

RUPARELIA FOUNDATION

PAYMENT VOUCHER

PAYMENT NO 490

Date: 24-Jan-2018

PAY M/S Ekkula Pearl of Africa Tourism Awards

CHQ. NO.

62

DATED

24/01/2018

AMOUNT UGX 6,250,000/-

(IN WORDS)

UGX

Six million two hundred fifty thousand only

BEING

Advance payment made towards platinum sponsorship of awards night gala at Ekkula Pearl of Africa Tourism Awards and Exhibitions

Total amount	12,500,000
Paying above	<u>6,250,000</u>
Balance	<u>6,250,000</u>

PREPARED

BY



AUTHORISED

BY

.....

SANCTIONED

BY

.....

RECEIVER'S SIGNATURE





EKKULA
Pearl of Africa
TOURISM AWARDS & EXHIBITIONS

EKKULA-PEARL OF AFRICA TOURISM AWARDS

Website: www.ekkulatourismawards.com

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info@ekkulatourismawards.com

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Nommo Gallery, Nakasero. Kampala (U)

EKKULA (P.A.T) PEARL OF AFRICA TOURISM AWARDS AND EXHIBITIONS.

AWARDS NIGHT GALA ON 29th MARCH 2018 AT PEARL OF AFRICA HOTEL @ 6PM

Theme 'Celebrating Tourism, in Cultural Diversity'

INTRODUCTION

Ekkula is a Ugandan word implying Treasure, **Pearl of Africa** stands to imply the most elegant Nation on this majestic Continent of Africa. **Tourism Awards** is an activity where stakeholders in the tourism industry are recognised and awarded accordingly.

Ekkula PAT Awards and Exhibition is an annual activity that Researches, Nominates, Exhibits, Recognises and Awards those that selflessly put Uganda's tourism to admirable heights. These will include both Ugandans and non-Ugandans.

BACKGROUND

The Ministry of Tourism, Wildlife and Antiquities with its agencies have so far done a tremendous job in uplifting the status of Uganda's tourism as Uganda's image is constantly on a rise seen with great numbers of people involved in both domestic and International tourism.

Uganda's Regional Clusters are getting more active in tourism Initiatives like Tulambule, Boda Boda Tours, Kampala by Night, Birding just to mention a few.

More youths are increasingly appreciating Uganda's richness of Nature that has led to a big rise in domestic tourism which gives a new edge of hope in the Industry and Uganda's Tourism Status at large.

Mission

To Celebrate and Motivate Stakeholders in the tourism industry as we promote Uganda's Wealth of Attractions and further justify Uganda as a true Nation Gifted by Nature-The Pearl of Africa.

Vision

To see more people motivated and involved in Uganda's Tourism as the Industry further impacts Ugandans in Uganda and those in the diaspora both economically and socially.

The idea of Exhibiting, Recognising and hence Awarding those that selflessly serve for the good of this Industry was birthed from a number of reasons as stipulated below,

- Need for Motivation to key players both known and Unsung heroes like investors, tour guides, tour and travel companies, photographers among others.
- Having a sense of unity as stakeholders meet to cheer up as we celebrate the cream of the cream in the Pearl of Africa and East Africa's Tourism industry.
- The presence of other Tourism Awards like World Tourism Awards, African Diaspora World Tourism Awards and Expo, Indaba Travel Awards of South Africa among others motivated us to come up with Ekkula PAT Awards & Exhibition, which is to happen for the 3rd time in Uganda and so believed to inspire others.

From these reasons, adequate research has been made to conduct these Exhibitions and Awards with collaboration and guidance from the Ministry of Tourism Wildlife and Antiquities and its Agencies.

Proposed Criteria of Awarding,

- Our Scouting team will carry out a ground work survey both online and on social media together with reviews and advice from the Ministry of Tourism, Wildlife and Antiquities and its relevant Agencies.
- Then a report of proposed nominees will be handed over to the Panel of Judges and later notified and announced to the public for online voting.
- Voting will be through our online website and sms platform which will account for 50% of the votes and the remaining 50% will be upon the Judges.

Judges base their verdict on the following;

- If the facility/Stakeholder promotes Uganda as a top tourist destination alongside his/her/its private facility or services.
- The Stakeholder's/Facility's level of service to Tourists.
- How the facility/stakeholder gives back to the community.

- How the facility/stakeholder impacts the community positively.
- Does the stakeholder/facility promote domestic tourism as much as international tourism?
- Ethics and professionalism exhibited by the facility/Stakeholder.
- Feedback and reviews from visitors from notable travel websites like trip advisor among others.
- Conservation and Culture preservation.

KEY ASPECTS AS WE RECOGNISE THE BEST STAKEHOLDERS IN UGANDA'S TOURISM INDUSTRY

- **Celebrating The Ghetto Kids.**

From the dilapidated shanties of Kampala, Uganda, to the **BET Awards** ceremony that was held on Sunday at the Microsoft Theater in Los Angeles, celebrated dance group **Triplets Ghetto Kids (TGK)** which put Uganda and Africa on the map.

The young dancers, who are still in their teenage years, won the hearts of many with their exemplary performance of the hit song "Unforgettable" by the American rapper **French Montana**, featuring **Swae Lee**.

Although they didn't win any international awards at the ceremony, the kids got a chance to rub shoulders with some of the most-celebrated American artists, including **Bruno Mars, Gucci Mane, DJ Khaled, Big Sean**, and more. This marketed Uganda and the tourism industry is still benefiting.

- **Celebrating KANYONYI, the fallen Silverback Gorilla.**

Kanyonyi was the lead silverback of the Mubare group (bwindi's first habituated) who died towards the end of 2017. Kanyonyi first fell off a tree, but while he was recovering after treatment, a lone silverback fought with him because he wanted to take over his group. He later succumbed to the injuries.

- **Celebrating Jacob Kiplimo**

Jacob Kiplimo at 16 years, became the first Ugandan to win a gold medal at the World Cross Country Championships when he put up a great performance on home soil on Sunday.

Categories

1. Best Traditional Cuisine Restaurant
2. Best Modern Cuisine Restaurant
3. Best Private Cultural Center
4. Best Tourism Training Center.
5. Private Wildlife Conservation Center
6. Best Tourism Blog/Magazine

7. BEST SUPPORTING TOURISM PHOTOGRAPHER
8. Best Traditional Dance Troupe
9. Best Tourism Promotional/Cultural Fusion Song
10. Top Tourism Initiative
11. Best Night Spot
12. Best Eco Lodge/Resort
13. Most Active Tourism Cluster
14. Outstanding Private Museum
15. Exceptional Tourism Journalist
16. Best Supporting Corporate Company
17. Best Recreational Center
18. Best Supporting Airlines (Economy Class)
19. Best Supporting Airlines (Business Class)
20. OUTSTANDING TOURISM PERSONALITY
21. MOST USER FRIENDLY TOURISM ASSOCIATION
22. TOURISM EVENT OF THE YEAR
23. BEST SUPPORTING HOTEL
24. YOUNG TOURISM ACHIEVER AWARD
25. BEST SERVICE/LUXURY STANDARD HOTEL
26. TOP TOURISM INVESTOR
27. LIFETIME TOURISM ACHIEVER's AWARD

EKKULA TOURISM EXPO AWARDS BUDGET 2018 @ PEARL OF AFRICA
HOTEL

VENUE AND ENTERTAINMENT

ITEM	QUANTITY	UNIT COST	COST
Venue	1	10,000,000/=	10M
Cultural Troupe	1	5,000,000/=	5M
Accolades	35	300,000/=	10.5M
THEME SONG	1	1,500,000/=	1.5M
THEME POEM	1	800,000/=	0.8M
ARTISTES (JULIANA KANYOMOZI) JOSE CHAMELEONE	2	4000,000/=	8M

SUB TOTAL 30,300,000/=

PROMOS AND ADVERTS.

ITEM	QUANTITY	UNIT COST	COST
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Celebrating Tourism in Cultural Diversity

T.V Adverts	180 Spot Adverts	400,000/=	72,000,000/-
Radio Adverts	180 Spot Adverts	30,000/=	5,400,000/-
News Papers	14 days	250,000/=	3,500,000/-
Flyers and Posters	4000 Copies	1000/=	4,000,000/-
BILL BOARDS	8 BILL BOARDS	3,000,000/-	24,000,000/-

SUB TOTAL 108,900,000/=

SERVICE PROVIDERS.

ITEM	QUANTITY	UNIT COST	TOTAL
SOUND/LIGHTS STAGE AND SCREENS.	1	20,000,000/-	20,000,000/-
Thematic Decor	1	3,000,000/-	3,000,000/-
REFRESHMENTS			
SODA	100 CRATES	30,000/-	3,000,000/-
BEER	150 CRATES	55,000/-	8,250,000/-
WATER	100 BOXES	9000/-	900,000/-
WINE	50 BOXES	40,000/-	2,000,000/-
DINNER / SNACKS	500 People	100,000/-	50,000,000/-
Ushers	10	100,000/-	1,000,000/-
Judges	3	500,000/-	1,500,000/-
Scouts	5	300,000/-	1,500,000/-
M.C's	2	1,500,000/-	3,000,000/-
BRANDED T-SHIRTS	300	15,000/-	4,500,000/-
Stationery			
Tickets	800	500,000/-	500,000/-
Invitation Cards	100	5,00,000/-	500,000/-
TRANSPORT/COMMUNICATION	1	2,000,000/-	2,000,000/-

SUB TOTAL 98,650,000/-

Grand Total 237,850,000/-

Two Hundred Thirty Seven Millions and Eight Hundred Fifty Thousand Shillings Only.

SPONSORSHIP PACKAGES

PLATINUM SPONSOR UGX 15,000,000/-

12,500,000.
10,000,000

23/1/18

1. Skewing sponsor's interest or particular campaign to suit in the entire process of the event.
2. One page feature (PRIME SPACE) in the 2000 copies of Ekkula Magazine.
3. Automatic invitation of 10 people (corporate table) to attend the prestigious event.
4. Logo placement on Ekkula Website www.ekkulatourismawards.com for one Year.
5. Logo placement on all Print Media.
6. Logo on all fliers and Promotional Materials.
7. Logo placement on all digital media T.Vs and Social Media
8. Ample and Energising Mentions on all Promotional Adverts.
9. Constant display of Sponsor's Promo and M.C Mentions on Big screens on the main event.
10. Space for Promotional Materials on the Events Venue
11. Sponsor Representative gives an Award with time to talk about his brand to all guests and high dignitaries including the Ambassadors and Chief Guest.
12. Certificate of good partnership signed by The President of Uganda who will be the chief guest at the Awards Night.
13. A customised DVD copy of Compiled Videography and Photography for the Sponsor.
14. Accolade of good partnership from Ekkula Tourism Awards.

50% - advance

23/01/18

Preparation group of hotel. (Sheena, Naiza + Dhruv)
- but all hotels contribute equally
- all hotels should get a logo.
- Write for x3 hotel.
- all the gms.

KIRBY ROAD BRANCH

[illegible]

27-1647

00002 13161511

Date 24-Jan-2018

Ekula Pearl of Africa Tourism Awards

of order

Six Million Two Hundred Fifty Thousand Only

Not Negotiable
A/C Payee Only

400 215 43161 1 5111 0 THE RUPARELIA FOUNDATION

Chapter 1

Exam Code

Account Number:

00008210 0127B76517

U\$6,250,000

Authorised Signatory Above

Guaranty Trust Bank (Uganda) Ltd

Plot 56 Kira Road

PO Box 7323 Kampala, Uganda

Tel: +256 414 233 833 | +256 417 713 500

Email: bankingug@gtbank.com | www.gtbank.co.ug

KIRA ROAD BRANCH

Guaranty Trust Bank (Uganda) Ltd

27-18-47

000082 1311615111

Date 24-Jan-2018

HABUE CHIEQUE SECURITY UK 07/17

Pay **Ekkula Pearl of Africa Tourism Awards** or order

Six Million Two Hundred Fifty Thousand Only

Ush 6,250,000

Uganda Shillings

Not Negotiable
A/C Payee only

A/C 218 131161 1 6111 0

THE RUPARELIA FOUNDATION

Cheque Number

Bank Code

Account Number

Authorised Signatory Above

000082 010012718470 1311615111

[Handwritten signature]

nbs



BISMAC MOSESE AMUMPRARE
Show Host

Issued on: 20/05/2017
Expiry: 01/02/2022

ID. 221/17

A handwritten signature in dark ink, appearing to be "B. Mosese".

Holder's Signature

A handwritten signature in dark ink, appearing to be "J. Mosese".

Authorized signatory