

UKHWI O
QHUQHAYO
“Ukhwi is on Fire”

2026 Sponsorship
Proposal &
General Update



O QHUQHAYO



“Who We Are and what We stand For”

Ukhwi O Qhuqhayo: Empowering Youth Through Music and Arts

- Ukhwi O Qhuqhayo is a legal non-profit organisation seeking to collaborate with the people of the region to undertake social upliftment projects through music, Arts, And Cultural Festival at Ukhwi, Ngwatle and Ncaang all in the Kgalagadi District with emphasis on school going children, youth, the less privileged, the girl child, the boy child and other social challenges.

Mission: Foster creativity, promote cultural exchange, and provide opportunities for young artists in Botswana

Values:

- *Innovation*
- *Inclusivity*
- *Excellence*
- *Community Engagement*

Vision: Multi-faceted and forever evolving

- *Become a leading youth-driven music and arts festival in Southern Africa*

01

To raise awareness of the conservation and environmental challenges in the southern region of Botswana.

02

To preserve the rich cultural heritage and languages of Southern Botswana through song and dance

03

To promote domestic, regional and international eco-tourism to the Kgalagadi Transfrontier park

04

To provide long-term sustainable livelihoods opportunities for the community of Ukhwi



Our Stakeholders and Partners

- **Communities:**
 - Ukhwi Village
 - Ngwatle Village
 - Ncaang Village
- **Supporting Organizations:**
 - Ngwaa Khobee Xeya Trust
 - Village VDC (for each of the three villages)
 - Technical Advisory Committee – Hukuntsi (District Commissioner, Wildlife, Invoromental)
- **Regional & National Partners:** Various organizations across Botswana and Southern Africa
- **International Ambition:** Expanding reach and collaborations globally



Achievements



2024 INAUGURAL UOQ FESTIVAL –
MAJOR SPONSOR BTO SPONSORED

SEFALANA
BRAVEHEART
MAUD CAMPING



2025 SECOND YEAR FESTIVAL – SELF
SPONSORED & SEFALANA



MOU SIGNED WITH
NGWAA, KHOBEE XEYA TRUST



HAD SOME OF THE UOQ PATRONS
VISIT THE MABUASEHUBE AS
TOURISTS.



Successes Factors

1. **Enhance education and learning** in all three villages to improve standard seven results
2. **Blend local and International** acts to showcase diverse cultural sounds
3. **Community Engagement** –Involve local artists, vendors and attendees to create ownership.
4. **Marketing buzz** – Leverage social media and local influencers to drive ticket sales
5. **Sustainable Legacy** – Develop initiatives that benefit the local community, like music workshops, cultural exchange programs and support local businesses.
6. **Impact** –allocate majority of proceeds to village infrastructure, small businesses, make donations to certain groups to support the community.



Short-term

- Improve the economy of the region during the festival
- To impart and employ skills such as catering and earning through art
- Cross cultural sharing and broadcasting
- Advertising and Marketing of tourism
- Assist interested locals in setting up of enterprises and provision of training in conjunction with our partners. The training will cover Tendering, Financial Management, Customer Service amongst others
- Sponsorship of PSLE awards

**UOQ Key Objectives:
A Compelling proposition**



UOQ Key Objectives: A Compelling proposition

Long-term

- Create a safe space for school going children to study and be supported to complete homework, play and read.
- Provide digital literacy programs to expose the children, youth and women to local regions and international scholarship and employment opportunities.
- Use of by products from the salt mining to make fertilizer and improve the soil structure in the area to enable farming yield
- Mentoring and coaching program that opens opportunities for youth in the area to access scholarships
- Support standard seven students with learning materials to improve school results
- To bring in service providers to explain benefits- Programs ,Government and Non-Government e.g. COSBOTS for protection of the rights of creators in the KRD1 area, LEA for entrepreneur support etc.
- Renovate and equip the VDC lodge to a high level to attract more customers and offer other supporting services to attract more customers and offer other supporting services.
- Enhance camping sites to improve occupancy and therefore increase revenue for the Trust.



Future Plans: Growth, Maturity, Global, Boutique and a Brand



The festival will in the future be handed to the Trust to run.



Those that are providing services will be upskilled



Cultural parade/fashion show in the pan



Promote tourist activities post the festival in the region



Smaller exhibitions of artifacts from the region to be showcased in Gaborone



Sponsorship Proposal

Why the engagement:

“Alone we can do so little, together we can do so much” - Helen Keller

- Platinum: P100,000+
- Diamond: P60,000-P69,999
- Gold: P50,000 – 59,999
- Silver: P40,000- 49,999
- Bronze: Below P30,000

NB

- Sponsorship is not limited to money and may include other necessities. Food Hampers, learning materials , sanitary pads, class refurbing etc
- Sponsorship can be for a period determined by the Sponsor e.g. 3years to allow for continuity



**The Sponsorship
package includes:**



Platinum



Diamond



Gold



Silver



Bronze



Platinum package

Headline Email promotions with links to Botswana Tourism Organisation's website and social media platforms (under construction)

Headline positioning of Banners at the event venue and any locations enroute to the venue and Naming rights

Headline positioning of Logo on all co-branded spaces, including the Event Info page on all our launch social media platforms

Headline Signage and/or advertising materials at the event venue and all media

Headline Pre and post-event media mentions on all social media platforms (Facebook, Instagram, Twitter) and news papers

Headline Special mentions in post-event appreciation

Premium Space for bringing own tent, gazebo at the event venue

10 VIP tickets

VIP tent and its complimenting activities or offerings

Speech at event start and end

Right to invite up to 10 key stakeholders and key business influencers to the event



Gold package

Email promotions with links to Botswana Tourism Organisation's website and social media platforms (under construction)

Banners at the event venue

Logo on some co-branded spaces, including the website

Signage and/or advertising materials at the event venue and all media

Pre and post-event media mentions on all social media platforms (Facebook, Instagram, Twitter) and news papers

Special mentions in post-event appreciation

Space for bringing own tent, gazebo at the event venue

5 VIP tickets

VIP tent and its complimenting activities or offerings

Right to invite up to 10 paid key stakeholders and key business influencers to the event



Silver package

Email promotions with links to Botswana Tourism Organisation's website and social media platforms (under construction)

Banners at the event venue and any locations that Botswana Tourism Organisation wishes to position

Logo on all co-branded spaces, including the Event Info page on all our launch social media platforms

Signage and/or advertising materials at the event venue and all media

Pre and post-event media mentions on all social media platforms (Facebook, Instagram, Twitter) and news papers

Special mentions in post-event appreciation

Space for bringing own tent, gazebo at the event venue

3 VIP tickets

VIP tent and its complimenting activities or offerings

Right to invite up to 10 paid key stakeholders and key business influencers to the event



Bronze package

Email promotions with links to Botswana Tourism Organisation's website and social media platforms (under construction)

Banners at the event venue and any locations that Botswana Tourism Organisation wishes to position

Logo on all co-branded spaces, including the Event Info page on all our launch social media platforms

Signage and/or advertising materials at the event venue and all media

Pre and post-event media mentions on all social media platforms (Facebook, Instagram, Twitter) and news papers

Special mentions in post-event appreciation

Space for bringing own tent, gazebo at the event venue

1 VIP tickets

VIP tent and its complimenting activities or offerings

Right to invite up to 10 key stakeholders and key business influencers to the event



UKHWI 2024 FESTIVAL

Are you ready for an unforgettable experience
Why settle for the ordinary
Only a few can join us
Time is running out fast



UOQ in media

August ENTERTAINMENT GASTRONOMY & AGROTOURISM

AUG. 1	LOBATSE MOUNTAIN WALK Venue: Lobatse	AUG. 1	ORANGE PINKWE NATIONAL MARATHON Venue: Setake Park
AUG. 7	ANNUAL GOLF DAY Venue: Botswana Bank Gaborone Golf Club	AUG. 8	PALAPYE MARATHON RACE 2025 Venue: Majestic Five Hotel, Palapye
AUG. 9	MASCOM BATHABAN WALK Venue: Francistown	AUG. 10-15	INTERNATIONAL TENNIS FEDERATION WORLD J TOUR J90 Venue: National Tennis Centre, Gaborone
AUG. 13-14	MARKETING SYMPOSIUM Venue: Gaborone	AUG. 14-16	DESERT PULSE CULTURAL FESTIVAL Venue: Makgadikgadi Salt Pans
AUG. 15	FEARLESS 10K RUN SERIES Venue: Gaborone	AUG. 16-19	16TH NATIONAL BUSINESS CONFERENCE (NBC) Venue: TEC
AUG. 17-22	INTERNATIONAL TENNIS FEDERATION WORLD J TOUR J90 Venue: National Tennis Centre, Gaborone	AUG. 22	DIUKENGI CHARITY BUSHWALK Venue: Molepolole
AUG. 22	GMF CHARITY WALK Venue: Orapa	AUG. 22-26	DIMANE CULTURAL FESTIVAL Venue: Dimane Hill, between Maseru & Leribe
AUG. 24-30	BOTSWANA CONSUMER FAIR Venue: Fairground Holdings, Gaborone	AUG. 25	GABORONE CLASSIC HERBY Venue: Gaborone
AUG. 26-28	B WELL HEALTH EXPO & SYMPOSIUM Venue: University of Botswana	AUG. 27-30	TULLI HIKING & CYCLE QUEST 2025 Venue: Tlokweng, District of Mmolepolole & Gaborone
AUG. 28	DIKWA O DIBURUHO ANNUAL MUSIC FESTIVAL Venue: Tlokweng	AUG. 28-29	PAAC 200 MOTOR RACE Venue: Peka
AUG. 28	DRIF AC MOKGOTSHANE HALF MARATHON Venue: 5548, Mogadishane	AUG. 28	TSDILOO AFTER DARK DRONE LIGHT SHOW EXPERIENCE Venue: Tsoelike Hills, North West District
AUG. 28	BRIDGE RUN 2025 Venue: Mungabo Coast & Corry, Kibungula	AUG. 29	MBURUO ANNUAL CULTURAL FESTIVAL Venue: Shabane
AUG. 29	... FESTIVAL	AUG. 29	NGAMLAND ECO CULTURAL EXPO AND CULTURAL SHOW Venue: Mot of Mafan
AUG. 29	... FESTIVAL	AUG. 29	CRESTA BISSELE ANNUAL LETLHAPULA FESTIVAL Venue: Cresta Bissole Hotel, Setake Park





Let's make it happen

- We are seeking sponsorship for this project from your Company for 2026 and beyond.
- We are happy to provide further information as maybe required.
- Happy to share our budget for specific area of sponsorship.
- If any specific area of interest is chosen, we are happy to provide a project plan with costing and any further information you may need.