



NJABALA
FOUNDATION

OPPORTUNITY TO PARTNER

Obulo Bwaffe Festival

7th - 13th March 2025



INTRODUCTION

The Njabala Foundation is thrilled to present its Annual Njabala Exhibition, continuing its mission since 2021 to celebrate and empower women artists across Uganda and Africa. This platform showcases extraordinary talent while sparking critical conversations that challenge societal norms and inspire change.

The 2025 festival centers on the evocative theme, "Obulo Bwaffe" (Our Millet), a Luganda phrase symbolizing women's power, agency, and resilience. Inspired by the Obulo Bwaffe folklore, the festival honors women as custodians of wealth, heritage, and identity amidst societal pressures. It critiques entitlement to women's labor, produce, and bodies while celebrating their courage, resourcefulness, and inherent strength.

More than a festival, "Obulo Bwaffe" is a cultural movement. It reimagines traditional narratives through a contemporary feminist lens, creating a transformative platform for art, storytelling, and dialogue. Through this lens, the timeless tale of a woman defying societal expectations to secure her family's future is brought to life, celebrating women as agents of change and cultural leaders.

"Obulo Bwaffe" invites audiences to engage with personal stories from artists that honor femininity, empower women, and preserve cultural heritage. Join us in championing women's empowerment, cultural preservation, and the transformative power of art and storytelling.



EXPLORE SPONSORSHIP OPPORTUNITIES

Tier 1: Supporter (5,000 - 10,000 USD)

- **Logo Placement:** Your logo will be prominently displayed on all promotional materials, including the festival website, social media, and printed materials.
- **Social Media Recognition:** We will recognize you on our social media platforms and tag your organization huddles.
- **Invitation to the Opening Ceremony:** You and a guest will receive exclusive invitations to the opening ceremony.
- **Limited Edition Festival Merchandise:** You will receive a limited edition festival merchandise pack.



Tier 2: Patron (11,000 - 20,000 USD)

All Benefits of Tier 1

- **Dedicated Social Media Post:** We will create a dedicated social media post thanking your organization for its support.
- **Priority Seating at Events:** You and a guest will receive priority seating at selected festival events.
- **Backstage Pass:** A behind-the-scenes tour of the festival preparations and performances.



Tier 3: Benefactor (21,000 - 30,000 USD)

- **All Benefits of Tier 1 and Tier 2**
- **VIP Experience:** Enjoy a VIP experience, including exclusive access to VIP lounges and meet-and-greets with artists and performers.
- **Custom Branded Experience:** We will customize a sponsorship package tailored to your specific needs and goals.
- **Get published:** Invitation to contribute a text to the festival booklet/catalogue
- **Five copies** of the events booklet/catalogue



Tier 4: Premier Partner (31,000+ USD)

- **All Benefits of Tier 1, Tier 2, and Tier 3**
- **Naming Rights as main sponsor:** Your organization's name will be named as a main sponsor of the festival.
- **Exclusive Branding Opportunities:** High-visibility branding placements at the festival venue and in promotional materials.
- **Speaking opportunity:** on the Festival opening ceremony.
- **Detailed report:** covering the event impact, reach and implementation.



OBJECTIVES

- 1 Celebrate Women's Artistic Voices by showcasing the diverse talents of women artists from across the region.
- 2 Reimagine tradition through an exploration of how ancient wisdom can be applied to contemporary challenges.
- 3 Foster Community empowerment by creating a space for dialogue, learning, and collaboration.
- 4 Inspire Future Generations of young women to challenge the status quo.

EXPECTED OUTCOMES

- The publishing of an expansive and elaborate catalogue featuring all exhibited works and interviews by featured artists.
- Curate and present at least 4 mobile exhibitions or installations featuring at least 8 women artists and creatives from Uganda.
- Partner with organisations/collectives to co-host events or activities during the festival.
- Organize panel discussions or workshops that explore the themes of power, ownership, and resistance from a feminist perspective.
- Host a public dialogue session featuring at least four thought leaders and activists, aimed at dismantling cultural narratives that perpetuate entitlement to women's labour and achievements.
- Document the events through professionally produced videos and photo series.
- Develop a central exhibition and festival that explicitly engages with the theme of reclaiming women's power, knowledge and agency, drawing directly from the "Obullo Bwaffe" story.
- Performances (poetry, sound, dance, music) will be a celebration of women's power through several performers.
- Film screenings - in partnership with Nteredde and women artists in Uganda, we are conceiving two to three nights of short and feature film screenings accompanied by discussions with distinguished filmmakers.
- Talks, panel discussions, and round tables among others - towards activating knowledge platforms, the series of talks will work towards promoting accessible knowledge sharing.
- Mentorship programme - the festival will host a midpoint convening of about 12 curators in Kampala to discuss pertinent issues affecting curating in African contexts. Featured countries include Uganda, Tanzania, Ethiopia, Zambia, Zimbabwe and South Africa.
- Workshops - including a personal branding workshop to support Ugandan women artists with the right tools to navigate personal branding and advocacy and rightfully apply for personal improvement calls for residences, exhibitions etc
- Children's Corner - the festival will organize a dedicated event for children focussing on storytelling and embracing Indigenous knowledge systems.



WHY PARTNER WITH US ?

Join Us in Shaping the Future of Women's Art

Your support will have a lasting impact on the lives of countless women artists and cultural enthusiasts across Africa. By partnering with the Njabala Foundation, you are at the forefront of promoting gender equity by supporting a platform that celebrates women as custodians of culture, heritage, and power. You will also contribute to:

Empowering Women Artists by providing opportunities for women to showcase their talent and realize their full potential, fostering dialogue, and enriching African culture.

Preserving Cultural Heritage: Honoring and celebrating the rich cultural heritage of Uganda.

Inspiring Future Generations: Cultivating a new generation of creative thinkers and change-makers.

Contribute to breaking down societal norms that hinder gender equity.

Foster a space for cultural dialogue and innovation.



AS A SPONSOR OR PARTNER, YOU'LL ENJOY

- Brand recognition through sponsorships.
- Exclusive access to events and behind-the-scenes experiences.
- Positive Impact and Relevance: Know that your support is making a tangible difference in the lives of artists and communities through the cultural preservation and modernization of African folklore.
- Have an opportunity to elevate your brand: Align with a cause-driven initiative that resonates with local and global audiences, positioning your organization as a leader in championing diversity, inclusion, and empowerment.
- Access to a diverse growing community of socially conscious artists, thought leaders, and change-makers from Uganda, Africa, and beyond.

EXPECTED AUDIENCE REACH

Exhibition

2000+

visitors

Festival

10,000+

attendees

Online Reach

10,000+

followers on social media

NEXT STEPS

Let's create a partnership that reflects your values and helps drive this transformative initiative forward. We are happy to tailor opportunities to align with your objectives and ensure maximum impact for your brand and our shared vision where women's voices are heard and their creativity is celebrated.

We look forward to discussing this opportunity with you!

BECOME A SPONSOR TODAY!

**TO BECOME
A SPONSOR,**



Martha Kazungu
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Deadline for support :
15th February 2025

