certain investment categories are listed below, we do not want to bind potential sponsors to the suggested amounts. MUABSA will accept any other denomination of sponsorship amounts and its negotiable.

### **Bronze Sponsorship; \_\_\_\_\_500000**

It involves ,

- An exhibition stand as well as an exhibition are for the entire exhibition day
- Five delegates in the designed activities
- Access to complete data base of all delegates of the events
- Branding space on MUABSA facebook ,branding space on the African Agribusiness Academy, FK Youth Network ,and Makerere University websites

**Silver sponsorship;****2500000**

- exhibition stand as well as an exhibition stall for the entire exhibition day
- eight delegates in the designed activities
- Access to complete data base of all delegates of the events
- Branding space on MUABSA facebook ,branding space on the African Agribusiness Academy, FK Youth Network ,and Makerere University websites
- Presentations in all events
- Space on the CD proceedings for company information

**Gold Sponsorship****6,600,000**

- Plenary room branding by means of pull up banners, etc
- Gold sponsors table.
- Logo placement on all the promotion materials to be used in the event
- exhibition stand as well as an exhibition stall for the entire exhibition day
- eight delegates in the designed activities
- Access to complete data base of all delegates of the events
- Branding space on MUABSA facebook , branding space on the African Agribusiness Academy, FK Youth Network ,and Makerere University websites
- Presentations in all events
- Space on the CD proceedings for company information

**Ad Hoc SPONSORSHIP**

Ad Hoc sponsorships available of certain items e.g. sponsoring the exhibition, sponsoring technical and study tour, sponsoring the corporate social responsibility, sponsoring communications, sponsoring public address system, sponsoring of transport.

**Financial Terms and Conditions;**

As with any sponsorship opportunity as soon as you financially commit to become a sponsor, your name will be associated to the events and exposure will commence, the event is being marketed on Makerere University website, Africa Agribusiness Academy Website, and FK Youth Mentoring program websites.

Payment terms are agreed with the committee, 100% payment by 8<sup>th</sup> September 2016. Or as agreed by the committee.

### ROGRAMME OF THE AGRIBUSINESS WEEK

DATE	EVENTS	VENUE	TIME
12 <sup>th</sup> /09/2016	<ul style="list-style-type: none"> <li>➤ CLEAN UP</li> <li>➤ EDUCATION, TRAINING &amp; SENSITIZING</li> </ul>	NAKASERO MARKET	08:00 – 12:00pm
13 <sup>th</sup> /09/2016	<ul style="list-style-type: none"> <li>➤ CLEANING</li> <li>➤ EDUCATION, TRAINING &amp; SENSITIZING</li> </ul>	KALERWE MARKET	08:00 – 10:00pm
14 <sup>th</sup> /09/2016	<ul style="list-style-type: none"> <li>➤ CLEANING</li> <li>➤ EDUCATION, TRAINING &amp; SENSITIZING</li> </ul>	WANDEGEYA MARKET	08:00 – 10:12pm
15 <sup>th</sup> /09/2016	<ul style="list-style-type: none"> <li>➤ PLANTING OF TREES AND (OR)</li> <li>➤ PRESENTING THE “AGRIBUSINESS MODERNIZATION &amp; IMPROVEMENT IN UGANDA” BOOK TO THE MINISTRY OF AGRICULTURE OFFICES</li> </ul>	KABANYORO & OR MINISTRY OF AGRICULTURE NFA	
16 <sup>th</sup> /09/2016	AGRIBUSINESS EXHIBITION	SAS	10:00 - 05:00pm
17 <sup>th</sup> /09/2016	ANNUAL AGRIBUSINESS STUDY TRIP <ul style="list-style-type: none"> <li>➤ PROCESSING</li> <li>➤ POST HARVEST</li> <li>➤ VALUE ADDITION</li> <li>➤ DIARY FARMING</li> <li>➤ FISHERY</li> </ul>	NAMUNKEKERA RURAL INDUSTRIAL DEVELOPMENT CENTRE KAPEEKA	08:00am TILL
7 <sup>th</sup> /10/2016	AGRIBUSINESS WORKSHOP & TRAINING (MINI SYMPOSIUM)	SAS	02:00 – 06:00pm
16 <sup>th</sup> /12/2016	AGRIBUSINESS DINNER, ALUMNI AND ON GOING STUDENT UNION DINNER	HOTEL AFRICANA	02:00 – 04:00pm

**THE BUDGET**

<b>NO.</b>	<b>PARTICULARS</b>	<b>QTY</b>	<b>UNIT COST</b>	<b>TOTAL AMOUNT</b>
<b>CSR(CLEANING)</b>				
4	LIQUID SOAP	120 liters	4,000	480,000
5	JERRYCANS	30 (20 liters)	5,000	150,000
6	BRUSHES	60	3,000	180,000
7	BUCKETS	50	4,000	200,000
10	BAR SOAP	3 BOXES	40,000	120,000
14	REFLECTORS	100	5,000	500,000
15	FIRST AID BOX			100,000
16	GLOVES	100 PAIRS	500	50,000
17	GUMBOOTS	50 PAIRS	13,000	650,000
<b>sub total</b>				<b>2,430,000</b>
<b>Promotions</b>				
11	BANNERS			250,000
12	FLYERS			100,000
13	POSTERS	4	50,000	200,000
18	CERTIFICATES			
	PARTICIPANT COMPANIES (PARTNERS)&STUDENTS	200	1,000	200,000
	T-SHIRTS	100	10,000	1000000
<b>subtotal</b>				<b>1,750,000</b>
<b>Transport</b>				
	TRIP (VALUE ADDED) & PLACES OF CELEBRATION			
	COMMUNICATIONS (AIRTIMES)			100,000
	EXHIBITION ORGANISATION			500,000
	PUBLIC ADDRESS SYSTEM	_____	_____	500,000
	DRINKS			420,000
	JUICE & SODA & H <sub>2</sub> O			
	MISCELLANEOUS			200,000
<b>GRAND TOTAL</b>				<b>6,600,000</b>

**DETAILS OF PAYMENT**

**ACCOUNT NAME:** FK YOUTH MENTORING NETWORK

**BANK NAME:** DFCU BANK

**ACCOUNT NUMBER:** 01363554100715

**MTN MOBILE MONEY:** 0784316622 OGENRWOTH BRIAN (PRESIDENT)

**AIRTEL MONEY:** 0750551837 AJUNA TADEO (ORGANISING SECRETARY)