

# 100 YEARS OF KABALEGA

**1923 - 2023**

*Celebrating a hero's life and legacy.*

## CONCEPT NOTE

PREPARED BY:

*Kabalega Foundation in partnership with Bunyoro-Kitara Kingdom*



[www.100.kabalega.org](http://www.100.kabalega.org)

- • 100 YEARS OF KABALEGA
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# A MESSAGE FROM THE ORGANISERS



**Owek. Andrew Kirungi Byakutaga**

Prime Minister - Bunyoro-Kitara Kingdom

Bunyoro-Kitara Kingdom is excited to commemorate 100 Years of the legacy of Omukama Cwa II Kabalega (1923 - 2023). Kabalega was exceptional king, and considered the greatest in our history. We invite sponsors, partners, and volunteers to join us in making this celebration a memorable one.



**Dr. James Isagara Kisoro**

Executive Director - Kabalega Foundation

The life and accomplishments of Omukama Kabalega deserve celebration. As Kabalega Foundation, we welcome you all to join in, to share of your energy and resources towards a successful commemoration, reflecting on the ideals of Omukama Cwa II Kabalaga for the betterment of humanity.

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# ABOUT

## 100 YEARS OF KABALEGA

*A Year long commemoration starting April 06th, 2023 - April 05th, 2024*

Kabalega Foundation in partnership with Bunyoro-Kitara Kingdom is organizing a year-long commemoration of 100 years of Omukama Cwa II Kabalega's legacy (1853 – 1923); Omukama Cwa II Kabalega was a king (ruler) of present-day Bunyoro-Kitara Kingdom a celebrated national hero, and icon of independence denoted by his strong resistance against colonialism and imperialism. He died in 1923 at Mpumwire (Mpumudde) hill, present day Jinja while returning back to his kingdom from Sychelles Islands after 24 years in exile.

In commemoration of 100 years of his legacy, a year-long series of events and activities aligned to social, environmental, educational, and cultural causes starting April 06th, 2023 - April 05th, 2024, are planned.



# OBJECTIVES

With all planned events organised under the broader theme of “Unity for Development”, the 100 years of Omukama Cwa II Kabalega’s legacy commemoration is meant to celebrate Omukama Cwa II Kabalega’s contribution to the development of society, but also to draw lessons from his life and legacy for building a better society in the modern-day era. Below is a list of detailed specific objectives



## **Celebrating the Life and Legacy of Omukama Cwa II Kabalega**

With many examples to learn from, the life of Kabalega presents many lessons to leaders on the best practices of leadership, respect for human rights, and establishment of strong institutions and systems for attainment of societal development.



## **Promoting Unity for Development**

With many across the world struggling with unity of purpose in communities, the commemoration of #100 Years of Kabalega presents a chance for shading a light on the role of unity for development.



## **Highlighting the Role of Culture in promotion of SDGs**

Shading a light on the role of culture in promotion of sustainable development goals, especially as regards to the case of Africa.

# A LEGACY WORTH CELEBRATING..

A LEGACY THAT HAS INSPIRED MANY, SHAPED A NATION AND THE REGION

Many at all levels of society have, and continue to draw inspiration from the story of Omukama Cwa II Kabalega; his leadership, his life, and sacrifices for the good of his people, and when he was faced with adversity; his bravery..

Below are some of the quick facts about the legacy of Omukama Kabalega.

## 1853 – 1923

*Omukama Kabalega's Lifetime*

## 16 YEARS

*Age he ascended to the throne, ruled for 29 years.*

## 9 YEARS

*Resistance to colonial rule, inspiring other African leaders to fight for their independence*

## 24 YEARS

*Exiled to Seychelles Islands, and all the while engaging in diplomatic correspondence challenging his detention, leading to his release. He died on his way back to his Kingdom*

## 2009

*Declared a National Hero by the Government of Uganda, and honored with a three (3) gun salute.*

## A LIFE WORTH CELEBRATING

A defender of his people's freedom and self determination against colonialism.

A promoter of human rights and development, resisting slave trade and instead encouraging trade in merchandise with foreign merchants.

A meritocrat who introduced all-inclusive social reforms and built modern administrative, governance and defence systems.

A unifier, and great contributor to nation building through uniting many former states into one administration.

When duty came calling in the threat to the liberties of his people by colonial forces, he chose to defend his people; coming against much stronger imperialist forces, sustaining a war for nine (9) years that many similar resistances could not withstand on the 1st encounter.

Omukama Kabalega continues to inspire many unto a life of purpose and true service to society.





“  
**CONQUER OR DIE**  
”

*Okusingurwa Ngwayo*

Omukama Cwa II Kabalega's moto



# • • OMUKAMA CWA II KABALEGA

Omukama Chwa II Kabalega (June 18, 1853 – April 6, 1923), was the ruler / Omukama of Bunyoro-Kitara Kingdom in Uganda from 1870 to 1899, and a celebrated national hero. He is most notably remembered for his great developmental rule that transformed Bunyoro-Kitara Kingdom and restored its former glory, but also for his resistance against colonialism, a few among African monarchs that put up fierce sustained resistance, a stance that would later inspire other African leaders to fight for their independence.

Having ascended to the throne at the age of 16 Years and ruled Bunyoro-Kitara Kingdom for 29 years, Omukama Kabalega led the kingdom through a historic transformative phase, reconsolidating the Kingdom's former lost territories, boosting food production, and introducing unprecedented social reforms in building a meritocratic system of governance and centralized



administration that ensured a unified progressive society. Upon capture in 1899 and subsequent exile to Seychelles Islands, he survived for 24 years; all the while engaging in diplomatic correspondence challenging his detention, leading to his release in 1923. Omukama Cwa II Kabalega died on the 06th of April, 1923 at Mpumwiire (Mpumudde Hill); present day Jinja on his way back to Bunyoro-Kitara Kingdom.

With several national and international attributions to his name,

- In 2009 the government of Uganda declared him a national hero.
- In 2010, the most honourable order of Omukama Kabalega was instituted by Bunyoro-Kirara Kingdom in his honor.
- In 2023, the government of Uganda renamed Hoima International Airport under construction in Hoima City to Kabalega International Airport.
- The second highest medal awarded by the Uganda Military (Uganda People's Defence Forces – UPDF); Kabalega Star Medal is in recognition of his bravery to defend his people, among many other honors.

His legacy continues to inspire many unto a life of noble purpose and dedicated service, and has influenced society in several ways towards development and modernization.





## BUNYORO-KITARA KINGDOM

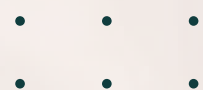
Bunyoro-Kitara Kingdom is situated in Western Uganda. It is one of the oldest and most historic Kingdoms in the Great Lakes Region with immensely rich culture and heritage. At the height of its power, between 13th century to the 19th century, it was also one of the most powerful and prosperous kingdoms in Central and East Africa stretching as far as present-day Karagwe in Tanzania, present-day Rwanda, present-day Eastern Congo, and the Wanga Kingdom in present-day Kenya. The kingdom suffered great set-backs following the invasion by British colonial forces in the late 1800s, the exile of its king - Omukama Cwa II Kabalega, and the subsequent abolition of Kingdoms by the then Government of Uganda in 1967.

Bunyoro-Kitara has played a pivotal role in the history of Uganda. The ancient Bunyoro-Kitara empire, which later splintered into other regional kingdoms was the center of cultural, political, economic, and social civilization in the pre-colonial interlacustrine East Africa.



However, with the restoration of cultural institutions by the government of Uganda in 1992, Bunyoro Kingdom under its current Monarch H.M. Dr. Solomon Gafabusa Iguru I is on course to reconsolidate its rich history, culture, and heritage from centuries of its past glory into a development agenda for its society in the modern-day 21st Century era.

Read more at: <https://bunyorokitaringdom.org/>



## ABOUT THE ANGLO-NYORO WAR

For nearly 30 years, some of the most ferocious British colonial wars in the world occurred in the kingdom of Bunyoro-Kitara in western Uganda, they involved dozens of invasions by tens of thousands of soldiers armed with the most destructive modern weapons, conducting severe extermination campaigns that were nearly as brutal as those carried out by the Germans in Namibia and French in Algeria.

Under the rule of Omukama Cwa II Kabalega, Bunyoro-Kitara had only recently extended its commercial reach into the global markets, Its institutions proved adaptive enough to be quickly adjusted in response to the rapidly changing international political landscape of imperial expansion in which the kingdom was thrust; enabling Bunyoro to sustain one of the longest defensive wars against colonialism, not only in Africa, but the world.

With one of the major innovations of Omukama Kabalega in the early years of his rule having been the establishment of a 50,000 man-strong standing army called ABARUSURA which was made up of indigenous troops and some foreign mercenaries, not only did the army enable Omukama Kabalega to reclaim majority of Bunyoro-Kitara's previously lost territory, pacify internal resistance, and restore the fortunes and prestige of Bunyoro-Kitara, but also to defend the kingdom against the colonial forces.

Omukama Kabalega's defence systems managed to fend off the colonial attempts for nearly close to 20 years. With this as a major obstacle to the British interest of establishing themselves in the East Africa interlacustrine region, in 1890 Britain declared full scale war on Bunyoro-Kitara. With majorly Gorilla warfare, Omukama Kabalega managed to resist the British for nearly 9 years more years before he was captured in 1899 and exiled in the Seychelles Islands where he survived for 24 years before he was released to return to Bunyoro-Kitara Kingdom.



To the right, a collapsed time-scale map showing the major invasions of the Bunyoro-Kitara kingdom by year and the British commanding officers that led them.

(Credits: Isaac Samuel)

## ANGLO-NYORO WAR CONTD..

To quell the resistance of Bunyoro-Kitara, the British first employed Ganda alliance who willingly corporated as this was towards helping overcome their most serious threat at the time, the Kingdom of Bunyoro-Kitara. Kabaka Mwanga of Buganda and Omukama Kabalega of Bunyoro-Kitara had lived strikingly parallel lives long before the declaration of war against Bunyoro by the British.

Having sought for peace in 1894, and this turned down by the British that were bent on total war, Kabalega switched to guerrilla warfare, utilising his army's mobility, the use of fortifications and trenches to stall the dozens of British expeditions, and foment rebellions in colonial territories. His resistance was sustained largely because of its wide support across the Bunyoro society and allied chiefdoms.

Kabaka Mwanga of Buganda, upon being forced to surrender sovereignty with Buganda declared a British protectorate in 1897, sought to join Omukama Kabalega in Bunyoro and jointly resist the colonialists, and together they faught for close to 2 years.

With long sustained battles, to break the back born of the resistance, the British deployed a scorched-earth policy as a military strategy, with massive destruction occasioned on communities including massacre of entire communities and burning down of villages, food plantations, granaries, and killing of animal herds.



*A maxim gun, one of the heavy weaponry deployed by the British against Bunyoro being manned by Nubian mercenaries.*

The Anglo-Nyoro war is also one of the first recorded cases of use of biological warfare where syphilis was introduced into the community affecting fertility, deterring population growth, and hindering men from full participation in the war. Through these unjustifiable circumstances the kingdom of Bunyoro-Kitara population was reduced from 2.5 million people to a mere 100,000 people, and cases of dire violation of human rights. Bunyoro-Kitara Kingdom to date seeks justice for the injustices meted upon it's people by the British colonial forces, and the return of its looted property including royal regalia housed at Pitts Rivers Museum and other Museums across the United Kingdom.

## **KF** KABALEGA FOUNDATION

Kabalega Foundation is a Not-for-Profit Non-governmental Organisation incorporated in Uganda as a Company limited by guarantee (Reg. No. 80020002140688), and registered as a national NGO; Reg. No. INDR152224158NB to preserve and promote the legacy of Omukama Cwa II Kabalega through service and promotion of his life-long ideals. In a bid to contribute to socially, culturally and economically empowered societies, Kabalega Foundation runs programmes in areas of Civic Advocacy and Engagement, Cultural Research and Documentation, Environmental Protection, Education and Life Skills Development, Health Water, Sanitation, and Hygiene as well as Social Economic Empowerment of communities.

### **Our Programmes**

Kabalega Foundation designed a series of Societal Transformative Programmes to be epiphanies and reflections of the great Omukama Cwa II Kabalega's legacy and his overwhelming efforts to promote independence and development in the region. Each programme satisfies an objective of the great leader Omukama Cwa II Kabalega and also gives practice to implementation of SDGs as detailed below;

- ❖ Civic Advocacy and Engagement
- ❖ Cultural Research and Documentation
- ❖ Environmental Protection
- ❖ Water, Health and Sanitation
- ❖ Education and Life Skills Development
- ❖ Social Livelihood Improvement.

#### **Vision**

- Socially, culturally and economically empowered societies.

#### **Vision**

- To advance social, cultural and economic development

#### **Core Values**

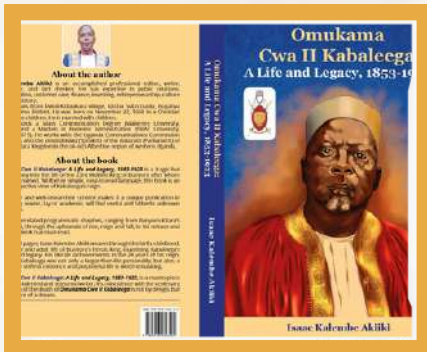
- ❖ Transparency.
- ❖ Voluntarism.
- ❖ Innovation.
- ❖ Respect for human rights.
- ❖ Independence.
- ❖ Courage.

More at: <https://kabalegafoundation.org/>



# KEY PLANNED EVENTS, ACTIVITIES & PROJECTS

## EVENTS



### LAUNCH OF #100 YEARS OF KABALEGA SERIES

Date: 06th April, 2023  
Venue: Buyanja S.S - Kibaale



### KABALEGA INDEPENDENCE RUN, AND GROUND BREAKING FOR KABALEGA PARK CONSTRUCTION

Date: 07th October, 2023  
Venue: Hoima Booma Grounds



### KABALEGA MEMORIAL LECTURE

Date: 15th November, 2023  
Venue: Kampala Serena Hotel

## PROJECTS



### RENOVATION OF MPARO ROYAL TOMBS

Timeline: 06th April, 2023 - 05th April, 2024



### CONSTRUCTION OF KABALEGA SQUARE

Timeline: 06th April, 2023 - 05th April, 2024



### TRACING & MARKING OF KABALEGA TRAIL

Timeline: 06th April, 2023 - 05th April, 2024

## ACTIVITIES



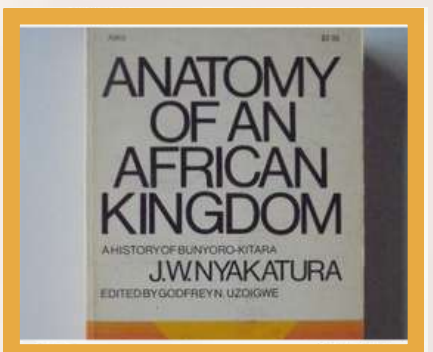
### TREE PLANTING CAMPAIGN IN OIL & GAS HOST COMMUNITIES

Timeline: Oct - November 2023.  
Venue: Several Locations



### FREE MEDICAL CAMPS FOR WOMEN & CHILDREN

Timeline: February - March 2024.  
Venue: Several Locations



### DONATION OF BOOKS TO COMMUNITY SCHOOLS

Timeline: February- September 2024.  
Venue: Several Locations

# KABALEGA INDEPENDENCE RUN



**Date:**

07th October, 2023

**Venue:**

Hoima Booma Grounds

**Theme:**

Run for Education, Run to celebrate a hero's legacy.

With a target number of 5,000 runners, through Kabalega Independence Run, the organisers seek to raise a platform for mobilization of resources towards Kabalega Education Fund. For the inaugural, the proceeds will be directed to donation of school books to traditional community schools in greater Bunyoro Region. In the long run, the fund aims to also support bright but economically disadvantaged students across the country with school fees, and scholastic materials, and also to empower youth through life skills development support. Kabalega Independence Run will subsequently be held as an Annual event towards different causes aimed towards similar social economic transformation initiatives.

## Organising Partners



**Joshua Cheptegi  
Development Foundation**



**Curre Sport Safaris**

We invite more partners on board to join us in the preparations towards making this event a success.

100 YEARS OF KABALEGA

# KABALEGA MEMORIAL LECTURE

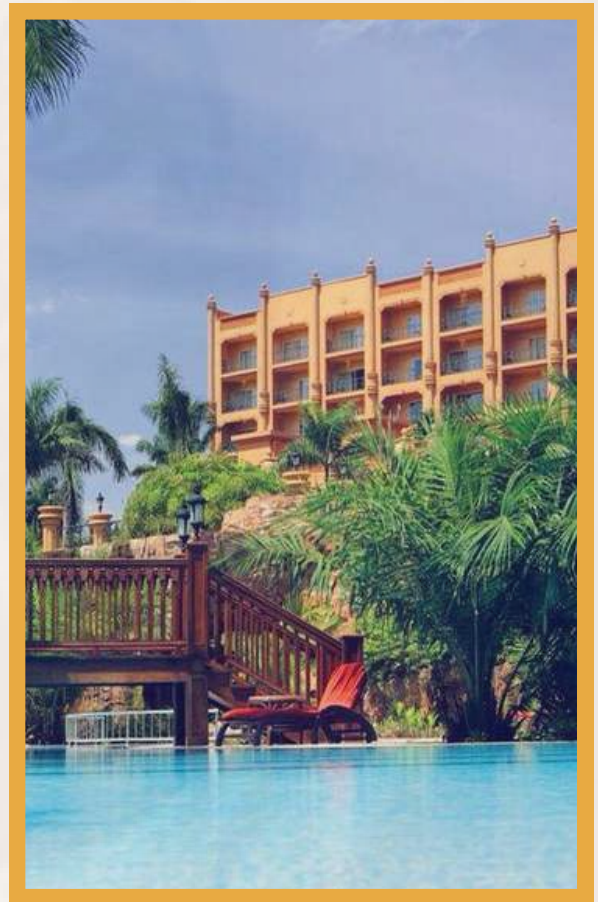


KAMPALA SERENA  
HOTEL

**WHEN:** 15th November, 2023

**WHERE:** Kampala Serena Hotel - Victoria Hall

**THEME:** The Role of Culture in Promotion of Sustainable Development Goals



# RENOVATION OF MPARO ROYAL TOMBS

Formally Omukama Kabalega's favourite palace in the course of his reign, Mparo royal tombs are also the burial grounds of Omukama ('King') Chwa II Kabalega. The tombs are situated about four kilometers from Hoima City centre, along the Hoima – Masindi highway.



## Current State

The royal tombs were given a face-lift by the Uganda People's Defense Forces (UPDF) in 2009. Currently in need of renovation,

## Proposed Renovations



*Artistic impression of the renovations to be made at Mparo Royal Tombs*





# KABALEGA SQUARE



Above, an artistic impression of Kabalega Square. Below, an arial view of the entire Kabalega Square.



## About the Square

Envisioned to host Kabalega Monument, Kabalega Square is strategically located next to the head quarters and central palace of Bunyoro-Kitara Kingdom, the square will host;

- Kabalega Monument
- Kabalega Foundation Offices
- An Information Resource Centre
- A conference centre
- Kabalega Cafe, and
- Space for other kingdom affiliated entities

# KABALEGA MONUMENT



## Monument Description

Planned to sit in the foreground of Kabalega Square, Kabalega Monument is planned as a 20 feet marvel, across from the main palace of Bunyoro-Kitara Kingom.

It will feature Omukama Kabalega adorned in his favourite traditional wear in a sited posture holding a spear as a symbol of strength and defence.

*To the right, an artistic impression of the proposed Kabalega Monument*



# KABALEGA TRAIL DEVELOPMENT



*Artistic impression of the planned development work at Mpumwire (Mpumudde) Hill - The place where Omukama Cwa II Kabalega breathed his last.*

## Mpumwire (Mpumudde Hill), among other sites

Omukama Cwa II Kabalega breathed his last at a hill in present day Jinja - Busoga Kingdom on his way back to his kingdom – Bunyoro kitara from Seychelles Islands where he had been exiled for 24 years. This was after a short illness while he had sent an envoy to Bunyoro-Kitara to announce his return.

With his last words as *Mpumwiire* (loosely translated as *Mpumudde* in Lusoga dialect), the hill Located about 2km off Kamuli Road in Jinja Municipality, has since been named to Mpumudde Hill.

Upon his death, the local chiefs rallied people in their communities to take up and pile stones on the site of his demise. Todate, it remains a sacred site where many in Busoga and other areas go to page homage. It is the place where Busoga Kings are enthroned. However the site is not marked and developed.

In partnership with Busoga Kingdom, and as part of 100 years of Kabalega commemoration, above is the planned development work at this important site. This as part of development of a Kabalega tourism trail which seeks to trace, mark and develop key locations that denote Omukama Kabalega's life. This will feature among other sites, Kangai - Dokolo, the place where Omukama Kabalega was captured along with Kabalega Mwanga of Buganda before being sent to exile.



*The current state of Mpumwire (Mpumudde) Hill*

## KABALEGA TOURISM TRAIL DEVELOPMENT CONTINUED..



### Kikangaara Hill

*The place where Omukama Kabalega was enthroned as king.*



### Kangai - Dokolo

*The location where Omukama Kabalega was captured with his compatriot - Kabaka Mwanga*



### Kabalega Water Well

*Omukama Kabalega's water well, at Kacungiro-Kinogozi - Kikuube District*



### Kabalega - Baker Battle ground

*Located near the former Uganda Railway station in Masindi - Kijura*



### Katasiha Caves

*An entrance into some of the interlinked underground tunnels Omukama Kabalega used to fight the guerrilla war.*



### Musaijamukuru Hill

*On of the major battle points between Kabalega and the British*

Among other sites that denote Omukama Kabalega's life journey and legacy

• • **ORGANISING COMMITTEE**



**Dr. Kabagambe Fred Kaliisa**  
*Chairperson  
Organising Committee*



**Owek. Andrew Byakutaga**  
*Co-Chair - Organising  
Committee*



**Hon. Mary Grace Mugasa**  
*National Coordinator*



**Owek. Fred. M. Rucunya**  
*Culture & Norms*



**Owek. Isaac Kalembe**  
*Research & Documentation*



**Dr. James Isagara Kisoro**  
*Head of Secretariat*



**Dr. Evelyn Cindy Magara**  
*Literature & Film*



**Mr. Balaam Barugahara**  
*Events Planning &  
Management*



**Samu Mugisa**  
*Sponsorship & Partnerships*



**Zainab Byanjeru**  
*Finance Coordinator*



**Francis Mugerwa**  
*Communications*



**Pascal Kwesiga** •  
*Media & Publicity* •

# SECRETARIAT



**Wilberforce Twinamastiko**  
*Programmes Coordinator*



**Priscilla Kyarikunda**  
*Logistics Coordinator*



**Elizabeth Nanono**  
*Sponsorships Coordinator*



**Brian Kisoro**  
*Accounts Assistant*



**Rose Mary Businge**  
*Administrative Assistant*



**Raymond Mugume**  
*Digital Media Coordinator*



**Samantha Mpuga**  
*Mobilisation Assistant*



**Mariam Kansiime**  
*Volunteer Coordinator*



**Otim Bazil**  
*Design & Media Support*



**Mary Nakitende**  
*Mobilisation Assistant*



**Claudia Katutu Namara**  
*Mobilisation Assistant*



**Ajuna Ivan**  
*Mobilisation Assistant*

## HOW CAN I BE A PART?

There are several ways you can be a part of commemoration of the 100 years of Omukama Cwa II Kabalega's legacy and contribute to immortalising the impact of his legacy. We welcome corporate sponsorships, individual donations, and volunteers towards the success of the planned events and activities.

### SPONSOR



Sponsorship can be made towards a particular event, or the entire commemoration program; in kind or in cash. More details on available sponsorship packages page herein.

### DONATE

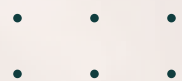


You can make an individual or group donation towards a particular event or programme. No donation is too small, or too big.

### VOLUNTEER



You can also give of your time and expertise to support the organising of the various events and activities.



## SPONSORSHIP & DONATION OPTIONS

Each contribution goes a long way in ensuring the success of the planned events and activities to celebrate 100 years of Omukama Cwa II Kabalega legacy.

To give as an individual, a group, a business, or as an organisation, please use the options below;

### BANKING DETAILS



Bank: Equity Bank Uganda  
A/C Name: Kabalega Foundation  
A/C No.: 1035201512490  
Currency: UGX & USD

### MOBILE MONEY OPTION

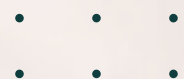


1. Dial \*210# on *MTN* or *Airtel*
2. Enter merchant code "46988"
3. Enter Amount
4. Enter pin to confirm Transaction.
5. Get confirmation message

### VISA / OR OTHER CARD OPTION



You can also give or donate securely online using VISA, Mastercard, or other card options using the link: <https://100.kabalega.org/donate>





# PROPOSED BUDGET

Presented in the table below are lump sum budgets of the various activities, events and projects planned.

No.	Event / Activity Name	Budget (UGX)
1.	Launch of 100 Years of Kabalega	Covered
2.	Kabalega Independence Run	186,648,000
3.	Kabalega Memorial Lecture	102,500,000
4.	Renovation of Mparo Royal Tombs	250,000,000
5.	Design, Construction and Commissioning of Kabalega Monument	125,285,000
6.	Construction and Commissioning of Kabalega Square	2,250,000,000
7.	Tree Planting Campaign in Oil & Gas Host Communities	80,500,000
8.	Tracing & Marking of Kabalega Landmarks for creation of Kabalega Tour Trail	102,000,000
9.	Free Medical Camps for women and children	95,000,000
10.	Donation of Books to Community Schools	50,000,000
11.	Branding & Communication	42,000,000
12.	Media & Publicity	220,000,000
13.	Administrative Costs	60,000,000
14.	Volunteer Facilitation	100,000,000
15.	Miscellaneous costs	120,000,000
<b>Total:</b>		<b>3,783,933,000</b>

## RESOURCE MOBILISATION STRATEGIES

As a way of resource mobilisation towards meeting the budget for the planned events, activities, and projects, we shall reach out to prospective sponsors, write proposals to potential donors, solicit partnership, auction art designs, and make sales from 100 Years of Kabalega, and Bunyoro-Kitara Kingdom paraphernalia, and memorabilia items listed for sale on the 100 Years on Kabalega e-shop at: <https://www.100.kabalega.org/shop/>

We have lined up several sponsorship packages from which a choice can be made. These are in two (2) Categories of sponsorship; i.e. full 100 years of Kabalega commemoration sponsorship, and a single event, activity, or project sponsorship.

Below are the 2 proposed sponsorship categories, and the respective package details

### FULL 100 YEARS OF KABALEGA SPONSORSHIP

 Platinum	 Gold	 Silver	 Bronze	 Friends
\$100,000	\$75,000	\$50,000	\$25,000	\$10,000

### SINGLE EVENT OR ACTIVITY SPONSORSHIP

 Platinum	 Gold	 Silver	 Bronze	 Friends
\$50,000	\$25,000	\$10,000	\$5,000	\$1,000

Full details, and benefits under each sponsorship package are provided in the tables below;

# SPONSORSHIP PACKAGE DETAILS

## TOWARDS ENTIRE COMMEMORATION PROGRAM

FULL PROGRAM SPONSORSHIP PACKAGE BENEFITS		PLATINUM (\$100,000+)	GILD (\$75,000+)	SILVER (\$50,000+)	BRONZE (\$25,000+)	FRIENDS (\$10,000+)
Name, website link, and logo prominently featured as official sponsor on website as event official sponsor, and on all event branding materials	✓	Name, website link, and logo	Name, website link, and logo	Name and logo	Logo	Name
Promotional Materials placed in participant bags	✓	Full Profile, pen, business card	1 A4 flyer, pen, business card	1 A5 flyer, pen, business card	Business card	✗
Advertisement in 100 Year of Kabalega Commemoration Magazine	✓	Full Page	1/2 Page	1/4 Page	1/8 Page	✗
Free kits to participant in run, 20% discount on additional running kits at Kabalega Run	✓	50 Kits	25 Kits	10 Kits	5 Kits	2 Kits
Display Space for company banners within, and around events venues	✓	Main Stage Branding, and 10 Banners	Main Stage Branding, and 5 Banners	2 Banners	1 Banner	✗
A dedicated sponsor booth and exhibition table in exhibition tent	✓	All Events	5 Events	2 Events	1 Event	✗
VIP section sitting space at planned events venues	✓	25 Seats	10 Seats	5 Seats	2 Seats	1 Seat
Featured company profile on 100 years of Kabalega commemoration website.	✓	500 words	250 words	100 words	50 words	✗
Pre-recorded video for playing during sessions kick-off, and during event breaks	✓	5 minutes	2 minutes	✗	✗	✗
Dedicated weekly promotional posts on commemoration social media handles	✓	3 Posts	2 Posts	1 Post	✗	✗
Mention in press releases, media engagements, and social media posts for all events	✓	✓	✓	✗	✗	✗
Stage mentions throughout all events and activities by Emcee	✓	✓	✓	✓	✗	✗
Welcome Audience from the main events stages	✓	All events	2 Events	1 Event	5 Kits	1 Kit
Events registration attendance list	✓	✓	✓	✗	✗	✗
Soft copy promotional materials attachment to post-commemoration newsletter to all participants and stakeholders to be sent via email	✓	Full Profile	A4 Flyer	✗	✗	✗



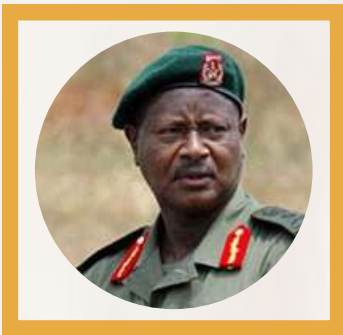
# SPONSORSHIP PACKAGE DETAILS

## TOWARDS SINGLE EVENT/ACTIVITY PROGRAM

SINGLE EVENT/ACTIVITY SPONSORSHIP PACKAGE BENEFITS		PLATINUM (\$50,000+)	GILD (\$25,000+)	SILVER (\$10,000+)	BRONZE (\$5,000+)	FRIENDS (\$1,000+)
Name, website link, and logo prominently featured as official sponsor on event website page as event official sponsor, and on all event branding materials	✓	Name, website link, and logo	✓	Name and logo	✓	✓
Promotional Materials placed in participant bags	✓	Full Profile, pen, business card	✓	1 A5 flyer, pen, business card	✓	✗
Advertisement in 100 Year of Kabalega Commemoration Magazine	✓	1/4 Page	✓	1/8 Page	✗	✗
Free kits to participant in run, 20% discount on additional running kits at Kabalega Run	✓	25 Kits	20 Kits	15 Kits	10 Kits	5 Kits
Display Space for company banners within, and around event venue	✓	Main Stage Branding, and 10 Banners	Main Stage Branding, and 6 Banners	2 Banners	1 Banner	✗
A dedicated sponsor booth and exhibition table in exhibition tent	✓	✓	✓	✓	✓	✗
VIP section sitting space at event venue	✓	25 Seats	15 Seats	10 Seats	5 Seats	2 Seat
Featured company profile on event page of Kabalega commemoration website.	✓	250 words	100 words	50 words	✗	✗
Pre-recorded video for playing during event kick-off, and during breaks	✓	5 minutes	2 minutes	✗	✗	✗
Dedicated weekly promotional posts on commemoration social media handles	✓	2 Posts	1 Post	✗	✗	✗
Name mention in press releases, media engagements, and social media posts for sponsored event	✓	✓	✓	✓	✗	✗
Stage mentions throughout the event by Emcee	✓	✓	✓	✓	✗	✗
Welcome Audience from the main event stage	✓	✓	✓	✗	✗	✗
Event registration attendance list	✓	✓	✓	✗	✗	✗
Soft copy promotional materials attachment to post-event newsletter to all participants to be sent via email	✓	Full Profile	A4 Flyer	✗	✗	✗



# KEY MESSAGES



## H.E. Yoweri Kaguta Museveni

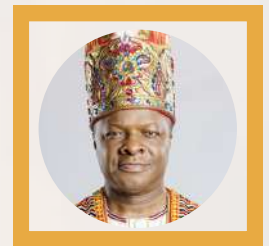
*President of the Republic of Uganda*

"As an icon of unity, independence and development in the great lakes region, it is a pleasure that such a commemoration is organized in his honor; an acknowledgement and appreciation of the efforts early African leaders played in organising the African people into kingdoms and chiefdoms in order to work together for development."

## H.M. Ronald Muwenda Mutebi II

*Kabaka of Buganda Kingdom*

"Omukama Kabalega fought tirelessly to defend his people and the Kingdom, the bond created by Mwanga and Kabalega should inspire the people of Bunyoro and Buganda to work together."



## Owek. Andrew K. Byakutaga

*Prime Minister - Bunyoro-Kitara Kingdom*

"What made Omukama Cwa II Kabalega a hero and endeared him to his people in both the good times, and times of adversity was that he refused to betray his people on several occasions when external forces advanced their interest for him to surrender the sovereignty of Bunyoro-Kitara."

## Prof. Mwanbushya Ndebesa

*History Scholar - Makerere University*

"I admire the courageous, patriotic, and great nationalistic mind that Omukama Kabalega espoused. Reflecting on his visionary leadership, the people of Bunyoro, and Uganda at large have a huge debt to pay to Omukama Kabalega, especially by promoting unity, and embracing pan-africanism, learning from his sacrifices, and working together for the common good of society."



## Prof. P.L.O Lumumba

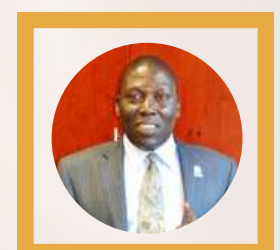
*Pan-Africanist & Professor of Law*

"Long live Kabalega! When you do good things what happens is that your motto remains; appear to die, but you never die. His progeny are alive, and should keep him alive. The British owe Bunyoro for the atrocities committed against it, and its people, for their looted artefacts."

## Mr. Kyetume Kasanga

*Executive Director - Uganda Media Council*

Reading the book 'Omukama Cwa II Kabalega - A life and legacy (1853 - 1923)', one can not help but wonder; what did Kabalega eat? what did he drink? how did he sleep; if at all he did at all; the magnitude of accomplishments in his 29 year rule are immense.



# GALLERY



*Omukama Kabalega with family in exile; Seychelles Islands. Below - right, his residence*



*Owinyi Akullu the langi chief who defended Kabalega to the end.*



*John Kabalega (également connu sous le nom de Kabalega).*



*Kangai - Dokolo: Markstone at the place where Omukama Cwa II Kabalega was arrested together with Kabaka Mwanga by Colonial forces*



*Omukama Kabalega's throne stool, that is still held onto by the British at Pitts Rivers Museum*

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*Everything on earth has a beginning and an end; a banana plant is planted as a sucker, matures and dies, the same applies to cattle; they start out as a calf, grow, and die. We also had a beginning in this world, if this is going to mean our end, so be it.*

”

*Omukama Cwa II Kabalega's words to Kabaka Mwanga of Buganda on their last stretch at the height of their collaborative effort to resist colonial rule.*

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- **GALLERY**

- **LAUNCH OF 100 YEARS OF KABALEGA**

Held at Kikangaara Hill in Buyanja, Kibaale District; a special place in the reign of Omukama Cwa II Kabalega as this is where he ascended the throne at the age of 16. April 06th, 2023. (Below-centre-top, the Delegate of H.E the President of Uganda, Hon. Col. Tom Butime commissioning 100 years of Kabalega events commemoration after delivering the President's speech.





# SHOP KABALEGA @ 100

Shop for a range of branded items to celebrate #100 Years of Kabalega and to support the commemoration activities

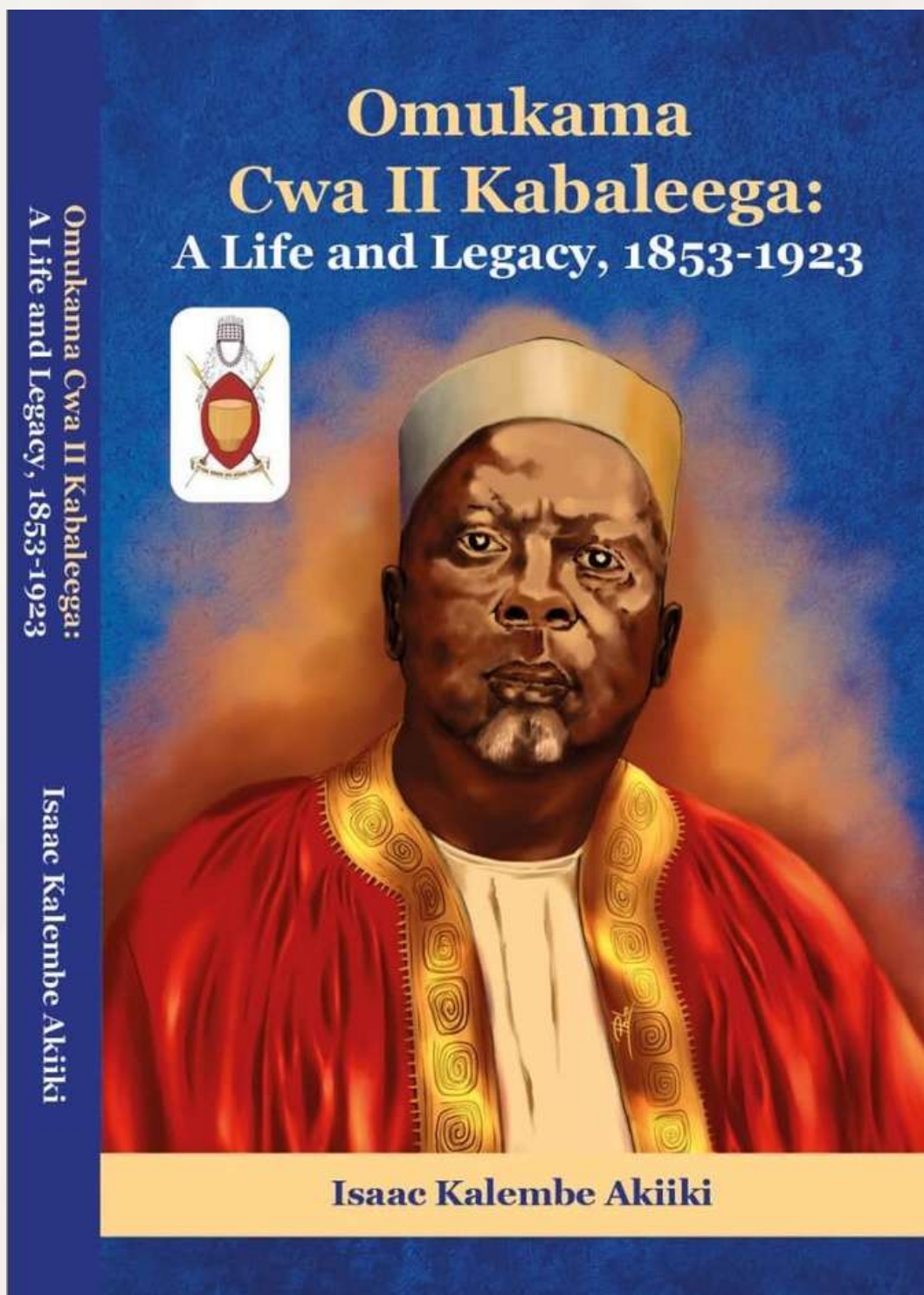


visit: <https://100.kabalega.org/shop>

## SHOP KABALEGA @ 100

Buy the book highlights the full life journey of Omukama Cwa II Kabalega, a true and accurate account of history as told from a native African perspective.

*(Omukama Cwa II Kabalega - A Life and Legacy, 1853 - 1923)*



Orders can be made at: <https://100.kabalega.org/shop>

Part of the proceeds will go towards supporting 100 years of Kabalega Commemoration.



• • 100 YEARS OF KABALEGA

• • **ADVERTISE IN 100 YEARS OF KABALEGA MAGAZINE**

To be published as part of the 100 Years of Kabalega commemoration;

100 YEARS OF  
**KABALEGA**  
MAGAZINE      CELEBRATING A HERO'S LIFE & LEGACY

**“ CONQUER  
OR DIE**

**OMUKAMA CWA II KABALEGA**  
(1853 - 1923)

**WWW.100.KABALEGA.ORG**

Get your brand out to our diverse range of both local and international audience for this special publication. Part of the proceeds go towards supporting 100 years of Kabalega Commemoration events, activities, and projects.

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[www.100.kabalega.org](http://www.100.kabalega.org)


- • 100 YEARS OF KABALEGA
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# 100YearsofKabalega



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