



NATIONAL HOSPITALITY SKILLS COMPETITION

EVENT
SPONSORSHIP
 PROPOSAL

THEME:

Tastes of Uganda



12th - 14th February, 2025



Uganda Hotel & Tourism Training Institute - Jinja

ABOUT:



Skills Excel

The Uganda Hotel and Tourism Training Institute

The Uganda Hotel and Tourism Training Institute is a government-owned tertiary institution offering training programs in the areas of tourism and hospitality at Diploma, Certificate and short course Levels

The institute was founded in 1994 as an International Labour Organisation (ILO) project based at Fairway Hotel to support apprenticeship training for the then growing tourism and hospitality industry in Uganda.



In 2015, UHTTI was officially established as an agency of the Ministry of Tourism, Wildlife and Antiquities by the signing in to Law the Uganda Hotel and Tourism Training Institute Act of 2015 (UHTTI ACT , 2015).

The institute boasts of an alumni of over 2000 graduates and continues to excel in providing competent personnel for the hospitality industry locally, regional and globally.

ABOUT:

The National Hospitality Skills Competition

The competition is designed to showcase the different culinary tastes of Uganda through the various trades associated with the tourism and hospitality industry.

Whereas this is the first edition, the competition will be an annual event bringing together participants from tourism and hospitality training institutions, hotels, restaurants, travel and tourism, entertainment and recreation service providers across the entire country and eventually the region.



1ST EDITION TRADES:

- **Trades:** Cookery, Pastry and Bakery, Restaurant Service and Floristry.
- **No. of Contestants:** 40 Contestants
- **Event Days:** 3 Days

OBJECTIVES:

This event is intended to:

- i. Raise awareness about the career opportunities in tourism and hospitality sector
- ii. Elevate the image and perception of the sector among youths.

PURPOSE OF THE EVENT:

The purpose of this event is to identify, align and showcase professional technical hospitality skills from training institutions in Uganda.

OBJECTIVES:

- iii. Create a platform for talented and skilled youth to display their skills to the world.
- iv. Promote Uganda's rich cultural and culinary heritage.
- v. Foster collaborations and innovations.
- vi. Enrich Institutional business to business networking.

TARGET AUDIENCE:

The National hospitality skills competition targets to attract more than 1000 people inclusive of students in the specified trades, manufacturers of culinary products and services , development partners , cultural institutions, cooperate entities and industry stake holders .

COMPETITION LAYOUT:

- **Day One:** Structuring of event
- **Day Two:** Showcasing the art of gastronomy
- **Day Three:** Awards, Dine, Dance

SPONSORSHIP LEVELS:

i. Strategic Partner (200,000,000-300,000,000 ugx):

- Full naming rights to the event, Billed as “Your Company” presents the first ever National hospitality Skills Competition in Uganda.
- Name and Logo used in all printed promotional materials.
- Promotion on Facebook, websites, and in local newspaper.
- Priority venue branding.
- Representation on a televised round-table discussion of the National Hospitality Skills Competition.
- Representation on the panel of judges.
- Logo displayed prominently on banners and in programs.
- Public “Shout Outs” throughout the day.
- Sponsorship Certificate and Award from UHTTI.
- Coverage in the UHTTI Institutional quarterly newsletter and across all UHTTI online platforms.

ii. High Level Partner (50,000,000 M-100,000,000 M):

- Logo used in all printed promotional material.
- Promotion on social media, websites, and in local newspaper.
- Name and Logo displayed prominently in programs.
- Sponsorship Certificate and Award from UHTTI
- Coverage in the UHTTI Institutional quarterly newsletter and across all UHTTI online platforms

SPONSORSHIP LEVELS:

iii. Competition Event Partner (25,000,000 M-50,000,000 M):

- Promotion on social media, websites, and in local newspaper.
- Name and Logo displayed prominently in programs.
- Sponsorship Certificate and Award from UHTTI
- Coverage in the UHTTI Institutional quarterly newsletter and across all UHTTI online platforms

iv. Competition Support Partner (15,000,000-25,000,000):

- Promotion on social media, websites, local newspaper and magazine.

v. Friends of UHTTI

Provision of any contribution in kind that will contribute towards the success of the event.

BENEFITS OF THE SPONSORSHIP:

- Opportunity to possess naming rights to the first-of-its-kind hospitality skills competition in the country.
- Enhanced Brand Visibility and Exposure.
- Targeted Audience Engagement

BENEFITS OF THE SPONSORSHIP:

- Amplified Brand Credibility and Trust
- Strengthened Brand Differentiation
- Increased Brand Recall and Memorability
- Positive Brand Association and Affinity
- Cost-Effective Marketing
- Long-Term Brand Building and Legacy



EVENT CONTACTS:

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Skills Excel

OUR PARTNERS:

Your brand will be associated with these UHTTI partners.



International
Labour
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THE WORLD BANK



Enabel



UWA



Business growth is our business



MAKERERE UNIVERSITY



Uganda
Hotel
Owner's
Association



TOURISM SCHOOLS
SALZBURG
INSTITUTE OF TOURISM &
HOTEL MANAGEMENT



MINISTRY OF
TOURISM, WILDLIFE
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