



**HIMBAZA**  
RWANDA  
GOSPEL FESTIVAL





## About us

The Himbaza Rwanda Gospel Festival planning committee consists of an eager group of event organizers from ProEye Ltd (an event organizing company). Although this is our first Gospel Fest, we are no strangers to producing and hosting successful music concerts. Our committee members are all greatly involved in their own gospel choirs and gospel groups and have put together many wonderful concerts and performances. With the same dedication and determination that made our own events successful, we have all come together to present Himbaza Rwanda Gospel Festival.

# Our Objective

To provide a platform for the development of gospel musicians encouraging their potential as gospel music artistes and emerging talents in the broad arena of the performing arts. Himbaza Rwanda Gospel Festival will unite a demographically, and culturally diverse Christians in Rwanda for family fun, entertainment, inspiration and empowerment.





## Our Operations

Himbaza Rwanda Gospel Festival will connects businesses, churches, families, and communities; As a result, RG Festival proposes to educate, inspire, motivate, and encourage through testimonials, gospel music, civic participation, humanitarian involvement, and philanthropic endeavors with the singular intention of improving the quality of life.

## Our Goal

To impart knowledge and information, while inspiring individuals to become greater community assets and advocates while empowering neighbors and future generations

## Our Funding

Donations and sponsorships will enable Himbaza Rwanda Gospel Festival to raise necessary capital to continue spreading “Good News” through music.



# Himbaza Rwanda Gospel Festival

The first annual Himbaza Rwanda Gospel Festival will convene at 3:00PM on Saturday, November 26th 2016, at Stade UBWOROHERANE, Musanze, Northern Province and the Second edition will take place at Petit Stade parking grounds, located in Remera/MINISPOC headquarters on Saturday, December 3rd 2016 .

The convenient, open-air venue will served as host facility for a demographically and culturally diverse group of 5,000+ (approximatively) attendees from throughout Rwanda.

The first Himbaza Rwanda Gospel Festival will welcome youth of all ages to senior adults who will enjoy regional food, soft drinks, merchandise vendors, and community service organizations (all gospel artistes will participate in the community service).

The afternoon will be time of family fun; entertainment, inspiration and empowerment captivated the energetic and excited crowd for 5 hours, featuring award-winning gospel artistes, chart topping gospel musicians, national and regional recording artistes.

# Artistes

## Rwanda

- Patmos
- Maranatha Men
- Alarme Choir
- Jehovayile
- Serge
- Gaby Kamanzi
- Dominic Nic
- Alexis Dusabe
- Patient Bizimana
- Theo Bosebabireba
- Liliiane Kabaganza
- Aime Uwimana
- Simon Kabera
- Iwacu Music
- Beauty for Ashes
- Chorale de Kigali
- The Blessing
- Eddy Mico
- Israel Mbonyi
- Maman Zulu
- Independent worshipers

## Uganda

- Exodus

## Burundi

- David Nduwimana
- Doudou

The first annual Himbaza Rwanda Gospel Festival will also feature 20 other praise teams, soloists, dancers and gospel comedians from around the country.



The Himbaza Rwanda Gospel Festival proposes to attract 8000 attendees from throughout the country, as event founders promote the Message for all Christians to "Get Out and praise the Lord." Himbaza Rwanda Gospel Festival will capitalize on the opportunity surrounding Christians in Rwanda to motivate social participation and encourage them to use the "Good News" for the better future of Rwanda.

## HOW DO WE MARKET the RPW Festival?

The Himbaza Rwanda Gospel Festival will be promoted utilizing the all media channels that exists in Rwanda; including, but not limited to billboards, radio and television. Social Media and Internet promotions, local newspapers and websites, posters, brochures, sponsors' websites and churches.

## Why Sponsoring RPW Festival?

Himbaza Rwanda Gospel Festival is a great opportunity for your organization or business to become involved in one of the largest gospel music events in Rwanda. Besides enriching and supporting the gospel music community, there are numerous other benefits to your organization or business.

# The RPW Festival Partners benefits

## *Premium Sponsor*

As a Himbaza Rwanda Gospel Festival Premium partner, your company will have premium exposure and maximum inclusion in all marketing, advertising, and promotion of this event. Your company will also benefit from the following:

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- Official recognition of company logo integrated into advertising.
- Full inclusion on all online and print media, including posters, flyers-Shirts, and banners.
- Inclusion in all television broadcast promotions.
- Radio credit on all partner Radios + Recognition in press releases
- Full page color ad in the RPW Festival Program booklet.
- Company logo placement with link on official event website.
- Company Logo or Banner at Every Entrance + Live mentions on chosen product.
- Free Selling (not more than three) points and five (5) Complimentary VIP passes to the RPW Festival
- Selling your chosen product to the area of the event
- Branding at the event area



## *Diamond Sponsor*

As a Diamond Sponsor of Himbaza Rwanda Gospel Festival, your company will have premium exposure and maximum inclusion in all marketing, advertising, and promotion of this event.

- Official recognition of company logo integrated into advertising.
- Full inclusion on all online and print media, including posters, flyers-Shirts, and banners.
- Inclusion in all television broadcast promotions.
- Radio credit on all partner Radios
- Company logo placement with link on official event website.
- Company branding materials at the area of the event .
- One (1) Selling points and five (3) Complimentary VIP passes to the Himbaza Rwanda Gospel Festival event on



## *Gold Sponsor*

As a Gold Sponsor of Himbaza Rwanda Gospel Festival, your company will have premium exposure and maximum inclusion in all marketing, advertising, and promotion of this event.

- Official recognition of company logo integrated into advertising.
- Full inclusion on all online and print media, including posters, flyers-Shirts, and banners.
- Radio credit on all partner Radios
- Company logo placement with link on official event website.
- Company branding materials at the area of the event .
- Three (3) Complimentary VIP passes to the RPW Festival

## *Bronze Sponsor*

As a Gold Sponsor of Himbaza Rwanda Gospel Festival you will benefit from the following:

- Two (2) Complimentary VIP passes to the event
- Company name and logo included in the Himbaza Rwanda Gospel Festival program booklet.

## *Vending Opportunities*

- food Vendor - \$250
- Non-Food Vendor - \$200

The purchase of vendor space at the Festival provides each vendor with the unique opportunity to sell goods and services to over 5,000 Festival Fest attendees, in a fun and family friendly environment. Each vending space purchase includes:

- One (1) vending booth and three (3) chairs.
- Three (3) complimentary the Himbaza Rwanda Gospel Festival T-Shirts.
- Recognition as one of the Himbaza Rwanda Gospel Festival partners.

# Proposed Budget

Items	Subtotal in Rwf
Coordination	4,000,000
Marketing & Media Management (Radio Jingles, TV spot, posters, flyers, billboards, web banners)	5,000,000
Technical Management (sound, LED screens, technicians)	20,000,000
Protocol Management	2,500,000
Security Management	3,500,000
Entertainers Management (transport, meals, hotels, rehearsals)	15,000,000
<b>TOTAL</b>	<b>50,000,000 Rwf</b>

Our ambition is to partner with individuals, companies, organizations, ministries, and families who share our vision to positively impact and empower communities through music, information, inspiration, and motivation.

We wish to thank you for reviewing our sponsorship kit, and for your consideration of the opportunities to partner with the Himbaza Rwanda Gospel Festival. We truly appreciate that you took the time to do so, and look forward to your favourable response.

*Thank you*





