



# Concept

## Note

**Venue:** Speke Resort Munyonyo Kampala Uganda

Africa | Asia | Americas | Middle East | Oceanica

**Mode of promotion:**

Social Media Platforms Instagram, YouTube, Facebook, Twitter

**Mode of delivery:**

Hybrid (virtual and physical)









# RATIONALE

01

To raise funds for the Rotary Foundation and Africa Peace Fund.

02

To raise funds for the sustainability of the first African Rotary Peace Center at Makerere University that was established with the support of Rotary International.

03

To raise awareness develop the visibility of peace through social media, including enhancing Rotary's public image and motivating people to give towards peace initiatives within communities.

## PARTNERSHIPS

### Rotary International

Rotary is a global network of 1.4 million Business leaders, neighbours, friends, Community leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and ourselves.

Solving real problems takes real commitment and vision. For more than 110 years, Rotary's people of action have used their passion, energy, and intelligence to take action on sustainable projects. From literacy and peace to water and health, we are constantly working to better our world, staying committed to the end.

### Rotary Uganda

Commended for their outstanding achievements in promoting education, maternal and child health, water and sanitation, environment protection, and conflict prevention.

In collaboration with several partners, 119 Rotary clubs with 5000 Rotarians in Uganda have undertaken transformative projects to change the lives of communities.

Rotary is an organization of business and professional persons united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world.

It is a global network of community volunteers totaling about 1.4 million operating in about 200 countries and geographical regions worldwide to provide humanitarian assistance. Rotary clubs worldwide are grouped into Districts and Uganda and Tanzania have two Districts 9213 and 9214.

Rotary Clubs are non-political, respectful, non-discriminative against any religion, and open to all cultures, races, and creeds as signified by the motto Service Above Self. Rotary's main objective is service in the community, in the workplace, and throughout the world.

Rotary Clubs in Uganda have and continue to implement humanitarian projects in the communities to assist the less fortunate amongst us.

Rotary in Uganda has done many national projects like the Mwanamijimu project in Mulago; the Rotary Cancer Center at Nsambya Hospital and the Rotary Dialysis Center and Rotary Blood Bank at Mengo Hospital among many others. In addition, Uganda hosts the only Rotary Peace Centre in Africa at Makerere University.

# WHY WORK WITH ROTARY UGANDA

When you partner with Rotary Uganda, our 1.4 million Global members, of these over 5,000 are in Uganda amplify your impact, elevate your brand, advance important causes, improve communities, and gain access to global connections, key decision makers within your community who are our members .

Collaboration opportunities for joint Environmental, Social and Governance (ESG) Programs. In today's global arena, setting an Environmental, Social, and Governance (ESG) Strategy is seen as an important benchmark for how responsible organisations operate. A successful ESG strategy covers the three main pillars of sustainability: Environment; Social; and Governance.

The purpose of an ESG Strategy is to demonstrate the environmental, social, and governance factors that your organisation believes to be intrinsically important to consider within your current and future business operations. Working with Rotary you can also achieve your ESG Strategy through participating in any of these 7 areas of focus The Environment., Peace and conflict prevention/resolution, Disease prevention and treatment, Water and sanitation, Basic education and literacy, Economic and community development.

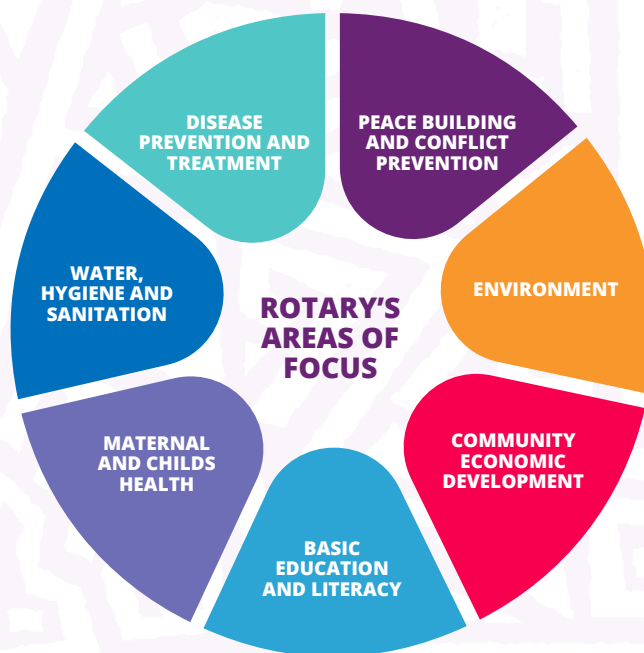
## MAKERERE UNIVERSITY PEACE CENTER

The first of its kind in Africa was inoculated in February 2020. Rotary awards up to 130 fully-funded fellowships each year for dedicated leaders worldwide to study at one of our peace centers.

Through the application of their training, study, networking, and practice, Rotary Peace Fellows become leaders and catalysts for peace and conflict resolution. Many go on to careers in national governments, NGOs, the military, law enforcement, peace education, media, international organisations like the United Nations and World Bank, and grassroots organisations working in communities.

## PEACE CONCERT FUNDRAISING CONCEPT

This will be a Hybrid concert with live performances that will be broad cast to a worldwide audience too. It allows artists to connect with fans beyond their performance venues in real-time while maximising exposure and revenue opportunities to help raise money for our peace centre at Makerere University.



<https://www.rotary.org/en/our-causes>

This year's concert will host The Getto Kids, Performances by Rotraians, Makerere University and many other local talented artists. Tickets will be available for online viewers starting at a minimum of 100 USD for all our local and international partners for Rotarians, Rotaractors and the general public, which will be credited to their Rotarian Foundation accounts. The intention is to encourage giving, and all these contributions will be made to the Africa Peace fund.

Having organised a similar event in 2021 & 2022, 'The 1st Virtual Africa Peace Concert and The Africa Peace Concert Edition II'. Rotary Uganda will be on hand to take the lead in organising this event because it's been birthed in Uganda. We expect a lot of support from Rotary clubs in Africa as the efforts go towards the Africa Peace Fund, with Uganda being the host on the African continent and counting on coordinators in West Africa | Southern Africa | East Africa | North Africa. Last year we had participation from over 100 countries worldwide.





# EVENT HIGHLIGHTS



## Networking Opportunities

Connect with like-minded individuals, organizations, and potential collaborators who share a common passion for peace-building.



## Dance from Kigezi

Immerse yourself in exciting heart pulsing cultural dance performances from Africa.



## Live Musical Performances

Experience the enchantment of diverse African musical talents, creating a vibrant and harmonious atmosphere.



**Photo Moment**

Connect with like-minded individuals, organizations, and potential collaborators who share a common passion for peace-building.

**Rwandese Dance Performance**

Experience the African musical dance talents from Rwanda, creating a vibrant atmosphere.





### Celebrity Guests

Enjoy special appearances by influential personalities and musical icons who endorse peace-building efforts.



### Innovative Interactions

Engage in light moments as discussions of peace and diversity are exchanged for a better, peacefull Africa.



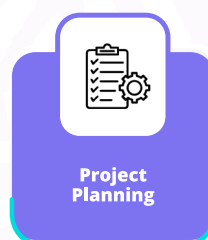
# STAKEHOLDER ROLES

Having organised a similar event in 2021, 2022, & 2023. The 1st Virtual Africa Peace Concert and The Africa Peace Concert Edition II & III.

Rotary Uganda will be on hand to take the lead in organising this event because it's been birthed in Uganda.

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## WHAT IS BEING ADDRESSED?



## IMPACT THIS FAR:

**COHORT 1**  
**15** FELLOWS

**COHORT 2**  
**17** FELLOWS

**COHORT 3**  
**19** FELLOWS

**COHORT 4**  
**19** FELLOWS

**COHORT 5**  
**21** FELLOWS

**COHORT 6**  
**19** FELLOWS

**COHORT 7**  
**21** FELLOWS

3<sup>rd</sup> Africa Peace Concert 2023  
donation to the Peace Centre

**\$234,555**

**630** Attendees

**212** Virtual



**418** Physical



## EDITION II



**1100**  
Attendees

**480**  
Virtual  
Attendees

**700**  
Physical  
Attendees

**31** Countries  
Represented

**1,200,000 USD**  
**RAISED**

## EDITION III

**630**  
Attendees

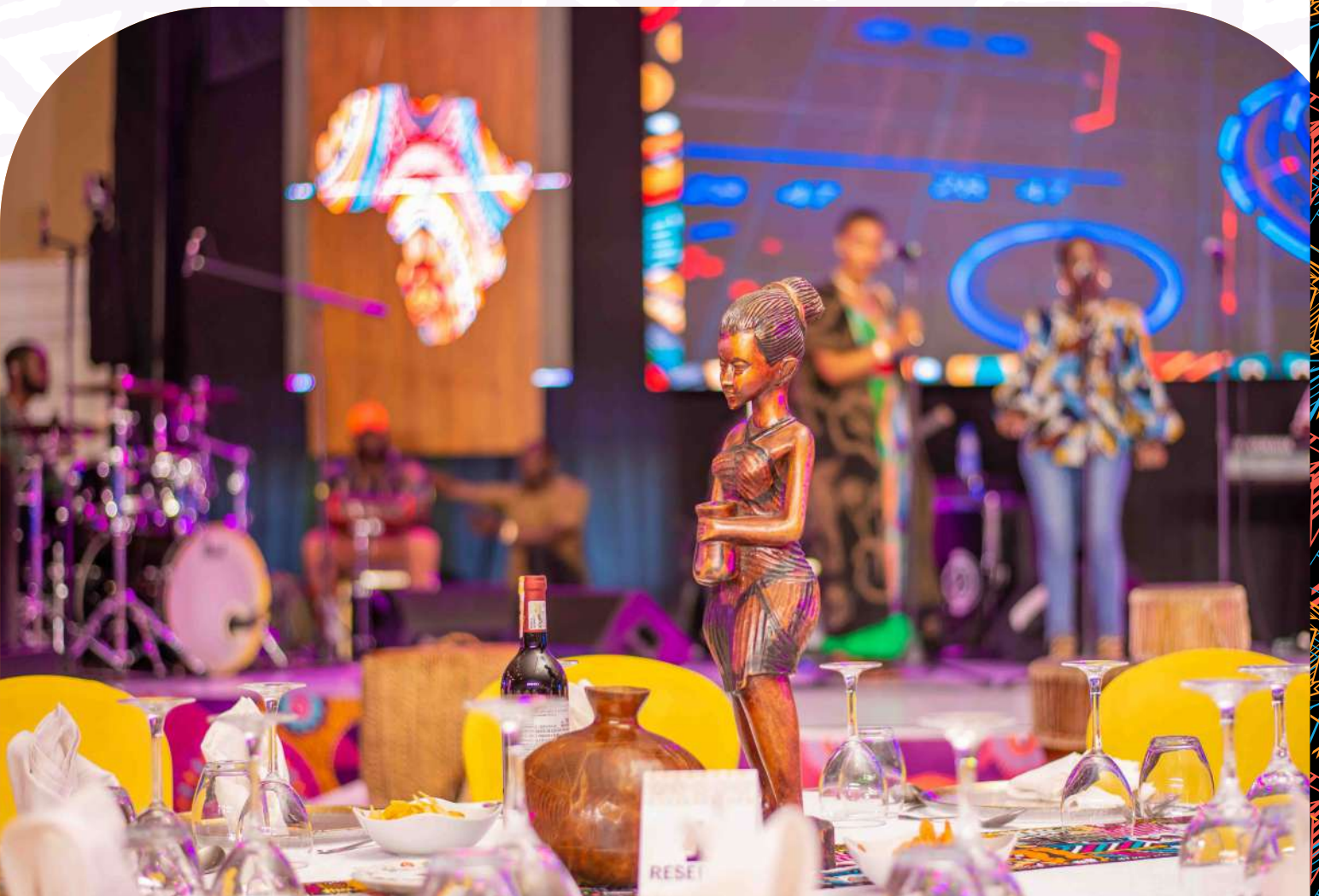
**212**  
Virtual  
Attendees

**418**  
Physical  
Attendees



**31** Countries  
Represented

**234,555 USD**  
**RAISED**





# THE WHY?

In February 2021, Rotary and Makerere University began to offer a postgraduate certificate program to peace and development leaders who are from or who have worked in Africa to address the underlying challenges to peace in the region. The Rotary Peace Center at Makerere University is the first on the African continent, bringing to seven the number of Rotary Peace Centres worldwide.

The year-long Peacebuilding, Conflict Transformation, and Development program emphasises issues and solutions relevant throughout Africa and beyond. Hands-on experience that complements coursework that addresses topics including human rights, governance, and the role of the media in conflict. Other studies focus on refugees and migration, climate change, and resource and identity-based conflicts.

The program incorporates the Positive Peace framework pioneered by the Institute for Economics and Peace (IEP). It applies concepts grounded in mediation and negotiation, African philosophy, and indigenous mechanisms for conflict resolution.

Instead of merely examining the causes of war, Rotary Peace Fellows at Makerere University explore the underpinnings of peace to achieve tangible measures of human well-being and progress.

The program was designed to accommodate working professionals with at least five years of proven experience in the areas of peace and development. There will be two cohorts each year with 20 fellows, and the first class began in February 2021.

Rotary annually awards up to 130 fully funded scholarships for dedicated peace and development leaders worldwide to study at any of its seven peace center programs.

In just over 15 years, Rotary Peace Centers have trained over 1,300 individuals for careers in peacebuilding in more than 115 countries, and program alumni serve as leaders in governmental and non-governmental agencies, international organisations, and more.





# THE IMPACT

The Center has so far received 110 peace fellows from 35 countries, and it welcomed 21 peace fellows for its seventh cohort from 11 countries. The countries that have so far posted fellows include Argentina, Australia, Botswana, Burundi, Cameroon, Columbia, Côte d'Ivoire, Democratic Republic of Congo, Denmark, Egypt, England, Ethiopia, Finland, Germany, Ghana, Italy, Kenya, Liberia, Lesotho, Malawi, Myanmar, Mexico, Mozambique, Nigeria, Rwanda, Sweden, Somalia, Somaliland, Sierra Leone, Sudan, South Sudan, Uganda, USA, Zambia, Zimbabwe.

The fellows study for ten weeks onsite. The program uses an interactive class study approach, focused group discussions, research, and community field visits.

The field visit activity undertakes experiential learning, explores all themes covered during the academic component of the fellowship, and provides field-based experiences on understanding peacebuilding in communities.

While in the field, the fellows immensely interact with the relevant communities in the affected areas. i.e., Communities displaced due to civil wars back at home and refugee re-integration in host communities; Communities affected by tribal conflicts and rebel activities; Communities affected by natural disasters like landslides and their impact on the victims' livelihoods.

The Genocide Memorial Site in Rwanda and the Impact of the April 1994 Genocide that Led to the Death of Millions of People in Rwanda. The fellows also visit the urban slum areas of Kampala, focusing on the theme of rehabilitating the lives of the minority. These include Street children, Women dealing in prostitution, people with disabilities, and terminally ill people surviving on less than a dollar a day in the slums of Kampala, Uganda.

Through the field studies, the peace fellows appreciate the relevance of peacebuilding in addressing the basic needs of life, the role of Youth, local leadership, and other institutions in peacebuilding, and the importance of community-based approaches to building sustainable peace in their respective communities.

Cohorts one, two, and three peace fellows have already piloted their community Social Change Initiatives, with most of the initiatives inspired by the community field visits conducted at Makerere University.

The initiatives address themes on Youth, conflict, and development; Strengthening resilience in communities; Diversity and inclusive participation; education; Economic empowerment; Climate change; Foodsecurity; Women and trafficking; Women and girl child empowerment; Refugee re-integration; Local leadership and domestic violence prevention; media; and Peace journalism.





## ROTARY PEACE CENTER AT MAKERERE UNIVERSITY



Peace Center  
In Africa



Inaugurated  
January 2020

10

week  
Course  
Study



Trained  
110 Peace  
Fellows from  
35 Countries



Program  
Donation  
234,555 USD  
for 2023

620  
ATTENDIES  
2023

212 VIRTUAL  
418 PHYSICAL

## INITIATIVES ADRESSED

Diversity and  
inclusive  
participation

Economic  
empowerment

Strengthening  
resilience in  
communities

Women and  
girl child  
empowerment

Education

Peace  
journalism

Food security

Refugee  
re-integration



# WHAT YOUR BRAND STANDS TO ACHIEVE?

You get to empower its clients and stakeholders both socially and economically. Your mission statement states and mandates that you create shared value for the most vulnerable of citizens. By supporting this peace initiative which is one of Rotary's focus areas, you are supporting education and leadership development; food and agriculture; health; enterprise development and financial inclusion; social protection and energy; environment and climate change, which are the bank's six pillars.

You get a front seat in championing the transformation of lives and livelihoods through developing and implementing innovative programmes that leverage existing infrastructure and link partners to the bottom of the pyramid. You can change lively hoods as you have a presence in the greater Central and Southern Africa region. Your presence in six African countries make you the right candidate and vehicle to champion conflict resolution, and what better way to do this than by being a key partner with Rotary International?

Let Rotary be the vehicle that helps you capitalise on Social and Impact Investments, transformation, and modernisation of food and agriculture through agribusiness activities; micro-business enhancement through financial literacy and entrepreneurship training; financial inclusion through social payments; and development of ethical leaders through scholarships by partnering with us on this cause. It will allow your brand to meet and collaborate with other non-competing companies.

Additionally, you can connect with your target audience face-to-face at the event and make connections before and after in your marketing strategy. An opportunity to generate new sales leads before and during the event and to follow up with them after the possibility to connect further.

Your brand imaging is highly visible to the often thousands of people who attend the event, many of which may not know about your brand. Your brand visibility is profitable and successful against your competitors | consumer perception.

People are inclined to support brands that are invested in benefitting their communities.

Increased brand exposure through the event itself, event advertising, and media coverage.

In-event speaking opportunities that help boost their brand equity Direct contact with an audience full of relatively warm leads.

Access to data about attendees and in-event interactions, which can be highly informative for product development and market research.

Appear in all media campaigns as a sponsor Appear on the website as sponsor for 6 months.

Display of company logo/advert on the screen during the Dinner and Concert.

Display of 4 flyers at key locations of the venue.

Recognize your sponsorship during the, Dinner and Concert VIP table at, Dinner and Concert for 10 guests.

## ON-GROUND ORGANISING COMMITTEE

### Chairman & Team Leader

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Emmanuel Katongole

Geoffrey Kitakule

Christine Kyeyune Kawooya

Anne Nkutu

Agnes Mungati Batengas

Dr. Joe Kamau



# SPONSORSHIP PACKAGES

## 01 GOLD SPONSOR UGX 50,000,000

- Company name displayed on the Peace Center Hall of Fame Board
- A prestigious shield recognizing your company as a Peace Champion
- Appear in all media campaigns as a sponsor
- Appear on the Rotary Uganda website as sponsor for 6 months
- Display of company logo/advert on the screen during the Dinner and Concert to an audience of over 20,000. Display of 4 flyers at key locations of the venue
- Recognize your sponsorship during the, Dinner and Concert
- 2 VIP tables at, Dinner and Concert for 20 guests
- Speaking slot at the dinner/concert

## 02 SILVER SPONSOR UGX 40,000,000

- Company name displayed on the Peace Center Hall of Fame Board
- A prestigious shield recognizing your Company as a Peace Champion
- Appear in all media campaigns as a sponsor
- Appear on the Rotary Uganda website as sponsor for 4 months
- Display of company logo/Advert on the screen during the, Dinner and Concert Display of 3 flyers at key locations of the venue
- Recognize your sponsorship during the Dinner and Concert 1 VIP table at the Dinner and Concert for 10 guests.

## 03 BRONZE SPONSOR UGX 30,000,000

- Display of your 2 flyers at key locations of the venue
- Appear on the Rotary Uganda website as sponsor for 3 months Recognize your sponsorship during the, Dinner and Concert
- 1 table at the Dinner and Concert for 10 guests.

**PROMINENT TABLE OF 10 GUESTS  
AT THE CONCERT / DINNER**

**UGX 10,000,000**











# AFRICA PEACE CONCERT

4<sup>TH</sup> EDITION  
JANUARY 2025

Africa | Asia | Americas | Middle East | Oceanica