

World **Kiswahili** Day London

July 4th - July 7th 2024

SEMA
JAMBO



...celebrating culture, art, music & food of swahili speaking communities...

Sema Jambo by MTM brings the uniqueness of Beautiful Swahili to London!

World Kiswahili Day Comes to London: A Celebration of Culture and Diversity

Recognising Kiswahili as one of the official languages of the United Nations in 2022 has underscored its importance in fostering cultural exchange and understanding. This festival serves as a unique platform to celebrate and promote the richness of Kiswahili culture, and your esteemed presence would undoubtedly enhance the significance of the event.

July 7th, 2022 We celebrated the first World Kiswahili Day at the River Room of the House of Lords – an iconic room and the home of British democracy, courtesy of the Lord Speaker of the House of Lords, Westminster. The event hosted by Baroness Verma with Her Excellency Asha-Rose Miringo – the High Commissioner of the United Republic of Tanzania in the UK as chief guest.

July 6th, 2023 We were back to celebrate World Kiswahili Day at the River Room, hosted by the Rt. Hon. Lord Boateng, with chief guest H E the High Commissioner of Kenya H E Manoah Esipisu as chief guest.

July 7th, 2023 We launched World Kiswahili Day Glittering Gala Dinner at Westminster Central Hall attended by guests across the UK, Europe, Kenya, and Tanzania. The High Sheriff of Wiltshire was chief guest, also attending were High Commissioner of the Republic of Seychelles, H E the Ambassador of Burundi and representatives from Kenya and Tanzania.

It's your opportunity to be part of an event that champions inclusion and diversity and creates awareness of a universally accepted language spoken by over 250 million people of all races across the world.

*Celebrating the essence of business and culture
across our rich, diverse swahili speaking communities!*

Partnering World Kiswahili Day, You

Network with Diverse Communities Open new avenues for your brand by connecting with diverse communities, expanding your network, and strengthening brand presence in the UK and across international waters.

Enhance CSR Strategy: Improve and publicize your Corporate Social Responsibility (CSR) strategy, demonstrating your commitment to social responsibility.

Reach Local Diverse Ethnic Communities: Publicise your brand positively within diaspora communities, showcasing your inclusivity and cultural awareness.

Build Commercial Connections: Engage with other high-flying local businesses, establishing lasting commercial connections and collaborations for mutual growth.

Expand Your Data List: Introduce your brand to a whole new data list of potential customers and partners, enhancing your brand's reach and market presence.

Inspire and Motivate: Involve your employees in the World Kiswahili Day experience journey, inspiring and motivating them while reinforcing your commitment to social responsibility.

Boost ROI: Acquire new clients and business opportunities through our extensive reach, boosting your Return on Investment (ROI) and maximizing the impact of your participation.

Partner with us and let your brand shine like never before!

Our Partnership Opportunities

Elevate Your Brand with the Ultimate Partnership Package

Become a Principal Platinum Partner of the World Kiswahili Day Festival 2024 and enjoy exclusive benefits:

Red Carpet Branding: Let your brand shine with prominent placement on the red carpet, ensuring maximum visibility and exposure to all guests.

Main Stage and Big Screen Branding: Your brand logo will be prominently displayed on the main stage and projected on the big screen throughout the evening, capturing the attention of all attendees.

Brand Video Clip Playback: Showcase your brand with a video clip played on the big screen during key moments of the gala, leaving a lasting impression on the audience.

Branding WKD Souvenir Edition Magazine: Your logo and company profile featured in the souvenir edition magazine distributed to all attendees, extending your brand's reach beyond the event itself.

Highlighted Recognition: Your brand will be highlighted and recognised during the Glittering Gala Award on July 6th at the London Marriott Hotel Grosvenor Square Evening, reinforcing your commitment to cultural diversity and community engagement.

Product Placement: Your brand placed on all digital promotional campaigns, ensuring widespread visibility across online platforms.

4 VIP Invites to the Gala Evening: Enjoy exclusive access to the gala event with four VIP invitations, allowing you to network with influential guests and key stakeholders.

Seize this opportunity to align your brand with excellence, diversity, and unmatched visibility.



www.semajambo.co.uk
www.mtmawards.co.uk

World Kiswahili Day 2024

Our Partnership is a Game-Changer

Access to New and Bigger Target Markets Our event attracts a diverse audience, offering you the chance to connect with potential customers you may not have reached before. Whether you're looking to expand internationally or tap into a specific demographic, our partnership will open doors to new opportunities.

Tailored Sponsorship for Maximum Impact We understand that every brand is unique, which is why we tailor our sponsorship packages to ensure maximum cut-through with your target audience. Whether you're interested in branding opportunities, experiential activations, or content integration, we'll work closely with you to create a customized solution that aligns with your marketing objectives.

Opportunities for Pre and Post-Event Boost ROI Our partnership doesn't end when the event concludes. We offer a range of pre and post-event marketing opportunities to help you amplify your brand message and drive ROI. From social media promotions to email marketing campaigns, we'll support you every step of the way to ensure your investment delivers long-term value.

Sema Jambo is supported by MTM Awards, who in the span of the last 11 years have had the privilege of acknowledging 209 remarkable award winners and bestowing 96 Special Recognition honours. With a grand total of 6000 warm welcomes and an impressive 9550 nominees, their awards have garnered over 346,811 votes since their inaugural ceremony in 2012.

By becoming a Principal Platinum Partner, your group will elevate its brand presence and align itself with one of the most prestigious cultural events of the year. This partnership offers unparalleled exposure and networking opportunities, allowing your group to showcase its commitment to promoting cultural diversity and excellence.

The Glittering Gala World Swahili Day Evening!

Black Tie/Evening Gown/Traditional Attire

Red Carpet Karibu Drinks Reception

Red Carpet Glitz & Glamour

VIP networking in a uniquely cultural environment

Exquisite Dining with Complimentary drinks

SJA Awards Presentation

Live Entertainment

After Party

