



# ***SAIFEE BURHANI CAR RALLY***

***UGANDA 2025***

Organised by Burhani Guards Uganda & Saiffee Burhani Car Rally Team



# **SAIFEE BURHANI *CAR RALLY***

*Kampala -2025*

## **INTRODUCTION**

The Saifee Burhani Car Rally is a unique, fun-filled scavenger hunt-style driving event organized to celebrate the auspicious occasion of the Birthday of His Holiness Dr. Syedna Mohammed Burhanuddin R.A. and Dr. Syedna Mufaddal Saifuddin Saheb TUS. This inaugural event in Kampala is being spearheaded by the Dawoodi Bohra Community Uganda.

The rally will bring together over 500 participants, with approximately 83 cars navigating through a creatively designed city-wide challenge combining family bonding, spiritual celebration, road safety advocacy, and environmental sustainability through tree planting at designated checkpoints.





# **SAIFEE BURHANI CAR RALLY**

Kampala -2025

## **KEY OBJECTIVES**

- \* Commemorate Milaad Mubarak with a vibrant and meaningful community celebration
- \* Promote teamwork, unity, and engagement across community generations
- \* Raise awareness of responsible driving and traffic regulations in a creative and interactive format
- \* Foster problem-solving, excitement, and participation through gamified exploration of the city.
- \* Contribute to environmental sustainability by planting trees at designated checkpoint during the rally

## **EVENT FORMAT**

- \* Flag-off from Dawoodi Bohra Masjid, Kampala
- \* 10-12 interactive checkpoints across Kampala covering ~80-100 km
- \* Participants solve riddles & clues and scan QR codes via a dedicated mobile app
- \* Teams compete in a timed scavenger hunt while demonstrating safe driving and discipline
- \* Volunteers and marshals support logistics and traffic management
- \* Event concludes with a picnic, entertainment, and prize-giving ceremony



# ***SAIFEE BURHANI*** **CAR RALLY**

*Kampala -2025*

## **ORIENTATION**

A pre-event orientation ceremony will be held for all registered participants to explain the rules, demonstrate the app, and reinforce safety expectations. This will ensure smooth coordination and build excitement.

## **IMPACT & REACH**

- **Widespread Community Engagement:** The event is expected to attract over 400+ active community members and feature approximately 83 participating cars from Kampala and internationally.
- **Massive Brand Exposure:** Logo placement on participant kits, car stickers, event banners, stage backdrops, digital and media advertisements and checkpoint signages.
- **Media Amplification:** Strategic promotion through mainstream media, newspaper adverts, TV appearances and press releases.
- **Digital Reach:** Extensive social media campaigns across event and community platforms internationally will feature sponsored content and sponsor shoutouts. Additionally, sponsor logos and advertisements will be featured prominently in the official event mobile app.



# SAIF BURHANI *CAR RALLY*

Kampala -2025

- **Event Media Coverage:** Sponsors will be prominently featured throughout the event coverage, which includes professional photography, videography, and live streaming.
- **Direct Consumer Engagement:** Sponsors can enjoy booths and possible sponsored checkpoints, allowing real-time interaction, sampling, and product showcasing.
- **Brand Prestige & CSR Recognition:** Public acknowledgment during opening and closing ceremonies and throughout the event highlights your company's commitment to corporate social responsibility.







# **SAIFEE BURHANI CAR RALLY**

Kampala -2025

## **CSR INITIATIVES**

### **Corporate Social Responsibility**

The Saiffee Burhani Car Rally goes beyond being a fun-filled event — it is also a platform for creating meaningful social impact. This year, two CSR initiatives will be embedded into the rally:

#### **1. Road Safety Awareness**

Road safety is a national priority that affects everyone — drivers, passengers, pedestrians, and cyclists alike. Through this rally, we will champion road safety awareness not only within the community but across Kampala and beyond. By integrating key messages at checkpoints, sharing educational content through our digital platforms, and demonstrating disciplined driving throughout the event, we aim to inspire participants, spectators, and the wider public to adopt safer road practices. The rally becomes a moving campaign that promotes vigilance, adherence to traffic rules, and respect for all road users.

#### **2. Tree Planting Initiative**

Sustainability is at the heart of our values. For every participating car, there will be a dedicated checkpoint where the team will plant a tree. With over 80 cars expected, this initiative will result in the planting of dozens of trees across Kampala, serving as a symbol of growth, renewal, and our commitment to a greener, healthier environment. These trees will remain as a living legacy of the rally and a reminder of our collective responsibility to protect the planet for future generations.



# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

## SPONSORSHIP PACKAGES

### GOLD SPONSOR

UGX 20,000,000

#### 1. Maximum Exposure & Prime Branding

- **Prominent Banner Placement:** Your company's banners will be displayed at the rally's Start and End Points, maximizing exposure to all attendees and media coverage.
- **Branded Checkpoint Signage:** Your logo will appear at all the official checkpoints along the route, providing recurring visibility as participants pass through.
- **Logo on Official Rally Cars:** Your branding will feature on participating vehicle stickers, ensuring moving brand exposure throughout Kampala and beyond.
- **Inclusion in Gift Hampers & T-Shirts:** Your logo will be printed on participant t-shirts and integrated into branded gift hampers, reinforcing your brand's connection with every participant.
- **Media Press Release Inclusion:** Your company will be mentioned in all pre- and post-event press releases, distributed to both local and international media.

#### 2. Digital & App Recognition

- **Featured on Official Event Mobile App:** Your brand will be prominently featured in the event's mobile app, including sponsor highlights and digital ad slots.
- **Dedicated Social Media Campaigns:** You'll receive targeted mentions in our pre-event digital marketing campaigns across Instagram, Facebook, Twitter, and LinkedIn.
- **Verbal Recognition & On-Screen Mentions:** Sponsors will be acknowledged on livestream broadcasts reaching a worldwide audience, with logo placement during stream overlays and lower-thirds.



# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

## 3. Experiential Marketing Opportunities

- **Checkpoint Hosting at Sponsor Premises:** An optional opportunity for your company to host a rally checkpoint at your business location, offering in-person customer engagement.
- **Promotional Booth at End Point:** Space will be allocated at the event's final venue for setting up a promotional booth to showcase your products or services.
- **Keynote Mention:** Your brand will be highlighted during keynote addresses, with verbal acknowledgment of your contribution to the event's success.

## 4. VIP & Exclusive Privileges

- **Special Invitation to Sponsor Dinner:** You'll be invited to an exclusive pre-event presentation and networking dinner with VIPs, stakeholders, and fellow sponsors.
- **Recognition Award:** A personalized token of appreciation will be presented to your company during the closing ceremony, on stage.
- **3 Complimentary Car Entries:** Participate directly in the rally with up to three sponsored teams representing your brand.

## 5. Community Impact & CSR Recognition

- Your support will be publicly acknowledged as a meaningful contribution toward empowering local communities and promoting youth engagement and road safety through innovative, community-driven events.





# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

**SILVER SPONSOR**

**UGX 10,000,000**

## 1. Brand Visibility & Recognition

- **Banners at Key Locations:** Your brand will be featured on prominent banners displayed at the start and end points of the rally, ensuring high visibility throughout the event.
- **Checkpoint Branding:** Your logo will appear on selected checkpoint signage, gift hampers, t-shirts, and car stickers, keeping your brand front and center throughout the participant journey.
- **Digital Media Press Release:** Gain visibility through branded mentions in our official event press release shared with media partners.

## 2. Digital & App Recognition

- **Mobile App Mentions:** Your brand will be included in the event's official mobile app, which will be used by all participants and attendees for navigation, updates, and engagement.
- **Social Media Exposure:** Enjoy exposure through our digital marketing campaign, including posts, shoutouts, and sponsored features across our event's social media platforms and website.

## 3. On-Site Engagement

- **Verbal Acknowledgment:** Public recognition of your support during the event, including shoutouts at the start, checkpoint, and during the award ceremony.
- **Recognition Award:** Receive an official Silver Sponsor plaque presented during the closing ceremony as a token of appreciation.
- **Exclusive Dinner Invitation:** Your team will be invited to an exclusive sponsor dinner with VIPs, the organizing committee, and the Chief Guest.



# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

## 4. Broadcast Marketing

- **Global Live Coverage:** Your brand will be featured in our live-streamed event broadcast, offering visibility to a worldwide audience through overlays, shoutouts, and branded content.

## 5. Complimentary Participation

- **Free Car Entries:** As a Silver Sponsor, you will receive complimentary participation for 2 branded cars in the rally.





# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

## BRONZE SPONSOR

UGX 5,000,000

### 1. Brand Exposure & Recognition

- **Banners at Start & End Points:** Your logo will be displayed on banners at both the start and finish lines of the rally, providing valuable visibility to all attendees and participants.
- **Verbal Acknowledgment:** Sponsors will be publicly recognized by the emcee during key moments of the event, including the flag-off and closing ceremony.

### 2. Digital & Mobile Integration

- **Event App Mentions:** Your brand will be featured within the official event mobile app, which all participants will use for navigation, updates, and engagement.
- **Digital Marketing Inclusion:** Benefit from visibility through our event's digital marketing campaigns, including sponsor shoutouts and tagged content across social media platforms and the event website.

### 3. Event Hospitality & Networking

- **VIP Dinner Invitation:** You'll receive an invitation to the exclusive sponsor dinner with the Chief Guest, dignitaries, and fellow sponsors — an ideal opportunity for networking and brand engagement.
- **Recognition Award:** You will be honored with a Bronze Sponsorship Certificate during the closing ceremony in appreciation of your contribution.



# SAIFEE BURHANI *CAR RALLY*

Kampala -2025

## 4. Media & Broadcast Presence

- **Live Broadcast Recognition:** Your brand will be featured in the event's live broadcast, streamed to local and international audiences via social platforms, increasing your reach beyond the venue.

## 5. Complimentary Participation

- **1 Free Car Entry:** Enjoy complimentary participation for one vehicle in the rally, branded with your logo – a great opportunity for experiential brand engagement.

## NEXT STEPS

We invite you to partner with us in this memorable community initiative. Your support will not only amplify your brand but also contribute to a spiritually uplifting and socially responsible event.

## FOR SPONSORSHIP CONFIRMATIONS OR INQUIRIES:



**+256 702 123052**



[www.saifeeburhanicarrally.com](http://www.saifeeburhanicarrally.com)



[info@saifeeburhanicarrally.com](mailto:info@saifeeburhanicarrally.com)