

PROJECT PROPOSAL

JULIUS KAMBARAGE NYERERE INTERNATIONAL FESTIVAL

JUKANYE FESTIVAL - 2026

Organizing Institutions:

- **Jasiri Arts & Culture Institution (JACI)** – Registered under **BASATA**
- **CATZ Company Limited** – Registered under BRELA **173701225**

National Museum of Tanzania (NMT)

Under the Ministry of Natural Resources and Tourism.

Patron: Hon. Anna Julius Nyerere



JASIRI ARTS & CULTURE INSTITUTION (JACI)

P.o Box 38012, Dar es Salaam, Tanzania
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THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF NATURAL RESOURCES AND TOURISM

NATIONAL MUSEUM OF TANZANIA (NMT)

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JULIUS KAMBARAGE NYERERE
INTERNATIONAL
FESTIVAL



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A. ABOUT JUKANYE FESTIVAL

INTRODUCTION

The Julius Kambarage Nyerere International Festival (JUKANYE) is a biennial international festival organized by Jasiri Arts & Culture Institution (JACI) in collaboration with CATZ Company Limited and the National Museum of Tanzania (NMT), under the Ministry of Natural Resources and Tourism

Venue and Dates-

- **Location:** Arusha Region, United Republic of Tanzania
- **Opening Ceremony:** Tuesday, 1 September 2026
- **Closing Ceremony & Awards:** Sunday, 13 September 2026
- **Duration:** 13 Days
- **Entry:** Free of Charge



JULIUS KAMBARAGE NYERERE
INTERNATIONAL
FESTIVAL

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Festival Theme

Theme: Honouring Africa's Liberation Legacy • Empowering Youth • Building Unity & Sustainable Development

Guiding Message: *Africa's Economy Will Be Strengthened by Africans Through Unity*"

Main Objective - To honor African liberation leaders and promote Pan-African unity, patriotism, and sustainable development among present and future generations.

Vision and Mission - To serve as an international platform for preserving Africa's liberation history through arts, culture, tourism, conferences, exhibitions, and cultural performances.

“The Legacy of Mwalimu Nyerere - Upholding and advancing the vision and foundational values of solidarity, human dignity, peace, integrity, humility, and love for all people, while ensuring that these ideals and principles are preserved and passed on to future generations.”

Specific Objectives

1. • Promote African unity, development, and environmental protection
2. • Strengthen peace, solidarity, patriotism, and social justice
3. • Preserve liberation history and educate future generations
4. • Promote youth participation, creativity, and employment
5. • Promote Kiswahili and African cultural heritage

(II) FESTIVAL COMPONENTS

1. **A curated exhibition highlighting Mwalimu Julius Kambarage Nyerere's contribution** to Africa's independence, culture, and development.
2. **Museum exhibitions showcasing African liberation leaders** and their respective historical contributions.
3. **Traditional and contemporary music performances** from participating African nations.
4. **Theatrical and dramatic productions** portraying the history and struggles of Africa's liberation movements.
5. **Exhibitions of national attire and cultural heritage** from participating countries.
6. **A series of high-level conferences and dialogues** focusing on Africa's development agenda and solutions to challenges facing youth.
7. **Community-based health outreach and mobile clinics.**
8. **Historical and cultural tours** to key national heritage sites, including Butiama, Tabora, Dar es Salaam, Zanzibar, and the Southern regions.
9. **Promotion and awareness campaigns on clean and safe cooking energy solutions.**
10. **Official launch of a special documentary film** dedicated to the life and legacy of Mwalimu Julius Kambarage Nyerere.
11. **Kiswahili language and cultural immersion sessions** for international visitors.
12. **Presentation of awards recognising Africa's liberation legacy, cultural excellence, and global solidarity.**

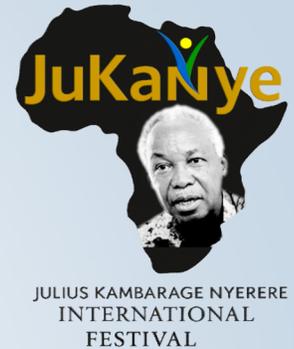
AWARDS Categories

1. • African Liberation Award of Honor
2. • Mama Africa Award for Liberation and Legacy
3. • Wisdom of Liberation Award
4. • Global Solidarity Award
5. • Contemporary African Presidents Award
6. • Voice of Liberation – Music Awards

Expected Distinguished Guests

- H.E. Dr. Samia Suluhu Hassan – President of the United Republic of Tanzania
- UNESCO Representative – Guest of Honor (Awards Ceremony)
- African Heads of State and Government
- International cultural and development partners

Participants – JUKANYE FESTIVAL brings together people and institutions from across Africa and the international community, including governments, development partners, artists, educators, cultural practitioners, sports organizations, and the general public



(III) BUDGET OVERVIEW

- ▶ • Estimated Total Budget: TZS 3.35 Billion
- ▶ • Covers logistics, transportation, security, production, awards, media and productions of Julius Nyerere Documentary film.

Sources of Funding

- ▶ • Corporate sponsorships and partnerships
- ▶ • Contributions from participating countries
- ▶ • Institutional and private donations
- ▶ • Exhibition booths and merchandising
- ▶ • Official festival products

Sponsorship Packages

- Main Sponsor (50%)
- Platinum Sponsor (20%)
- Gold Sponsor (15%)
- Silver Sponsor (10%)
- Bronze Sponsor (5%)
- Friends of JUKANYE Contributors **500,000 TZS AND ABOVE**

Benefits of the Festival

- ▶ • Economic growth and tourism promotion
- ▶ • International visibility for Tanzania
- ▶ • Promotion of cultural diplomacy
- ▶ • Youth empowerment and creative economy growth
- ▶ • Preservation of African liberation heritage

Economic and Social Impact

- ▶ • Increased revenue in hospitality, transport, and tourism sectors
- ▶ • Job creation and youth engagement
- ▶ • Strengthening Tanzania's international image
- ▶ • Long-term growth of cultural and heritage tourism

(IV) SPONSORS / DONOR JUSTIFICATION:

The JUKANYE Festival is a Pan-African cultural, historical, and development platform dedicated to honouring Africa's liberation legacy while promoting unity, peace, youth patriotism, and sustainable development, inspired by the vision of Mwalimu Julius Kambarage Nyerere. Through culture, dialogue, and youth engagement, the Festival connects Africa's past with its future and strengthens continental and global partnerships.

Strategic Rationale

Africa's liberation history represents a powerful foundation for unity, ethical leadership, and collective progress. However, as generations change, there is a growing need to **institutionalize remembrance while translating liberation values into modern development solutions**. JUKANYE responds to this need by creating a living platform where Africa's shared struggles, cultural identity, and aspirations for sustainable development are celebrated, discussed, and renewed.

The Festival aligns with **national development frameworks, AU Agenda 2063**, and the **UN Sustainable Development Goals (SDGs)** by promoting peace, inclusive growth, youth empowerment, cultural preservation, and regional integration.

Value to Donors and Strategic Partners

For Government Institutions, JUKANYE reinforces patriotism, national cohesion, and Pan-African solidarity, while positioning Tanzania as a convening center for continental dialogue and cultural diplomacy. The Festival contributes to tourism development, creative industries, and youth civic engagement.

For Corporate Sponsors, JUKANYE offers association with a respected Pan-African legacy platform that reflects strong **Environmental, Social, and Governance (ESG)** values. Sponsors benefit from high-level visibility, direct engagement with diverse audiences, and meaningful contribution to Africa's social and cultural development agenda.

For Development Partners, the Festival provides an effective entry point for advancing programs on youth leadership, peacebuilding, cultural heritage, health awareness, and sustainable development. It enables policy dialogue and community engagement grounded in African identity and shared historical experience.

Expected Outcomes

- ▶ Renewed appreciation of African liberation history and leadership legacy
- ▶ Strengthened Pan-African unity and intergenerational patriotism
- ▶ Expanded youth participation in development, innovation, and leadership discourse
- ▶ Growth in cultural tourism and creative economies
- ▶ Enhanced international cooperation through cultural diplomacy
- ▶ Documented outputs to inform policy, education, and development programming

(V). MONITORING, EVALUATION, AND LEARNING (MEL)

A Monitoring, Evaluation, and Learning framework will be applied to track progress against objectives, outputs, and outcomes. Key indicators will include participation levels, youth engagement, media reach, partnerships formed, and economic benefits. Findings will inform reporting to stakeholders and guide future editions of the Festival.

(VI). RISK MANAGEMENT AND SUSTAINABILITY

Key risks include logistical complexity, funding gaps, and external disruptions. These will be mitigated through early planning, diversified partnerships, phased resource mobilisation, and strong inter-agency coordination.

Sustainability will be ensured through institutional partnerships, documentation of knowledge products, integration with national cultural and tourism strategies, and positioning JUKANYE as a biennial Pan-African platform.

(VII). GOVERNANCE AND IMPLEMENTATION ARRANGEMENTS

The Julius Kambarage Nyerere International Festival (JUKANYE) implementation will be guided by a multi-stakeholder governance structure comprising the following organs:

- **Festival Steering Committee** – Responsible for overall policy guidance, strategic oversight, approval of key plans and budgets, and ensuring alignment with national priorities and applicable regulations.
- **Technical and Programme Committee** – Responsible for development, coordination, and quality assurance of the Festival programme, including cultural activities, exhibitions, and forums.
- **Finance and Partnerships Committee** – Responsible for financial planning, resource mobilisation, sponsorships and partnerships, and ensuring financial accountability and compliance.
- **Logistics and Protocol Committee** – Responsible for coordination of logistics, venues, travel, accommodation, protocol, security, and official ceremonies.
- **Festival Secretariat** – Responsible for day-to-day coordination, implementation of approved plans, inter-committee liaison, documentation, and progress reporting.

(VIII) CONCLUSION

- ▶ **The JUKANYE International Festival** is a strategic Pan-African and international platform dedicated to honoring Africa's liberation heritage, strengthening unity, and positioning Tanzania as a hub of African cultural and historical excellence.
- ▶ **Supporting this Festival is therefore an investment in Africa's collective memory, unity, and future.** It transforms the legacy of African liberation leaders into a forward-looking platform for sustainable development, youth empowerment, and international cooperation. Donor partnership will help ensure that the ideals which shaped Africa's freedom continue to inspire inclusive progress for generations to come.

Official Contacts

- ▶ • Website: www.jukanye.com
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B. Awards & Recognitions



JUKANIYE

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1. Purpose and Philosophy of the Awards

The Awards and Recognitions of the Julius Kambarage Nyerere International Festival (JUKANYE) are established to **honour Africa's liberation legacy, cultural excellence, moral leadership, and global solidarity**, in the spirit and values of Mwalimu Julius Kambarage Nyerere.

The Awards serve as a **non-political, values-based platform** to preserve historical memory, inspire present and future generations, and strengthen Pan-African unity through recognition of individuals, movements, cultures, and nations that contributed meaningfully to Africa's freedom, dignity, and development.

All awards and recognitions under JUKANYE are **ceremonial and symbolic in nature**. They do not constitute political endorsement, evaluation of current governments, or alignment with contemporary political positions.

Statement on Neutrality and Values

"The Awards and Recognitions of the Julius Kambarage Nyerere International Festival are non-political, values-based, and rooted in historical legacy, cultural contribution, and Pan-African solidarity. They do not constitute political endorsement or evaluation of contemporary political leadership."

2. Governance of the Awards

To ensure credibility, dignity, and historical integrity, the JUKANYE Awards shall be administered under the oversight of an independent **JUKANYE Awards Council**.

The Awards Council shall:

- Validate award categories and citations
- Ensure historical accuracy and balance
- Uphold the values of Pan-Africanism, unity, and cultural integrity
- Safeguard the non-political character of the Festival

The Council shall comprise respected representatives from:

- Cultural and heritage institutions
- Academia and Pan-African scholarship
- The National Museum of Tanzania
- The JUKANYE Secretariat (non-voting coordination role)

3. Categories of Awards and Recognitions

The JUKANYE Awards are organized into **two broad classifications**:

1. **Historical & Legacy Awards** (Posthumous and Non-Controversial)
2. **Contemporary Leadership & Cultural Recognitions** (Ceremonial)

DETAILS OF THE AWARDS

CATEGORY I: HISTORICAL & LEGACY AWARDS

(Posthumous and Living Liberation Leaders)

3.1 African Liberation Award of Honour

This award recognizes **late and living African liberation leaders** whose leadership, sacrifice, and vision played a decisive role in the struggle against colonialism, apartheid, and oppression, and contributed to Africa's political independence and dignity.

The award honours the **historical legacy** of these leaders and preserves their contribution as part of Africa's collective memory.

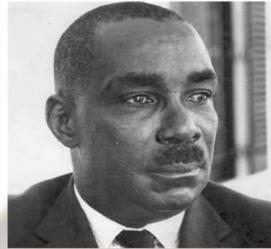
The recipients of the **African Liberation Award of Honour** at the **JUKANYE INTERNATIONAL FESTIVAL – 2026** shall be:

	COUNTRY	HONOURED LEADER	STATUS
1	Tanzania	Mwalimu J.K. Nyerere	Late
2	Zanzibar	Abeid Amani Karume	Late
3	Kenya	Jomo Kenyatta	Late
4	Uganda	Milton Obote	Late
5	Ghana	Kwame Nkrumah	Late
6	South Africa	Nelson Mandela	Late
7	Zimbabwe	Robert Mugabe	Late
8	Algeria	Ahmed Ben Bella	Late
9	Guinea	Ahmed Sékou Touré	Late
10	Angola	Agostinho Neto	Late
11	Namibia	Sam Nujoma	Living
12	Mozambique	Samora Machel	Late
13	Zambia	Kenneth Kaunda	Late
14	Malawi	Hastings Kamuzu Banda	Late
15	Ethiopia	Haile Selassie	Late
16	Burkina Faso	Thomas Sankara	Late
17	Libya	Muammar Gaddafi	Late
18	Nigeria	Nnamdi Azikiwe	Late
19	Senegal	Léopold Sédar Senghor	Late
20	Cameroon	Ahmadou Ahidjo	Late
21	Congo (DRC)	Patrice Lumumba	Late

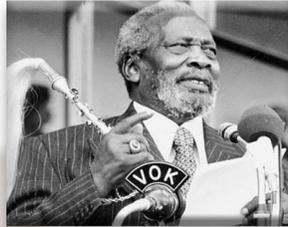
AFRICAN LIBERATION FIGHTERS TO BE HONORED AND AWARDED AT THE JUKANYE INTERNATIONAL FESTIVAL – 2026



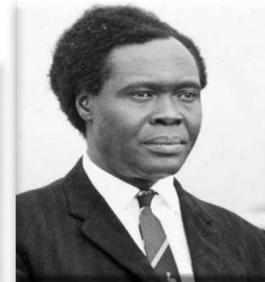
Mwalimu Julius Kambarage Nyerere



Abeid Amani Karume - Zanzibar



Mzee Jomo Kenyatta - Kenya



Milton Obote - Uganda



Nelson Mandela - Afrika Kusini



Kwame Nkrumah - Ghana



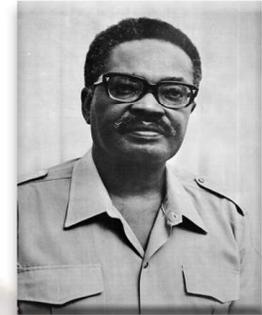
Robert Mugaba - Zimbabwe



Ahmed Ben Bella - Algeria



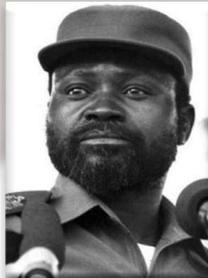
Ahmed Sékou Touré - Guinea



Agostinho Neto - Angola



Sam Nujoma - Namibia



Samora Machel - Msumbiji



Kenneth Kaunda - Zambia



Congo (DRC) - Ghana

AFRICAN LIBERATION FIGHTERS TO BE HONORED AND AWARDED AT THE JUKANYE INTERNATIONAL FESTIVAL – 2026



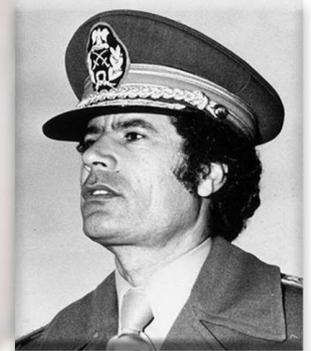
Hastings Kamuzu Banda - Malawi



Nnamdi Azikiwe -- Nigeria



Thomas Sankara - Burkina Faso



Muammar Gaddafi - Libya



Emperor HaileSelassie_I - Ethiopia



Léopold Sédar Senghor - Senegal



Ahmadou Ahidjo - Cameroon



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In honor of your unwavering courage and visionary leadership that ignited the flame of Africa's freedom."

"Your legacy of sacrifice and liberation shall forever shine as a beacon for generations to come.

Kwa heshima ya ujasiri wako usiotetereka na uongozi wa maono uliochochea mwanga wa uhuru wa Afrika."

"Urithi wako wa kujitolea na ukombozi utaendelea kung'ara sasa na mpaka vizazi vijavyo."

3.2 Mama Africa Award for Liberation and Legacy

This award honours **women of Africa's liberation history**, including spouses of liberation leaders and women activists, who made significant contributions to liberation movements, social mobilization, and the preservation of African values and identity.

The award recognizes women's leadership, resilience, and often under-acknowledged role in Africa's liberation and nation-building processes.

The recipients of the **Mama Africa Award for Liberation and Legacy** at the **JUKANYE INTERNATIONAL FESTIVAL – 2026** shall be:

	COUNTRY	TO BE HONOURED	STATUS
1	South Africa	Winnie Madikizela-Mandela	Late
2	Nigeria	Funmilayo Ransome-Kuti	Late
3	Tanzania	Maria Nyerere	Living
4	Mozambique	Josina Machel	Late
5	Mozambique	Graça Machel	Living
6	Angola	Queen Nzinga – (Karne ya 17)	Late
7	Kenya	Mama Ngina Kenyatta	Living
8	Tanzania	Bibi Titi Mohamed	Late



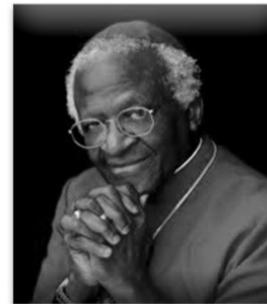
3.3 Wisdom Of Liberation Award

This award shall be conferred upon **religious and moral leaders** (posthumously) who made significant and enduring contributions to Africa's liberation movements by upholding moral values, faith, and ethical leadership, and by using their influence to inspire resistance against colonialism, oppression, and intellectual subjugation across the African continent.

The recipients of the **Wisdom of Liberation Award** at the **JUKANYE INTERNATIONAL FESTIVAL – 2026** shall be:

	COUNTRY	TO BE HONOURED	STATUS
1	South Africa	Archbishop Desmond Tutu	Late
2	Ethiopia	Abuna Theophilos	Late
3	Zimbabwe	Bishop Abel Muzorewa	Late

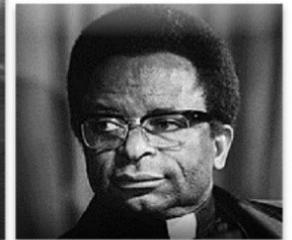
WISDOM OF LIBERATION AWARD



Archbishop Desmond Tutu- Africa Kusini



Abuna Theophilos - Ethiopia



Bishop Abel Muzorewa - Zimbabwe

3.4 Global Solidarity Recognition

This recognition is presented to **countries outside the African continent** that historically provided meaningful political, material, or moral support to African liberation movements during the struggle against colonialism and apartheid. The recognition is grounded strictly in **historical solidarity**, acknowledging contributions made during Africa's liberation era.

The recipients of the **Global Solidarity Award** at the **JUKANYE INTERNATIONAL FESTIVAL – 2026** shall be:

- **China**
- **Russia**
- **Cuba**
- **Sweden**



CATEGORY II: CONTEMPORARY & CULTURAL RECOGNITIONS

(Ceremonial, Values-Based)

3.5 Pan-African Leadership and Unity Recognition

This is a **ceremonial recognition**, not a political award.

It acknowledges **selected current African Heads of State** in recognition of their demonstrated commitment to:

- Pan-African cooperation
- Regional stability and unity
- Dialogue, peacebuilding, and African solidarity

This recognition is symbolic and reflects respect for the office and contribution to continental cooperation, without constituting political endorsement.

The recipients of the **Contemporary Presidents Award** at the **JUKANYE INTERNATIONAL FESTIVAL – 2026** shall be:

	COUNTRY	LEADER TO BE AWARDED	STATUS
1	Tanzania	Dr. Samia Suluhu Hassan	President
2	Uganda	Yoweri Kaguta Museveni	President
3	Rwanda	Paul Kagame	President
4	Burkina Faso	Ibrahim Traoré	President
5	Benin	Patrice Talon	President



Rais Dr. Samia Suluhu Hassan
- Tanzania



Rais Paul Kagame
- Rwanda



Rais Captain Ibrahim Traoré
- Burkina Faso



Rais Patrice talon
- Benin



Rais Yoweri Kaguta Museveni
- Uganda

3.6 Voice of Liberation – Music and Cultural Recognition

This recognition honours **African and global musicians and cultural practitioners** whose artistic work has inspired liberation consciousness, Pan-African identity, social justice, and unity across generations. The recognition celebrates culture as a tool of awareness, resistance, healing, and continental connection.

The awards are divided into categories. One winner shall be selected from each category through online voting conducted via the official **JUKANYE** website and mobile application. Each winner will receive an award trophy together with a cash prize, in accordance with their respective category.

Selection combines:

- Public participation
- Professional cultural jury validation to ensure artistic integrity and cultural value.

A. CATEGORY OF MUSICIANS FROM OUTSIDE AFRICA – PAST ERA				
	COUNTRY	ARTIST NAME	STATUS	TOTAL
1	Jamaica	Bob Marley	Late	2
2	Jamaica	Peter Tosh	Late	
3	Jamaica	Culture - Joseph Hill	Late	
4	Jamaica	Burning Spear - Winston Rodney	Living	
5	U.S.A	Harry Belafonte	Late	
6	Jamaica	Rita Marley	Living	
7	Guyana	Eddy Grant	Living	
				2

B. CATEGORY OF MUSICIANS FROM OUTSIDE AFRICA – PRESENT ERA				
	COUNTRY	ARTIST NAME	STATUS	TOTAL
1	Haiti/USA	Wyclef Jean	Living	1
2				
				1

C. CATEGORY OF MUSICIANS FROM AFRICA / OUT OF TANZANIA – PAST ERA				
	COUNTRY	ARTIST NAME	STATUS	TOTAL
1	South Africa	Miriam Makeba	Late	1
2	South Africa	Hugh Masekela	Late	
3	Zimbabwe	Thomas Mapfumo	Living	
4	Nigeria	Fela Kuti	Late	
	Congo DRC (Zaire)	Luambo Makiadi (Franco)	Late	
				2

D. CATEGORY OF MUSICIANS FROM AFRICA /OUT OF TANZANIA– PRESENT ERA				
	COUNTRY	ARTIST NAME	STATUS	TOTAL
1	Ivory Coast	Tiken Jah Fakoly	Living	2
2	Ghana	Rocky Dawuni	Living	
3	Ivory Coast	Alpha Blondy	Living	
4	South Africa	Lucky Dube	Late	
5	South Africa	Yvonne Chaka Chaka	Living	
6	South Africa	Ladysmith Black Mambazo	Living	
7	Zimbabwe	Oliver Mtukudzi	Late	
8	Tanzania	Dkt. Remmy Ongala	Late	
9	Tanzania	Hamza Kalala	Living	
				2

CATEGORY OF TANZANIA MUSICIANS –PAST ERA				
	CITY	ARTIST NAME	STATUS	TOTAL
1	Kigoma/Dsm	Marijani Rajab	Late	2
2	Dsm	Western Jazz Band	Late	
	Tanga	Steven John Hiza	Living	
	Morogoro	Mbaraka Mwinshehe	Late	
	Katavi	Hamza Kalala	Living	
	Zanzibar	Bi Kidude	Late	

F. CATEGORY OF TANZANIA MUSICIANS – PRESENT ERA				
	CITY	ARTIST NAME	STATUS	TOTAL
1	DSM	Jhikoman (Jhikolabwino)	Living	2
2	DSM	Captain John Komba	Late	
3	DSM	Msafiri Zawose	Living	
4	DSM	Khadija Kopa	Living	
5	DSM	Vick Kamata	Living	
6	DSM	DKT. Remmy Ongala	Late	2
7	DSM	Hamza Kalala	Living	
				51

4. Award Presentation and Protocol

- **Historical & Legacy Awards** shall be presented during designated cultural and heritage sessions of the Festival.
- **Leadership and Contemporary Recognitions** shall be presented during high-level ceremonial sessions, in accordance with diplomatic and state protocol.

All ceremonies shall uphold:

- Dignity and respect
- Cultural symbolism
- International protocol standards

5. Legacy of the Awards

Through these Awards, JUKANYE seeks to:

- Preserve Africa's liberation history
- Honour moral courage and cultural excellence
- Inspire youth and future generations
- Strengthen Africa's collective identity and unity

The Awards stand as a living tribute to the ideals of Mwalimu Julius Kambarage Nyerere and Africa's shared journey toward dignity, unity, and sustainable development.

C. SPONSORSHIP

Welcome Note to Sponsors & Development Partners

- ▶ JUKANYE International Festival warmly welcomes governments, development partners, corporate sponsors, and institutions to partner in honoring Africa's liberation heritage and advancing unity, youth empowerment, and sustainable development.
- ▶ Partnership with JUKANYE is an investment in Africa's shared values, cultural diplomacy, and future generations.

Cost Summary and Reach

Total Estimated Budget: TZS 3,350,000,000

Funding will be mobilized through **strategic sponsors, participating countries, and institutional partners.**

The Festival is projected to attract more than **250,000 in-person participants** across all event days and reach an **estimated 20–30 million viewers and listeners** through national and international media platforms, including **live broadcasts of the Opening and Closing Ceremonies.**

Partners will receive **appropriate visibility, recognition, and engagement opportunities** aligned with their level of support, across Festival venues and official broadcast, digital, and communication channels.

Partnership Philosophy

- Values-based and non-political platform
- Alignment with national, continental, and global development priorities
- Transparency, accountability, and visibility
- Mutual value creation and long-term legacy

Key Benefits per Sponsorship Tier (Concise)

Main Sponsor (Exclusive)

- Exclusive title recognition as **Main Sponsor**
- Maximum brand visibility across all festival platforms
- VIP High Table seating and speaking rights
- Award presentation rights
- Premium media exposure and content integration
- Strategic association with JUKANYE legacy and identity

Platinum Sponsor

- Prominent branding at major venues and media platforms
- VIP seating and protocol recognition
- Speaking opportunity at selected flagship events
- Participation in award ceremonies
- High-level brand activation opportunities

Gold Sponsor

- Strong brand visibility across festival materials
- Branding at key events and venues
- Access to selected VIP events
- Opportunity for product display or activation

Silver Sponsor

- Brand placement at festival venues
- Recognition in official materials
- Access to selected networking and engagement activities

Bronze Sponsor

- Brand acknowledgment during the festival
- Listing in selected festival publications
- Entry-level partnership visibility

Donors / Contributors

- Official recognition as Festival Supporter
- Name listing in festival acknowledgements
- Certificate of appreciation

Sponsorship Packages

CATEGORY	TOTAL AMOUNT (TZS)	SHARE (%)	SLOTS	COST PER SLOT (TZS)	KEY POSITIONING
Main Sponsor	1,675,000,000	50%	1	1,675,000,000	Exclusive title sponsor with highest visibility & protocol
Platinum Sponsor	670,000,000	20%	3	220,000,000	Premium visibility, VIP access & strong brand positioning
Gold Sponsor	502,500,000	15%	4	125,000,000	High exposure and engagement at key festival events
Silver Sponsor	335,000,000	10%	5	67,000,000	Moderate branding and recognition
Bronze Sponsor	167,500,000	5%	10	16,750,000	Entry-level sponsorship and brand acknowledgment
Donors / Contributors	500,000+	—	Open	Flexible	Supporter recognition and appreciation

- ***“All sponsorship packages are customizable subject to mutual agreement.”***

Expected Benefits of the Festival

For Tanzania: The Festival is expected to generate short-term economic activity in tourism, hospitality, transport, and local enterprises, while creating temporary employment opportunities. Over the long term, it will support the development of cultural and historical tourism, strengthen Tanzania's international profile, attract investment, and contribute to youth development and the growth of the creative economy. Key beneficiary regions include **Butiama, Dar es Salaam, Zanzibar, Tabora, Arusha, Kilimanjaro, Manyara, the Southern Regions**, and other participating areas.

For Africa: The Festival promotes **Pan-African unity and cooperation**, fosters cultural exchange, and provides a platform for youth engagement, leadership development, and the advancement of Africa's creative and cultural industries.

For the International Community: The Festival strengthens **cultural diplomacy**, supports global development priorities, and preserves Africa's leadership heritage as a shared resource for dialogue, learning, and future generations.

OTHER OPPORTUNITIES



Jukaniye

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FESTIVAL



OTHER OPPORTUNITIES WITHIN JUKANYE FESTIVAL 2026

(Alternative Revenue and Stakeholder Participation)

The JUKANYE International Festival 2026 offers **structured and inclusive participation opportunities** beyond major sponsorships, supporting economic activity and broad engagement across public, private, and community sectors.

Key Opportunities include:

- **Exhibitions and Trade Platforms** for countries, institutions, corporates, SMEs, and community organizations.
- **Food, Beverage, and Commercial Zones** in high-traffic festival areas.
- **Small-Scale and Informal Entrepreneurship Zones** for artisans and local service providers.
- **Community, Cultural, Sports, and Social Engagement**, including health, tourism, environmental education, and sports activities (cycling).

These opportunities promote **economic value, social inclusion, and sustainable partnerships** under transparent and equitable participation frameworks.

Value Proposition and Call for Participation

The JUKANYE International Festival 2026 provides stakeholders with a credible Pan-African platform for **visibility, engagement, and partnership**, including access to diverse local and international audiences, association with a high-profile national and international event, and opportunities to build commercial, institutional, and social networks.

Participation opportunities are designed to be **transparent, structured, and inclusive**, ensuring equitable access for all stakeholders. Interested parties are invited to engage with the Organizing Committee to **select appropriate participation options, agree on terms, and complete registration**.

The Festival welcomes **financial, in-kind, and technical contributions**, as well as participation through **sponsorship, exhibition space, service provision, and official merchandise engagement**, in support of preserving and advancing Africa's liberation legacy.

Official Invitation for Partnership

We hereby extend a formal invitation for partnership and collaboration to **government institutions, participating and beneficiary countries, local and international organizations, companies, development stakeholders, international organizations,** and the **private sector** to join us in the successful implementation of this landmark festival.

For more information, please visit <https://www.jukanye.com> or contact us at info@jukanye.com.

Welcome to JUKANYE International Festival 2026

JuKanye

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ARUSHA
TANZANIA
01 - 13 SEPT. 2026

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THANK YOU

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INTERNATIONAL FESTIVAL 2026

HONORING AFRICA'S TRUE PATRIOTS AND HEROES

- Historical Tourism & Cultural Tourism
- Industries, Trade & entrepreneurship
- Clean and safe energy
Tree Planting
- Bicycle Sports Tour
- Swahili Learning
- Conferences
- Arts & Culture
- Entertainment
- Health

DO NOT MISS

Awards



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