


EVENT	DESCRIPTION	PERIOD	TARGET PARTNERS	TARGET AUDIENCE	SPONSORSHIP PACKAGES (UGX)
SME EVENT	The SME Event is part of the PSFU Annual Member's day event. The event targets Organizations who offer financial related services like, leasing, mortgage, money transfer, insurance, savings, Stock exchange and business development support targeting small and medium enterprises. This event provides a chance for various SME beneficiaries share their experience about how they have been able to achieve success as a result of accessing services and products from various companies.	MARCH 2011	Banks, MDIs, Insurance, Telecoms, Real Estate & SME's consultancy firms	Micro ,Small and Medium companies	<i>Platinum-30m Gold- 20m Silver-10m Bronze-5m Exhibitor- 1m SME exhibitors - 500,000</i>
INTERNATIONAL TRADE FACILITATION DAY	The International Trade Facilitation Day is an annual event that offers an opportunity to the companies ,government agencies and civil society organizations that make it easy for the private sector to participate in the import and export of goods and services to interact and share their products with various existing and potential exporters and importers. This event also brings together the various trade and commercial attaches representing over 20 countries who also provide more information about the business and trade opportunities within their countries.	JUNE 2011	Companies engaged ; Import and export financing, Clearing & Forwarding, Cargo Handling, Export Promotion, Courier, Freight, Tourism, Embassies, Export trade and international trade consultancy services etc .	Importers and Exporters	<i>Platinum-20m Gold- 10m Silver - 5m Bronze- 2m Exhibitor- 1m Details of the sponsorship packages accessed from our Events Brochure 2010</i>
ECONOMIC EMPOWERMENT WEEK	This activity aims at stimulating the growth of small and medium enterprises with a focus on Agriculture and Trade in all regions in Uganda. The activity is brings together all International development organizations engaged in carrying out economic development activities and programs in all regions in Uganda. The event brings together financial Institutions banks, Government Development programs and those institutions offering business development services.	Sept 2011	Development Partners, financial institutions, SMEs, Agro-Business, Agro-Leasing Firms and Institutions in BDS	All Agro - Businesses	Platinum -30m Gold – 20m Silver – 10m Bronze – 5m Associate Ex-2m
 PROUDLY UGANDAN CAMPAIGN. 2010	The Proudly Ugandan Campaign aims at raising more awareness and appreciation of the value of Uganda manufactured goods and services. This is a dedicated all year campaign through the various forms of media but with a dedicated week in the first week of November where a special exhibition is held for only Uganda made goods and services. Its envisaged that through such an initiative we will be able to create more awareness about the various benefits that come with consuming Ugandan made products and services which include providing employment, increased income and purchasing power which in turn expands the available market for productive industries. Activities include a <i>Proudly Ugandan Campaign convoy visits to rural, urban & peri-urban communities, media coverage & a 3 days exhibition, Media programs and product displays on various supermarkets.</i>	OCT- 2011	Ugandan Manufactures and Services Providers with over 60% of their production costs incurred in Uganda	Ugandan consumers that have to make a critical purchasing decisions.	<i>Participation can be in any of the following categories Platinum-30m Gold- 20m Silver - 10 Bronze- 5m Exhibitor- 3m-1m Details of the sponsorship packages accessed from our Events Brochure 2010</i>

<p>BUSINESS ASSOCIATION AND COMMUNITY DEVELOPMENT AWARDS</p>	<p>This is activity recognizes innovative and economic empowering community based initiatives. The event involves a series of field visits, Radio campaigns and upcountry mobilization activities across over 40 Districts of Uganda. The Annual Business Association and Community Development Award recognizes the role that networks such as business associations, community groups and cooperatives play in nurturing small and business enterprises in Uganda. The final climax of this event is the Award Dinner held in late November</p>	<p>NOV- 2011</p>	<p>Corporate companies, Financial institutions and development organizations</p>	<p>Commercial farmers groups, small scale manufacture Associations and traders organised in Associations, Networks or cooperatives.</p>	<p><i>Participation can be in any of the following categories:</i> Platinum-50m Gold- 30m Silver - 10m Bronze - 5m <i>Details of the sponsorship packages accessed from our Events Brochure 2010</i></p>
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