

Presented by

Sponsorship Packages

JuKanye

INTERNATIONAL
FESTIVAL

Honouring the
LEGACY.
Our **CULTURE.**
Our **FUTURE.**

Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere

“ JUKANYE International Festival – Mahali ambapo historia, utamaduni, utalii, biashara, uhifadhi wa mazingira na uhamasishaji wa matumizi ya nishati salama vinaungana kuijenga Afrika yenye umoja, ustawi na maendeleo endelevu. ”

MATUKIO MAKUU



MAONESHU YA
URITHI NA HISTORIA



BURUDANI NA
MAONYESHO YA
UTAMADUNI



UTALII NA
VIVUTIO YYA
ASILI



MAONESHU YA
BIASHARA NA
UWEKEZAJI



UHIFADHI WA
MAZINGIRA



NISHATI SALAMA
NA ENDELEVU



MIJADALA NA
VIJANA



TUZO ZA MASHUJAA
WA UKOMBOZI



TUZO YA SAUTI YA
UKOMBOZI (MZIKI)



MICHEZO



FILAMU NA
MAONESHU



AFYA



BIASHARA ZA KIJAMII
NA UBUNIFU



KONGAMANO
LA FURSA
NA UWEKEZAJI



LAUNCH:
SEPTEMBER 2026
DAR ES SALAAM



FESTIVAL:
19 JULY - 01 AUGUST 2027
ARUSHA - TANZANIA

**ONE AFRICA.
UNITED.
ONE FUTURE.**



www.jukanye.com



+255 746 174403 | +255 789 388232 | +255 719 083050

SPONSORS:



IN PARTNERSHIP WITH: Government, Communities and Global Partners



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF NATURAL RESOURCES AND TOURISM





JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."

PHONE: +255 746 174403 / +255 789 388232 / +255 715 865662

Email: jukanyefestival@gmail.com info@jukanye.com WebSite: <https://www.jukanye.com>



OFFICIAL SPONSORSHIP PACKAGES

Festival Theme:

Honouring Africa's True Heroes and Patriots through the Legacy of Mwalimu Julius Kambarage Nyerere, Promoting Patriotism, Empowering Youth and Promoting Unity for Sustainable Development

Festival Dates: 19 July – 1 August 2027

Venue: Arusha, Tanzania

Estimated Budget: Tanzania Shillings (TZS) 3.35 Billioni

INVESTMENT OPPORTUNITIES

JUKANYE International Festival offers exclusive sponsorship opportunities designed to maximize brand visibility, business growth, corporate reputation, and long-term partnerships while contributing to preserving Africa's liberation heritage and promoting sustainable development.

SPONSORSHIP LEVELS

Sponsorship Category	Available Slots	Investment (TZS)	Total Value (TZS)
TITLE SPONSOR	1	600,000,000	600,000,000
CO-PRESENTING SPONSOR	1	400,000,000	400,000,000
PLATINUM SPONSOR	3	250,000,000	750,000,000
GOLD SPONSOR	6	150,000,000	900,000,000
SILVER SPONSOR	10	40,000,000	400,000,000
BRONZE SPONSOR	15	20,000,000	300,000,000

Total Sponsorship Target

TZS 3,350,000,000



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."



CONTRIBUTORS PROGRAM

Organizations, institutions, SMEs, NGOs, development partners and individuals who wish to support the Festival may join as:

JUKANYE CONTRIBUTORS

Minimum Contribution

TZS 500,000

There is **no limit** to the number of Contributors.

Suggested contribution levels include:

- TZS 500,000
- TZS 1,000,000
- TZS 5,000,000
- TZS 10,000,000 +

Contributors will receive official recognition and benefit according to their contribution level.

OFFICIAL PARTNERSHIP CATEGORIES

Apart from cash sponsorship, JUKANYE offers exclusive Official Partnership opportunities through products and professional services.

Examples include:

Official Telecommunications Partner

Internet Connectivity
Public WiFi
ICT Infrastructure
Digital Solutions

Official Banking Partner

Banking Services
Digital Payments
Merchant Services
ATMs



MUSIC
THAT UNITES



CULTURE
THAT INSPIRES



DIALOGUE
THAT TRANSFORMS



HERITAGE
THAT EMPOWERS



HONOURING
THE HEROES



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."



Official Airline Partner

International Delegations
VIP Transportation
Cargo Logistics

Official Hospitality Partner

Hotels
Conference Facilities
Accommodation
VIP Hospitality

Official Tourism Partner

Tourism Promotion
Tour Packages
Destination Marketing

Official Energy Partner

Power Supply
Clean Cooking Energy
Renewable Energy
Green Technology

Official Health Partner

Medical Services
Emergency Response
Health Insurance
Ambulance Services

Official Beverage Partner

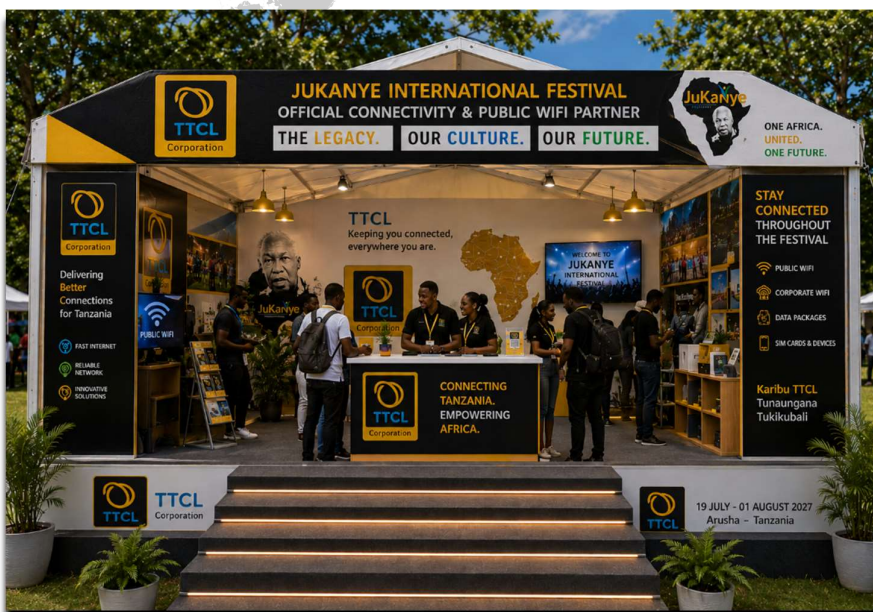
Water
Soft Drinks
Coffee
Tea
Hospitality Services

Official Media Partner

Television
Radio
Print Media
Digital Media
Livestreaming

Official Security Partner

Security Services
Emergency Response
Crowd Management



MUSIC
THAT UNITES



CULTURE
THAT INSPIRES



DIALOGUE
THAT TRANSFORMS



HERITAGE
THAT EMPOWERS



HONOURING
THE HEROES



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."



TITLE SPONSOR BENEFITS (TZS 600,000,000)

The Title Sponsor receives exclusive Festival naming rights and the highest level of visibility.

Benefits include:

✓ Exclusive Naming Rights ✓ "Presented by" branding ✓ Largest Logo Placement ✓ Main Stage Branding ✓ Opening Ceremony Recognition ✓ Closing Ceremony Recognition ✓ Award Presentation Rights ✓ Keynote Speaking Opportunity ✓ Press Conference Recognition ✓ Television Branding ✓ Radio Recognition ✓ Documentary Recognition ✓ Social Media Campaigns ✓ Website Homepage Banner	✓ Mobile App Branding ✓ Exclusive Exhibition Pavilion ✓ 30 VIP Passes ✓ VIP Lounge Branding ✓ Business Networking Sessions ✓ Government Engagement Opportunities ✓ International Delegation Access ✓ CSR Recognition ✓ Premium Hospitality ✓ Product Launch Opportunities ✓ Media Interviews ✓ Press Releases ✓ Digital Marketing Campaigns ✓ Official Merchandise Branding ✓ 3 Tour route packages 10 People/route
--	---

CO-PRESENTING SPONSOR BENEFITS (TZS 400,000,000)



- Official Co-Presenting Partner Status
- Premium Logo Placement
- Large Exhibition Pavilion
- Opening & Closing Ceremony Recognition
- Speaking Opportunity
- Award Presentation Opportunity
- 20 VIP Passes
- TV, Radio and Digital Campaigns
- Documentary Recognition
- Website and Mobile App Branding
- 2 Tour route Packages, 10 people / route



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."



PLATINUM SPONSOR BENEFITS (TZS 250,000,000) 3 SLOTS



- Premium Branding
- Exhibition Pavilion
- Award Category Sponsorship
- Media Recognition
- Press Conference Participation
- Digital Marketing
- 15 VIP Passes
- Business Networking
- 1 Tour route Package, 15 people/route

GOLD SPONSOR BENEFITS (TZS 150,000,000) 6 SLOTS



- Large Logo Placement
- Exhibition Booth
- Website Recognition
- Social Media Promotion
- TV and Radio Mentions
- 10 VIP Passes
- 1 Tour route Package, 5 people/route

SILVER SPONSOR BENEFITS (TZS 40,000,000) 10 SLOTS



- Medium Logo Placement
- Exhibition Booth
- Website Listing
- Festival Programme Recognition
- 6 VIP Passes
- 1 Tour route Package, 2 people/route

BRONZE SPONSOR BENEFITS (TZS 20,000,000) 15 SLOTS



- Logo Recognition
- Exhibition Booth
- Festival Programme Listing
- 4 VIP Passes

CONTRIBUTORS BENEFITS (TZS 500, 000 +) UNLIMITED SLOTS



- Certificate of Appreciation
- Festival Recognition
- Website Listing
- Social Media Appreciation
- Networking Opportunities



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."

ONE AFRICA.
UNITED •
ONE FUTURE.

BRANDING OPPORTUNITIES

Sponsors may receive branding across:

- Main Festival Stage
- Press Conference
- Opening Ceremony
- Closing Ceremony
- African Liberation Awards
- Exhibition Pavilions
- VIP Lounge
- Conference Halls
- Registration Area
- Media Centre
- Digital Screens
- Festival Website
- Mobile Application
- Official Merchandise
- Festival Publications
- Social Media Campaigns
- Livestream Broadcast
- Documentary Film
- Visitor Guide
- Shuttle Buses
- Directional Signage
- Delegate Badges



WHY INVEST IN JUKANYE?

JUKANYE International Festival is more than a cultural event—it is a Pan-African platform that celebrates the legacy of Africa's liberation leaders while inspiring future generations through culture, innovation, tourism, entrepreneurship, education and sustainable development.

Sponsors benefit from:

- International brand exposure
- Access to government leaders and policymakers
- Direct engagement with thousands of visitors
- Business-to-business networking opportunities
- Corporate Social Responsibility (CSR) visibility
- Alignment with the Sustainable Development Goals (SDGs)
- Support for African heritage preservation
- Promotion of youth empowerment and innovation
- Association with one of Africa's premier heritage festivals



MUSIC
THAT UNITES



CULTURE
THAT INSPIRES



DIALOGUE
THAT TRANSFORMS



HERITAGE
THAT EMPOWERS



HONOURING
THE HEROES



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050



JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

CELEBRATING AFRICA • HONOURING LEGACY • INSPIRING THE FUTURE

"Honouring Africa's
True Heroes and Patriots
through the Legacy of
Julius Kambarage Nyerere."



SPONSORSHIP TERMS

- Sponsorship packages are allocated on a **first-come, first-served** basis.
- **Only one (1) Title Sponsor** and **one (1) Co-Presenting Sponsor** will be appointed to preserve exclusivity.
- Official Partnership Categories are exclusive within their respective sectors unless otherwise agreed by the Festival Organizing Committee.
- Sponsorship benefits are activated upon the execution of a Sponsorship Agreement and receipt of the agreed sponsorship contribution.
- The Festival reserves the right to tailor sponsorship packages to meet the strategic objectives of individual partners through mutually agreed customized benefits.

Karibu JUKANYE Festival - 2027



www.jukanye.com
+255 746 174403
+255 789 388232
+255 719 083050