



# GSR SPONSORSHIP PACKAGES

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## 1. Background

The Government of Uganda and the International Telecommunications Union (ITU) shall host the Global Symposium of Regulators (GSR-24) from 1st to 4th July 2024 at the Speke Resort Munyonyo, Kampala. The ITU GSR 24 is being held under the theme “**Regulating for Impact**” and is expected to be attended by over 1500 international delegates including; industry leaders in ICT, the global community of ICT regulators, policy-makers, innovators and the academia. Discussions are expected to focus on key issues including; maximizing digital opportunities; connecting everyone, everything, everywhere, all at once; mastering digital transformation; Artificial Intelligence (AI) and robotics for positive impact; safe and inclusive digital financial services; and regulatory sandboxing among others.

## 2. Sponsorship Categories

This event provides an opportunity for stakeholders to partner with the Government of Uganda (GoU), in successfully hosting this event. The sponsorship packages have been categorized into four distinct tiers, each with different benefits and recognition opportunities. These tiers include; **Platinum** (not more than 2 slots available), **Gold** (up to 5 slots), **Silver** (Up to 6 slots) and **Bronze** (multi). The slots shall be available on a first come, first served basis.

## 3. Expression of Interest to Sponsor

Entities interested in exploring sponsorship opportunities with the host country use the following approaches;

- a. Submit an Expression of Interest in the form of an email or letter addressed to the person listed in section
- b. Respond to an offer to sponsor from ITU or the Host Country.

This submission should specify the preferred sponsorship category. All correspondences should be addressed to;

The Executive Director;  
Uganda Communications Commission  
Plot 42-44, Spring Road, Bugolobi  
P.O.Box 7376  
Kampala Uganda  
**Attn: Ms Juliane Mweheire- Director Industry Affairs and Content**



**Table 2: Overview of benefits accruing to the various sponsorship packages**

Benefits	Sponsorship Tiers			
	Platinum	Gold	Silver	Bronze
Promotional Video clip display at the Host Country Reception	5 Min	3 Min	2 Min	1 Min
VIP/delegation reserved seating at Host country reception	10	7	5	3
Sponsor’s Logo visibility on the host country’s website and areas of prominence including; a) Airport, b) Major Highways	✓ ✓	✓ ✓		
Logo display at venue ( a) Corridors and Walkways b) Coffee area	✓ ✓	✓ ✓	✓ ✓	✓ ✓
Special acknowledgement during the opening dinner, Host country reception and side events	✓	✓	✓	
Logo visibility within the exhibition space and delegates’ hotels,	✓	✓	✓	✓
Opportunity to host thematic side events	✓	✓		
Opportunity to sponsor social event of choice (refer to Note (a) below) a) Lunch/Dinner b) Standing Cocktail c) AM/PM Tea	✓ ✓	✓ ✓	✓	✓
Invitation to high level social events	✓	✓	✓	✓
Access to VIP lounge	✓			
Dedicated meeting room for VIP Engagements	✓			



Benefits	Sponsorship Tiers			
	Platinum	Gold	Silver	Bronze
Dedicated Focal Point, for the forum	✓	✓		
Assistance with arranging bilateral meetings	✓	✓		
VIP Lounge Branding (Digital)	✓	✓		
Bespoke exhibition booth including hospitality space at the exhibition	✓			
Opportunity to showcase sponsor’s latest technology innovations to potential business at the exhibition’s fireside space	✓	✓	✓	✓
Exhibition booth at the event exhibition		✓	✓	✓
Interview with the events official media partner	✓	✓	✓	✓
Acknowledgment of host country’s social media and digital media platforms	✓	✓	✓	✓
Thank you Partner displays at social events, side events and exhibition	✓	✓	✓	✓
Logo visibility at additional dinners, lunches, and coffee/tea breaks	✓	✓	✓	✓
Minimum Sponsorship amounts (USD)	150,000	100,000	50,000	25,000



Note:

a) Available social events include;

SOCIAL EVENT	1st July 2024	2nd July 2024	3rd July 2024	4th July 2024
AM TEA	✓	✓	✓	✓
LUNCH	✓	✓	✓	✓
PM TEA	✓	✓	✓	
STANDING COCKTAIL	✓	✓	✓	
DINNER	✓	Host Country Dinner	✓	



## 4. SPONSORSHIP GUIDELINES AND PAYMENT INFORMATION

### 3.1. Sponsorship Guidelines and ITU Considerations

- i. Adherence to UN principles** – All sponsorships must follow the United Nations’ principles, which ensure adherence to human rights, labour standards, environmental sustainability, and anti-corruption measures.
- ii. Brand visibility** – Logos and banners of sponsors will be displayed prominently concerning the events they support, but they will not be featured in official meeting spaces. Items such as delegate bags, lanyards, or promotional clothing that offer widespread visibility may be subject to specific restrictions to maintain the integrity of the GSR.
- iii. Use of the ITU Logos and the Event Logo** – To utilise the ITU and GSR logos in a sponsorship capacity, explicit consent must be obtained from either the host country or the ITU Secretary-General. This measure is in place to ensure that these symbols are aligned with the overarching goals and values of both the ITU and the GSR event.
- iv. Sustainability** – We encourage sponsors to support the sustainability of the event by promoting eco-friendly practices, such as using sustainable materials for promotional items and participating in carbon offsetting initiatives.

### 3.2. Process Information on Sponsorship and Partnership

- i. Coordination of Sponsorships and Partnerships:** All sponsorships and partnerships must be organized through designated representatives of the host country, Uganda

Communications Commission (UCC). Direct dealings with any event service provider for sponsorship and partnership are strictly prohibited.

- ii. Financial Sponsorships:** Financial sponsorships must be paid to UCC after receiving an invoice. UCC will facilitate all related transactions between service providers and sponsors.
- iii. Invoice Issuance:** UCC will issue an invoice containing all necessary payment information after submitting an Expression of Interest and confirming details.
- iv. Payment Information:** All financial transactions related to sponsorships and partnerships must be processed through any of the specified bank accounts below.
- v. Due Diligence Process:** UCC commits to conducting thorough due diligence on all potential sponsors to ensure adherence to the principles set forth by the International Telecommunication Union (ITU) and the United Nations (UN).
- vi. Reporting and Accountability:** To ensure transparency and accountability, The host country shall provide monthly reports detailing the status of sponsorships and partnerships. All finalized offers shall be immediately published on the host country’s website. This initiative fosters trust and builds long-term relationships with all sponsors and partners.
- vii. Designated Contact Persons:** The coordination of all sponsorships and partnerships will be exclusively handled by the following UCC representatives:



Account 1	Account 2
<p><b>Currency:</b> Uganda Shillings -</p> <p><b>Account Name:</b> Uganda Communications Commission</p> <p><b>Bank Details:</b> Stanbic Bank Uganda Limited, Corporate Branch, Crested Towers, Kampala</p> <p><b>Swift Code:</b> SBICUGKX</p> <p><b>Sort Code:</b> 040147</p>	<p><b>Currency:</b> US Dollars</p> <p><b>Account Name:</b> Uganda Communications Commission</p> <p><b>Bank Name:</b> Stanbic Bank Uganda Limited, Corporate Branch, Crested Towers, Kampala</p> <p><b>Swift Code:</b> SBICUGKX</p> <p><b>Sort Code:</b> 040147</p>

### Designated Contact Persons

**Julianne Mweiheire,**  
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