

26th & 27th  
SEPTEMBER  
2025

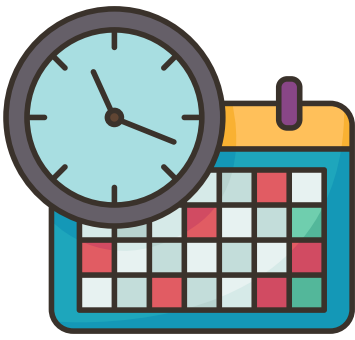


# THE EAST AFRICAN GOLDEN HERITAGE & TOURISM EXPERIENCE

*Innovation, Business, Fun and Heritage Celebration*



Da-2 Place Gardens,  
Ackright, Entebbe  
Uganda.



# EVENT SCHEDULE

## **Friday, Sept 26th (8 AM - 6 PM) – Free Entry**

- Business & Tourism Expo: Exhibitions, networking sessions, interactive showcases.
- General Business showcase and cross-border trade opportunities

## **Saturday, Sept 27th (9 AM - 1 PM) – Exhibition & Ticketed Outdoor Movie & Hologram Experience**

- Morning: Business exhibition continues.
- Afternoon: Interactive fun activities (Board games, treasure hunts)
- Evening: Outdoor Movie Screening & 3D Hologram Show (Trivia & Fun innovation)



## TARGET AUDIENCE

### EXPECTED ATTENDANCE:

2,500+ attendees from Kenya, Tanzania, Rwanda, and Uganda.

- Industry stakeholders (tourism & business sectors)
- Local & international tourists
- Ugandans interested in East African businesses, tourism, and culture



## ORGANIZERS



Promote Kenya Ltd is a marketing and innovations company that leverages creative and experiential marketing to create awareness of Kenyan brands and companies, Kenyan culture, heritage, history, Kenyan destinations and Kenyan products. By focusing on promoting Kenyan businesses and culture both locally and internationally, Promote Kenya aims to foster a positive perception and increase the consumption of Kenyan products. The aim is to rouse intrigue in Kenya and Kenyan offerings with a goal of bringing about the desired perception of consumption of Kenyan products.



# ORGANIZERS



**Golden Days Adventures curates unforgettable holidays for luxury seekers and budget travelers alike. We offer bespoke packages, seamless hotel bookings air ticketing, and international conference planning. From chopper and car hires to team-building retreats, cultural tours, and safaris, your adventure starts with us. Thrill-seekers can enjoy bungee jumping, desert safaris, and game drives, while others indulge in cruises, honeymoons, or sports tourism. We also cater to niche experiences like slum, business, farm, medical, and peace tourism. Whether solo or group travel, city tours, transfers, or Dubai visas, we craft journeys that shine bright, turning every trip into a treasured memory.**

***“ CREATING GOLDEN MEMORIES “***

**Promote Kenya Ltd**, in partnership with **Golden Days Adventures Ltd**, is organizing a premier experiential tourism and heritage celebration event at Da-2 Gardens and Restaurant in Akright, Entebbe. This event aims to showcase East Africa tourism while providing an innovative experience through an outdoor movie screening and the first-ever hologram show in Uganda.

# OBJECTIVES

- Promote East Africa tourism, Hospitality, other businesses, and culture.
- Establish the event as a premier platform for experiential and innovative tourism promotion.
- Provide sponsors with high-impact brand visibility and networking opportunities.
- Engage the public in a dynamic and immersive experience.
- Enhance business network relationships in East Africa Marketing opportunities.
- Facilitate Seamless Direct Bookings – Create a platform where businesses in tourism, hospitality, and related industries can secure on-the-spot reservations and sales.



## EVENT OVERVIEW

This 2-day event is designed to promote East Africa businesses, tourism, hospitality and culture while offering a mix of professional networking, fun activities, and entertainment. The Breakdown is as follows:



### **THURSDAY, SEPT 25TH:**

An introductory pre-event dinner for exhibitors and invited guests, providing a networking opportunity in an exclusive setting.



### **FRIDAY, SEPT 26TH:**

Business & Tourism Expo featuring exhibitions, networking sessions, and interactive showcases. This will serve as a platform for businesses to showcase their offerings to a diverse audience.





## **SATURDAY, SEPT 27TH:**

Outdoor Movie Screening and the first-ever Hologram Show in Uganda (ticketed from 2pm). This unique entertainment experience will captivate the audience and set a new standard for tourism-related events.



## **EVENT STRUCTURE**



### **DAY 1 (FRIDAY): BUSINESS EXHIBITION & NETWORKING**



**Professional connections and showcasing Kenyan, Ugandan & East Africa businesses, products and services.**



### **ACTIVITIES:**



**Business Exhibition featuring Kenyan, Ugandan & East Africa companies.**



**Networking sessions for B2B and B2C opportunities.**



**General Business showcase and cross-border trade opportunities**



**Time: 8:00 AM – 6:00 PM**



**Entry: Free for attendees**



### **DAY 2 (SATURDAY): EXHIBITION, FUN & ENTERTAINMENT !**



**Interactive activities and cultural engagement.**

## Morning Session



### Business Exhibition Continues (9:00 AM – 2:00 PM)

- Visitors engage with exhibitors and explore products and services.

## Afternoon Session



### Interactive Fun Activities (2:00 PM – 4:00 PM)

- Board Games & Treasure Hunt: Attendees navigate exhibitor booths to win prizes.
- Park and Chill and Fun Challenges: Trivia games, raffle draws, and contests.

## Evening Session



### Outdoor Movie & 3D Hologram Show (4:00 PM – 10:00 PM)

- Outdoor Movie Screening: Enjoy East African history-themed films.
- 3D Hologram Show.



### Entry:

- Morning exhibition: Free
- Afternoon and evening sessions: Part of the Ticket priced.



# RATIONALE



Tourism and cultural heritage play a crucial role in economic growth and social development. However, there is a growing need for engaging and interactive events that appeal to diverse and younger generations and a broader audience. Static exhibitions no longer captivate attendees the way immersive and experiential events do. By incorporating an outdoor movie screening and a groundbreaking hologram show, this event aligns with global trends in entertainment while uniquely positioning it as an innovative and engaging experience in Uganda's tourism and hospitality sector.



# MARKETING OPPORTUNITIES DURING THE EVENT



**An adage goes: “VISIBILITY= CREDIBILITY = PROFITABILITY”**

In today's competitive market, businesses need creative and impactful ways to build visibility and the parties through this partnership aim to excel by crafting and offering strategic ways that will increase brand awareness and engagement. This event will offer a unique marketing opportunity for African companies to enhance their visibility and connect with a diverse audience.

Participating brands will benefit from:

- Content played on screens before and after the movie.
- Company merchandise displayed at the venue, including banners, teardrops, and branded representatives.
- Promotional marketing content, such as animated ads, displayed during the event.
- Social media promotion across platforms, including Facebook, Instagram, and LinkedIn.
- Provision of tents for sponsors to showcase products and services during the expo and on the day of the event.

*By participating in this event, businesses can shorten the customer decision-making journey and strengthen their brand positioning, while also supporting a celebration of African heritage.*

# SPONSORSHIP TIERS & PACKAGES



**PLATINUM  
SPONSOR**

**\$2,000**

- Exclusive branding across all event materials - Premier branding at the venue and during the hologram show.
- Company merchandise on site i.e banners, teardrops, branded reps o Prime exhibition booth location.
- Content played on the screens pre-movie and post-movie
- Promotional content material on all our social media pages and partner pages – Fb, IG, LinkedIN.
- Branding during the pre-event dinner.
- Provision of a tent for the company to showcase products, sell merchandise - branded tent, desks and brand ambassadors on site for sales.
- Ads before the movie. (Three Different Promos)
- Inclusion in the events promotional marketing video.
- Opportunity to give keynote speech during the event.
- Advertising feature on the Promote Kenya Ltd magazine – PK Digest
- Complimentary VIP tickets - Support 10 corporate staff to attend the movie and hologram show.



**GOLD SPONSOR**

**\$1,000**

- Prominent logo placement on event banners and flyers.
- Exhibition booth at the event.
- Branding on treasure hunt materials.
- Complimentary VIP tickets - Support 5 corporate staff to attend the movie and hologram show.
- Strategic positioning during event – Provision of a tent for the company to showcase products, sell merchandise - branded tent, desks and brand ambassadors on site for sales

- Mentions in our social media marketing – company individual sponsor
- Short reels before the movie.
- Company logo to appear on all advertisement material
- Display of 2 teardrop banners: company merchandise on site i.e. banners, teardrops, branded reps and pamphlet distribution at the entry
- Promotional content material on all our social media pages – Fb, IG, LinkedIN o Mentions by the MC during the event.



### SILVER SPONSOR

\$500

- Standard booth at the exhibition.
- Logo featured on select materials.
- Complimentary VIP tickets - Support 3 corporate staff to attend the movie and hologram show
- Promotional content material shared on all our social media pages – IG, FB, LinkedIn
- Provision of an exhibition tent - for the company to showcase products and sell
- Acknowledgment by MC during the event
- 1 roll up banner at the entrance stand during the event
- Company logo in all marketing material of the event



### BRONZE SPONSOR

\$200

- Space in Shared Tents.
- Complimentary VIP tickets - Support 2 corporate staff to attend the movie and hologram show.
- Inclusion in event sponsorship mentions or Social media acknowledgment.



# CONTACT US :

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## GOLDEN DAYS ADVENTURES



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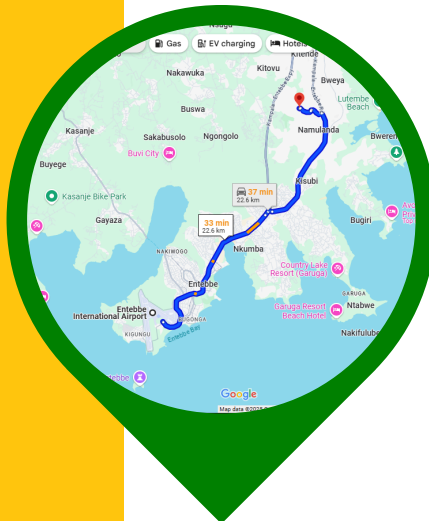
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