



PROSPECTUS



Cover illustration: Official Emblem of the Kampala City Festival 2025 Edition.

The illustration reflects the three thematic areas that speak to the theme of this Year's Celebration.

Artwork by: John Paul Agaba



1. Introduction

1.1. Background

The Kampala City Festival (KCF) began in 2012 as a celebration of Uganda's 50th Independence Anniversary and later evolved into an annual event. Known as the biggest street party in East Africa, the KCF brought together Kampala residents, visitors, and Ugandans from diverse backgrounds to celebrate the city, its culture, and at inception, Uganda's Jubilee Independence anniversary. The festival promotes art, music, entertainment, fashion, and business.

The 2025 edition is proposed to take place on 5th October, 2025 ahead of the 63rd Uganda Independence day anniversary, and aims to highlight the importance of creative expression, sustainability, and culture as the city looks toward its future.

By continuing to build on past successes, this festival will promote local tourism, create economic opportunities, and provide a platform for Kampala to shine on the global stage. The 2025 festival is designed to bring different people together promoting cohesion between diverse groups, boost the economy and bring attention to the importance of sustainability in the urban space.



1.2. Theme

"Celebrating Kampala: Culture, Innovation and Sustainability."

The theme is derived from the UN Sustainable Development Goal SDG 11:

Make cities and human settlements inclusive, safe,
resilient and sustainable

Theme rationale;

Culture

Showcasing and preserving Uganda's diverse cultural heritage.

Innovation

Promoting creativity, smart solutions and adaptability.

Sustainability

Prioritizing social, economic and environmental wellbeing of citizenry.



1.3. Specific Objectives

The Kampala City Festival 2025 aims to:

1. Enhance the city's image and visibility.
2. Foster community ownership and cohesion.
3. Celebrate (showcase) the city's cultural identity and diversity
4. Promote innovation and creativity for sustainable urban living.
5. Stimulate local economic growth by creating opportunities for all.



2. Implementing Agency

The activity will be implemented by Kampala Capital City Authority (KCCA) with support from partners.

3. Target Audience

1. General public
2. Ministries, Departments and Agencies (MDAs)
3. Private Sector
4. Development Partners
5. Foreign Missions
6. Tourists
7. Exhibitors
8. Education Institutions
9. Cultural Institutions
10. Religious Institutions

4. Event Execution

The event will be a one day activity starting with a morning procession in town where KCCA and partners will show case their various floats. This festival parade will go through town for a maximum of three hours and end up in Kololo Ceremonial Grounds - This Years KCF Venue.



At Kololo Ceremonial Grounds, we will see a vibrant convergence of culture, innovation, and community to a celebration of who we are as a city and where we are headed together.

With colorful float processions winding through the city, each telling a unique story of our communities and institutions. The rhythm of cultural performances, showcasing the rich diversity that defines Kampala will light the city while Food courts and exhibitions will offer a taste of our delicious culinary delights.

We will have plenary contests, games, and live showcases which will engage and entertain people of all ages.

Businesses, innovators, creatives, families, and visitors will gather in a shared spirit of unity and celebration. Brands will meet the people, partners will gain unmatched visibility.



5. Precursor Events

This edition will be more than a single day of celebration. In the lead-up to the grand fest at Kololo, Kampala will come alive through a series of high-impact, community-driven precursor events that reflect the festival's core values of innovation, culture, and sustainability.

From **tree planting** and the **restoration of green spaces**, to **city painting** and **urban agriculture demonstration gardens** in all city Divisions, these activities will transform Kampala's physical and social landscape.

Initiatives like **No Litter Week**, **Car-Free Day**, and **Medical Camps** aim to inspire healthier, cleaner, and more inclusive urban living. We will also reach out to the most vulnerable through **visits to children's homes**, ensuring that this celebration leaves no one behind.

These precursor events are not only symbolic, they are strategic. They offer tangible opportunities for partners to showcase their commitment to sustainability, civic pride, and social responsibility. By joining this journey, stakeholders have a unique chance to shape the story of Kampala's transformation and be part of a legacy that will outlast the festival itself.



5. Time and Place

Proposed Date: 5th October, 2025

Time: Midnight 4th October, 2025 to 5th October 2025 at 11:59PM

Festival Procession Route: Buganda Road - Kyagwe Road - Kampala Road - Jinja Road - Wampewo Avenue - Kololo.



LOCATION : KOLOLO INDEPENDENCE GROUNDS

KCCA Images: John Paul Agaba



8. Partner with us

We invite you to partner with us for this years Kampala City Festival which will position your company to be part of a vibrant, attractive and liveable City. Sponsors will have an exclusive on-site presence supported by event promotional materials, event day exposure, media coverage, publicity and promotions to target audiences.

Given it's popularity over the years, this event has expanded exponentially allowing larger vendor spaces and adding various stages, events and entertainers.

We invite you and your company to view the following sponsorship categories.

Platinum, Diamond, Gold, Emerald, Silver, Bronze, Copper, Wanainchi

Please turn over for detailed categories.



PLATINUM - UGX 250M

- Minimum Cash is UGX 200m to KCF
- Festival Exclusive Rights
- Unlimited co-branding on all available media throughout the publicity campaign
- Recognition from KCCA
- Own stage along the festival route in a prime location to market your company
- 5 minutes speaking opportunity at the main stage
- 2 festival floats with your brand
- VIP access route for your VIP guests





Bring your Swag on!

KCCA Images: John Paul Agaba

DIAMOND . UGX 150M

- Minimum Cash is UGX 100m to KCF
- Rights to use festival logo
- Limited co-branding platforms in selected media adverts (Outdoor & TV)
- Festival route branding
- Right to sell your products
- MC mentions on all stages (Not less than 20 times)
- One festival float with your brand (KCCA will advise on float size)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA



GOLD . UGX 75M

- Minimum Cash is UGX 50m to KCF
- Rights to use festival logo
- Limited co-branding platforms in selected media adverts (Outdoor & TV)
- Festival route branding
- Right to sell your products
- MC mentions on all stages (Not less than 20 times)
- One festival float with your brand (KCCA will advise on float size)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA



EMERALD . UGX 20M

- Minimum Cash is UGX 15m to KCF
- Rights to use festival logo
- Limited co-branding platforms in selected media adverts (Outdoor & TV)
- Festival route branding
- Right to sell your products
- MC mentions on all stages (Not less than 20 times)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA





Traditional Kirundi Dance at the KCF 2016

KCCA Images: John Paul Agaba

SILVER . UGX 10M

- Minimum Cash is UGX 8m to KCF
- Rights to use festival logo
- Limited festival route branding
- Right to sell your products
- MC mentions on all stages (Not more than 15 times)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA



BRONZE . UGX 5M

- Minimum Cash is UGX 3m to KCF
- Rights to use festival logo
- Limited festival route branding
- Right to sell your products
- MC mentions on all stages (Not more than 10 times)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA





Happy Crowd – KCF 2017

KCCA Images: John Paul Agaba

COPPER . UGX 1,000,000

- Minimum Cash is UGX 1,000,000 to KCF
- Rights to use festival logo
- Limited co-branding platforms in selected media adverts (Outdoor & TV)
- Festival route branding
- Right to sell your products
- MC mentions on all stages (Not more than 10 times)
- One festival float with your brand (KCCA will advise on float size)
- Acknowledgement in all press releases & conferences
- Recognition from KCCA





Watoto Children's Choir at the KCF Main Stage 2016

KCCA Images: Josh Wama

WANAINCHI . UGX 50,000

- Minimum Cash is UGX 50,000 to KCF
- Right to sell your products
- Recognition from KCCA
- Receipt from KCCA





Kampala City Festival Payments

Account Title : **Kampala Capital City Projects**
Account Number : **003220088000008**
Currency : **UGX**





KCCA Float procession at KCF 2015

KCCA Images: Josh Wama



Lets keep in touch

www.kcca.go.ug/festival



#KiaCityFestival



Design and Layout

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