

ZANZIBAR

ORGANIC

FESTIVAL



ISSUE

ZANZIBAR ORGANIC FESTIVAL

INTRODUCTION

Step into a world where sustainability dances hand in hand with cultural brilliance, as the Zanzibar Organic Festival beckons you to an unforgettable celebration of nature's bounty and heritage's splendor. Picture a gathering that unites local charm with global vision, where the vibrant rhythms of eco-conscious living harmonize with the timeless beats of tradition. This is no ordinary event; it's a transformational journey towards a greener, healthier tomorrow, where your brand can find its purpose and passion. Embrace this extraordinary opportunity to be part of an enchanting tapestry of change, as we sow the seeds of a better world and reap the rewards of shared prosperity. Welcome to the Zanzibar Organic Festival, where your sponsorship becomes the catalyst for a brighter, more sustainable future.

OBJECTIVE

At the heart of the Zanzibar Organic Festival lies a profound purpose - to ignite a collective awareness and understanding of the paramount importance of organic farming, eco-friendly practices, and sustainable living. This transformative event serves as a vibrant platform, resonating with the essence of our planet's delicate ecosystem, and advocating for a greener, more harmonious way of life.

Sustainable Zanzibar

We need Zanzibar society to become organic and ecological in all ways of life, so as to achieve a healthy tourism destination for generations.

How to achieve sustainable Zanzibar

We shall call all stakeholders in the organic field

- Government institutions.**
- NGOs.**
- Businesses.**
- Relevant Influencers.**
- Society of Zanzibar.**

We shall have a dialogue, showcase, and performances. This will create an economic awareness to our society, and have a relevant language to carry our message for specific audiences. All this will be in the name of celebrating nature, this is the sure way of creating awareness to the society that the world is going organic.

We aim to have dialogues on the below

- 1. Health and wellness. Saving the generation when they are aware of what they eat.**
- 2. Legal recognition and advocacy. We want to know the policies and laws that govern organic farming.**
- 3. Environmental conversation. When we recycle and harvest nature, do we observe environmental procedures.**
- 4. Financial inclusiveness. We need sustainable engagement. Organic industrialization is a go to business venture, it's a low hanging fruit.**
- 5. Marketing and branding. We need creative ideas on how to connect this culture and peoples lives**



WHY SHOULD YOU VISIT ZANZIBAR ORGANIC FESTIVAL 2023?

- At Zanzibar Organic Festival 2023, you will learn about emerging brands and new products to include in your assortment.
- Organic Festival includes a number of things such as Quality foods and beverages, natural wellness and sports nutrition products, and chemical-free products to sample directly at the festival, and meeting the creators and innovators behind the brands.
- Top chefs and food bloggers will be cooking live at Zanzibar Organic Food Festival 2023! Take advantage of appetizing tasting experiences and delicious cooking shows dedicated to the organic world to learn about brands, taste and explore new flavours.

Why exhibit at Zanzibar Organic Festival 2023?

- **Expand your business.**
- **Create strategic partnerships.**
- **Discover new growth opportunities.**
- **Meet face-to-face with thousands of professionals, including wholesalers, retailers, specialty stores, mass retailers, herbalists, and pharmacies.**
- **Meet buyers and visitors from around the world, purchasing managers for foreign chains, importers and exporters.**
- **Establish successful business relationships, analyzing market trends and drawing the future lines of everything belonging to the world of organic, natural, healthy, and sustainable organic foods**



PARTICIPANTS



ORGANIC FOOD AND BEVERAGE PARTICIPANTS

Food plays a big role to build who we are spiritually and physically. Be part of one of us by launching your beverage products. This is a unique opportunity to showcase your products to a wide audience and take advantage of the growing demand for organic beverages.

Elevate your brand to a captivated audience of discerning consumers. With top chefs showcasing organic dishes made with the finest organic and natural ingredients, this is an opportunity to make a lasting impression and create meaningful connections with potential customers.



ORGANIC BEAUTY PRODUCTS AND SERVICES PARTICIPANTS

Customers' demand for natural ingredients in their beauty products is rising, and we can see a particular interest in these natural extracts:

Gain exposure and connect with premium cosmetic buyers in the Zanzibar Organic Food Festival 2023 by showcasing your organic and natural cosmetics.

This is a chance to grow your business, build brand awareness, and increase sales. Shouldn't beauty be more than skin deep? Customers demanding products with ethical credentials? Whether it's zero waste cosmetics, baby care, male grooming or haircare, every trend is covered



ORGANIC HEALTH AND WELLNESS PARTICIPANTS

When we take care of ourselves and feel good about who we are physically, mentally, emotionally and spiritually, we are able to give to others.

Choosing organic options for personal care can be a proactive step towards maintaining overall well-being and preserving health for years to come.

Position your business as a leader in the health and wellness industry. This is an excellent opportunity to reach health enthusiasts and showcase your products or services.

NEW & INNOVATIVE ORGANIC PRODUCTS

PARTICIPANTS

The future of organic foods and beverages remains bright as consumers continue seeking foods and beverages to fit health and lifestyle goals.

Manufacturers have new opportunities to tailor organic options to address functional needs like immunity or align with specific lifestyle goals like reducing food waste.

Give your body the ingredients it needs, and give your taste buds the flavor they crave through organic innovation.

Showcase your latest innovations and gain exposure to a wider audience. This is a chance to stand out and make a lasting impression on potential customers.



ORGANIC TOURISM PARTICIPANTS

Tourism is a notable source of income for Tanzania. On average, international tourists stay about 10 days in the country, spending a total of US\$1,691 per visitor. The report notes the lodging, food and beverage sectors together account for about 20 per cent of tourism-related income in the country. This represents a large opportunity for organic agricultural products.

Participants in this sector will have a chance to

- Raising awareness and building capacity to attain a better understanding of the linkages between tourism and agriculture.
- Establishing public–private partnerships with destination stakeholders as key components in the implementation organic practices. This strategy relies on collective commitment, strategic partnerships, effective institutional arrangements and facilitating processes.
- Promoting organic agriculture and branding. This strategic theme focuses on the need to promote tourism products, experiences and destinations in Tanzania that benefit local people through effective and robust marketing plans and branding.



DAY 1

EXHIBITION LAUNCH

ZANZIBAR ORGANIC DIALOGUE

We will have an organic dialogue dubbed Story na msozi. Featuring a broad panel of speakers. Speakers presenting their ideas will include experienced educators, influencers, joined by our experienced moderators. There are a lot of topics that covers a number of main areas, which will be handled with specific questions to the panelists. This year's debate will tackle the theme of awareness of organic products benefits, and education on permaculture, and the objectives outlined. Everyone will also be able to Join the conversation digitally with live product pitches, interactive sessions and more.

7:30 – 8:30 am | Breakfast is served by Msonge Farm.

8:30 am | Welcome and Opening Remarks from the guest of honour.

8:45 – 10:15 am | Forum by a broad panel of speakers including influencers, and presidential status performances.

10:15 am | Break and exhibition accompanied by influencers.



DAY 2
EXHIBITION
COMEDY AND TRADITIONAL ENTERTAINMENT PLUS
CHILDREN AWARENESS ON ORGANIC PRODUCTS



On day 2, we will have the influencers teaching children participants how to cook. These children will come from different schools. This will reflect the mission of the event.

We will demonstrate organic cooking

KEY BENEFITS OF EXHIBITING

- International visibility before a high-level audience of decision-takers and policymakers Position your company, organization or country as a leader in its field
- Showcase innovative technologies, opportunities, products and services
- Explore investment potential, partnerships, business deals and high-quality leads
- Host exclusive hospitality and targeted networking functions
 - Enjoy global visibility on the event website, in interviews and on the event app Offer unlimited exhibition passes to existing or prospective clients
- Network through targeted events, activities and tools

DAY 3
EXHIBITION
CONCERT AND AWARDS

6:00 pm – 12:00 am | Awards and Concert

All performers led by the main artist will go round all exhibition sites. All Zanzibar Organic Festival attendees are invited to join us for our official conference welcome reception honoring this year's Awards Recipients. This is a can't-miss night of celebration for the entire organic community with organic sound, that will include a concert by famous celebrities, open bar, appetizers, and award presentations.





PUBLICITY

Promoting through traditional media

We shall Create a press release to share with traditional media outlets such as newspapers, magazines and radio and television stations.

Creating advertising materials

We shall create promotional hard-copy banners, flyers and at least purchasing 3 billboard spaces. 2 in Zanzibar and one in Dare salaam. We shall also have our flyers at some supermarkets and malls.

Promoting on social media

Promoting our event on social media will help us reach potential customers or clients outside of our immediate geographical location. Using social media will allow us to reach people who consume less traditional media, like a younger target audience. Most social media platforms have built-in analytics for businesses which will help us track the progress of our marketing strategy before and after the event.

Inviting influential people

For the panel discussion we shall invite influential people in our sector such as Wema Sepetu, from her show Cook with Wema. Shilole from her restaurant Shishi food. Esha Buheti, who is known to be one of the best chefs etc. Social media influencers, traditional media personalities, political leaders or celebrities will help promote our event through our event objectives as outlined.

Creating new branding

We will consider creating our event logo and tagline with original artwork and phrasing by Using words, colors and symbols that appeal to our target audience. Creating new branding for the event will help recognize it instantly when they see it through other channels.

Promote Main Events And Segment Mini-Events

While we promote the main event which is Zanzibar Organic Festival, it's also important to highlight the mini-events that we shall have i.e. the award ceremony, the panel discussions, comedy and traditional entertainment, the concert and most of all talk about the Guest of honour.

Community engagement

When we engage with the community members directly, it will help create a positive brand image



**LET'S
WORK
TOGETHER**

- ◆ **It gives us great pleasure to invite your company to become a PARTICIPANT of the Zanzibar Organic Festival.**
- ◆ **Our promotional campaign utilizes all areas of electronic and press media, massive direct mail, government, corporate and community involvement and therefore is a proven comprehensive and successful marketing strategy.**
- ◆ **We strongly believe that your company will significantly benefit from involvement in the Festival and share in the recognition, branding, success and community acceptance of this event.**
- ◆ **Should you require any further information or wish to see the printed promotional materials, media files, media ads or discuss the exposure opportunities and benefits available, please do not hesitate to contact us.**
- ◆ **We would be delighted to discuss your potential involvement and the exciting opportunities open to your company. Thank you for your consideration.**



**JUSTIFICATION
AND
CONCLUSION**

Achieving a sustainable Zanzibar is a collective duty. This event triggers foundation for awareness and cooperation to establish Zanzibar organic society, responsible to administer and promote the organic culture for generations.

We are delighted to extend a warm invitation to your esteemed organization to join hands with us as a proud sponsor of the Zanzibar Organic Festival - an extraordinary event celebrating sustainable living, organic farming, and the vibrant cultural heritage of Zanzibar. This annual gathering of eco-conscious individuals and global enthusiasts presents a unique opportunity for your brand to make a meaningful difference, connect with diverse audiences, and leave a positive impact on both the environment and communities.



SPONSORS

[Become a Catalyst for Change]

As a sponsor of the Zanzibar Organic Festival, you will be part of a movement that actively contributes to positive social and environmental impacts. Your association with this meaningful cause will resonate deeply with conscious consumers, fostering brand loyalty and admiration for your commitment to making a difference.

ORGANIC SPONSOR



Three Organic Sponsorship opportunities are available and open for discussion.

As a Organic Sponsor you will receive:

NAMING RIGHTS OF THE EVENT

COMPANY PRESENTS ZANZIBAR ORGANIC FESTIVAL

Pre Event Benefits

Recognition as the Organic Sponsor in our upcoming press conference.

Recognition in the newsletter, twice, leading up to the Event.

Radio & TV (minimum 15 spots / 2 weeks) and social media, website

One announcement on social media, as the Organic Sponsor.

The opportunity to display a promotional banner (provided by your company).

The banner will be displayed over a period of 5 days on the website.

During the Event

Acknowledgement of sponsorship during the Event.

Company logo to appear in the Program.

Two complimentary tables accommodating 20 pax.

Opportunity to display two pull up banner (provided by your company) inside the venue.

Opportunity to display two pull up banner (provided by your company) at the entrance of the venue.

Invitation for two company representatives to attend the After party.

After Event

Appreciation of sponsorship expressed on all media platforms.

Certificate of Appreciation.

80, 000, 000
GOLD SPONSOR

Three Gold Sponsorship opportunities are available

As a Gold Sponsor you will receive:

Pre Event Benefits

Recognition as the Gold Sponsor in our upcoming press conference.

Recognition in the newsletter, twice, leading up to the Event.

Radio & TV (minimum 15 spots / 2 weeks) and social media, website

One announcement on social media, as one of the Gold Sponsors.

The opportunity to display a promotional banner (provided by your company).

The banner will be displayed over a period of 5 days on the website.

During the Event

Acknowledgement of sponsorship during the Event.

Company logo to appear in the Program.

Two complimentary tables accommodating 20 pax.

Opportunity to display two pull up banner (provided by your company) inside the venue.

Opportunity to display two pull up banner (provided by your company) at the entrance of the venue.

Invitation for two company representatives to attend the After party.

After Event

Appreciation of sponsorship expressed on all media platforms.

Certificate of Appreciation.

Three Silver Sponsorship opportunities are available

As a Silver Sponsor you will receive:

Before Event

Recognition as the Silver Sponsor in our upcoming press conference.

Recognition as the Silver Sponsor on our website newsletter, once, leading up to the Event.

Radio & TV (minimum 10 spots / 2 weeks) and social media, website.

50, 000, 000
SILVER SPONSOR

During the Event

Acknowledgement of sponsorship.

Company logo to appear in the Program.

Two tables accommodating 20 pax.

Opportunity to display one sign (provided by your company) outside the venue.

Invitation for two company representatives to attend the post event function.

After Event

Appreciation of sponsorship expressed in the company website, newsletter and social media.

Certificate of Appreciation.



30, 000, 000
BRONZE SPONSOR

Unlimited Bronze Sponsorship opportunities are available As a Bronze Sponsor you will receive:

Pre Event

Recognition as the Bronze Sponsor in our upcoming press conference.

**Recognition as the Bronze Sponsor in the website newsletter once, leading to the Event.
Radio & TV (minimum 5 spots / 2 weeks) and social media, website.**

During the Event

**Acknowledgement of sponsorship
One table accommodating 10 pax
Company logo to appear in the Program.**

After Event

**Company logo featured on social media
Appreciation of sponsorship expressed in the website newsletter
Certificate of Appreciation**

CASUAL SPONSOR \ SMEs
10, 000, 000

As a casual Sponsor you will receive:

After Party Sponsorship.

Recognition as the After Party Sponsor in the website newsletter, once, leading up to the event.

During the Event

Recognition as the casual Sponsor in our upcoming press conference.

Acknowledgement of sponsorship during the Event.

Company logo to appear in the Program.

5 tickets to appear in the event.

After Party

Company logo featured on Social media

Appreciation of sponsorship expressed in the website newsletter.

Appreciation of sponsorship expressed on social media platforms.

Certificate of Appreciation.



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