



BUILDING BRIDGES: UNLOCKING OPPORTUNITIES

Powered By *Rotary Means Business Uganda*

SPONSORSHIP PACKAGES



VENUE:

MULTI-PURPOSE HALL, UMA SHOWGROUNDS, LUGOGO

SAT 14TH & SUN 15TH JUNE, 2025

TIME: 10:00 AM – 10:00 PM

ORGANISED BY



THE MEGA BUSINESS EXPO 2025

Powered by rotary means business Uganda

14-15TH JUNE 2025

MULTI-PURPOSE HALL, UMA SHOW GROUNDS

THEME: BRIDGING BRIDGES- UNLOCKING OPPORTUNITIES

Introduction: Why does it matter?

Building bridges in business creates the infrastructure for a thriving ecosystem of connection. When businesses are linked to markets, people to resources, and ideas to execution, it opens a highway of opportunities. This network allows enterprises to navigate new terrains through partnership, collaboration, and innovation — the essential tools that fuel business growth and drive economic development.

The Challenge

Despite Uganda's thriving entrepreneurial spirit, the business landscape remains fragmented, with many enterprises duplicating efforts instead of collaborating or innovating. This fragmentation has led to wasted resources, oversaturated markets, and stunted business growth.

The Expo seeks to address this by creating a platform that champions collaboration, value chain integration, and ecosystem development to unlock new opportunities for sustainable economic growth.



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Why the Expo matters?

The Mega Business Expo 2025, themed Building Bridges: Unlocking Opportunities, will take place from 14th to 15th June 2025 at the UMA Multipurpose Exhibition Hall. This Expo presents a timely opportunity to shift the current business environment from fragmentation to connection, duplication to differentiation, and isolated hustles to strategic ecosystems. It aims to promote value chain thinking and inspire businesses to collaborate, complement, and co-create with others across their sectors.

Expo Focus Areas

The Expo will spotlight four key sectors that are currently driving Uganda’s economic growth:

- 1. Education Sector – Showcasing innovations in learning, training, and skills development.
- 2. Financial Sector – Highlighting inclusive financing solutions, digital payments, and investment opportunities.
- 3. Agri-Business Sector – Focusing on value addition, agro-processing, and sustainable farming models.
- 4. ICT Sector – Exploring technology-driven solutions that power business efficiency, connectivity, and innovation.

Event Structure and Experience

The Mega Business Expo 2025 will feature themed exhibition zones, each spotlighting a key sector, alongside expert panel discussions, and comprehensive media coverage throughout the event. Entertainment will include live performances by celebrated music stars such as Azawi and Kitaka, plus curtain raisers by Ebrahim O, and the Octet Band, together with appearances by renowned MCs, DJs, and comedians, to keep the atmosphere vibrant each day.

To ensure maximum visibility and participation, the event will be heavily promoted within the Rotary community and to the general public through leading media houses, targeted social media campaigns, and mobile promotional vans.

Additionally, we have made specific arrangements to engage schools, encouraging students, especially those studying entrepreneurship to attend and participate in the event, further bridging education with real-world business innovation.

	EXPO FEATURE	DESCRIPTION
	Exhibition Zones	
1	Themed Exhibition Zones	Dedicated exhibition areas for each spotlight sector: Education, Finance, Agri-business, and ICT– where businesses can showcase offerings to a targeted audience.
2	Youth Innovation and Start up Hub	Live pitch zone for young entrepreneurs presenting collaborative ideas. Winning innovations will receive visibility and mentorship post – event.
3	Media & Digital Visibility	Live coverage, social media storytelling, and interviews to amplify visibility for sponsors and participants before, during, and after the event.
4	Expert Panels	1.Why collaboration matters – Experts from all sectors. Day 1. 2.Education Meets Enterprise. 3.Digital Transformation through Collaboration. 4.Legacy builder’s forum – Passing on wisdom, leadership, and enterprise to the next generation. Family Day 2.

PLATINUM SPONSOR -ONE OPPORTUNITY

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Above **50,000,000**

PLEASE NOTE: This is an exclusive package, available for just one (1) organisation.

- Exclusive Lead Sponsor status. Platinum Sponsor enjoys monopoly and prominence.
- Official Expo press release inclusion.
- Extensive pre-event coverage. Acknowledgement of Platinum Sponsor on all Expo TV, radio, newspaper and social media advertisements
- Premium logo placement on all Expo promotional materials and signage.
- Platinum Sponsor company logo and full-page profile uploaded on RMB website.
- Premium, large size booth space in the most prominent, high traffic area of the exhibition hall. Comes with:
 - Three (3) tables, six (6) chairs
 - Power and lighting connections
 - Wi-Fi
- Six (6) free staff exhibition tickets with complementary meals, teas and soft drinks.
- Display up to five (5) pull-up banners in prime locations within the exhibition space both inside and outside.
- Company profile video clip (3 minutes) to be played at the opening and closing plenaries.
- Audio-visual scrolls throughout the event.
- MC acknowledgment of Platinum Sponsor in exhibition opening and closing remarks and during the event.
- 10-minute speaking opportunity/MS PowerPoint presentation by the company's CEO or representative about the Platinum sponsor's products and/or services at the Expo's opening and closing plenaries.
- Platinum Sponsor CEO to share the same high table with Chief Guest and Guest of Honour during the opening and closing plenaries.
- Special photo session with the Chief Guest and Guest of Honour during the opening and closing plenaries.
- Dedicated media interview.
- Event Support Award as Platinum sponsor.
- Pre and post event social media mentions (company logo and content) on RMB website and social media platforms.
- First priority slot to become the Lead Sponsor for the next Rotary Mega Business Expo version (2026).

GOLD SPONSOR

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26,000,000 up to 50,000,000

- Official Expo press release inclusion
- Extensive pre-event coverage. Acknowledgement of Gold Sponsor on all Expo TV, radio, newspaper and social media advertisements.
- Enhanced logo placement on all Expo promotional materials and signage.
- Gold Sponsor company logo and half-page profile uploaded on RMB website.
- Large size booth space in a prime location within the exhibition hall. Comes with:
 - Two (2) tables, four (4) chairs
 - Power and lighting connections
 - Wi-Fi
- Four (4) free staff exhibition tickets with complementary meals, teas and soft drinks.
- Display up to three (3) pull-up banners in prime locations within the exhibition space both inside and outside.
- Company profile video clip (2 minutes) to be played at the opening and closing plenaries.
- Audio-visual scrolls throughout the event.
- MC acknowledgment of Gold Sponsor in exhibition opening and closing remarks and during the event.
- 5-minute speaking opportunity/MS PowerPoint by the company's CEO or representative presentation about the Gold Sponsor's products and/or services at the Expo's opening and closing plenaries.
- Gold sponsor CEO to share the same high table with Chief Guest and Guest of Honour, during the opening and closing plenaries.
- Special photo session with the Chief Guest and Guest of Honour during the opening and closing plenaries.
- Dedicated media interview.
- Event Support Award as Gold Sponsor.
- Pre and post event social media mentions (company logo and content) on RMB website and social media platforms.

SILVER SPONSOR

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11,000,000 up to 25,000,000

- Extensive pre-event coverage. Acknowledgement of Silver Sponsor on all Expo TV, radio, newspaper and social media advertisements.
- Standard plus logo placement on all Expo promotional materials and signage.
- Silver Sponsor company logo and quarter-page profile uploaded on RMB website.
- Medium size booth space in a strategic location within the exhibition hall.
Comes with:
 - Two (2) tables, four (4) chairs
 - Power and lighting connections
 - Wi-Fi
- Four (4) free staff exhibition tickets with complementary meals, teas and soft drinks.
- Display up to two (2) pull-up banners in strategic locations within the exhibition space both inside and outside.
- Company profile video clip (1 minute) to be played at the opening and closing plenaries.
- Audio-visual scrolls throughout the event.
- MC acknowledgment of Silver Sponsor in exhibition opening and closing remarks and during the event.
- Special photo session with the Chief Guest and Guest of Honour during the opening and closing plenaries.
- Dedicated media interview.
- Event Support Award as Silver Sponsor.



BRONZE SPONSOR

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5,000,000 up to 10,000,000

- Extensive pre-event coverage. Acknowledgement of Bronze Sponsor on all Expo TV, radio, newspaper and social media advertisements.
- Standard logo placement on all Expo promotional materials and signage.
- Bronze Sponsor company logo and one eighth page profile uploaded on RMB website.
- Medium size booth space in a standard location within the exhibition hall.
Comes with:
 - Two (2) tables, four (4) chairs
 - Power and lighting connections
 - Wi-Fi
- Four (4) free staff exhibition tickets with complementary meals, teas and soft drinks.
- Display up to two (2) pull-up banners within the exhibition space both inside and outside.
- Company profile video clip (1 minute) to be played at the opening and closing plenaries.
- Audio-visual scrolls throughout the event.
- MC acknowledgment of Bronze Sponsor in exhibition opening and closing remarks and during the event.
- Special photo session with the Chief Guest and Guest of Honour during the opening and closing plenaries.
- Pre and post event social media mentions (company logo and content) on RMB website and social media platforms.

FOR MORE INFORMATION ABOUT THE EVENT SPONSORSHIP, PLEASE CONTACT THE FOLLOWING:

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Payment Details:

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