

7.0. 2023 FESTIVAL ACTIVITY PLAN

Rwenzori Theluji Festival 2023 Activity Plan

	Theme	Main activities	Out puts	Timelines	Due date	Estimated Budget
1	Festival coordination	<ul style="list-style-type: none"> Activation of the festival structures at national and district levels (national steering and sub committees) Generating a comprehensive festival work plan/Gant chat/roadmap and log frame with measurable deliverables Identifying strategic partnerships and collaborations/MOUs Generating festival tailored marketing strategy Generating a publicity and community awareness strategy Generating end of edition one festival report Monitoring implementation of work plan (based on identified indicators) Generating a sustainability strategy for the festival 		Nov 2022- March 2023	Nov 2022 to end of Sept 2023	UGX 55,000,000 (USD22,972)
2	Tourism, trade and investment Summit	<ul style="list-style-type: none"> Identification of site Identification and invitation of guests and guest speakers, business to business clinics Investments to be launched/signed off Products to be launched Awareness and sensitization campaigns Activation of working committee Budgeting 		Oct.2022- May 2023	1 st Sept 2023	95,000,000
2	Greening/Tree Planting	<ul style="list-style-type: none"> Nursery bed establishment Identification of tree planting sites and institutions Formation of greening structures/committees Strategic partnerships and collaborations Designing strategies for maintaining trees on public land Activation of the subcommittee-TORs Budgeting 		Jan-Dec 2023	Continuous until 2027	350,060,000
3	Tourism, trade and investment Expo	<p>Exhibition</p> <ul style="list-style-type: none"> Site mapping and layout Opening physical and online marketing of expo spaces Guests and buyers identification and invitation Strategic partnership and collaborations B2B sessions Budgeting 		Dec 2022- April 2023	1-3 rd Sept 2023	35,000,000
4	Cultural diversity Tourism development	<ul style="list-style-type: none"> Identifying the cultural diversity components (Naming, food show, Hotel Show, fashion show, cultural show that has music and dance, art and crafts, dressing) to show casing tourism business trade and investment Generating a concept note for cultural diversity showcasing Generating a tailored work plan Awareness campaigns/meetings Listing cultural groups willing to participate Instituting a subcommittee to do the coordination Budgeting 		Dec 2022-April 2023	1-2 nd Sept 2023	38,000,000
5	Community sports for biodiversity conservation and talent development	<ul style="list-style-type: none"> Identification of other festival sports in addition to athletics (football, hiking Rwenzori Mountain, bicycle riding, canoe and fishing competitions) Generating a concept note Instituting a subcommittee for coordination and work plan generation Developing a marketing strategy Strategic partnership and collaboration Publicity and awareness 		Jan 2022-April 2023	26 th August-31 st August 2023	35,000,000
6	International marathon	<ul style="list-style-type: none"> Institute a subcommittee for coordination Identify KTIF pre and post marathon activities Generating a Budgeting Generate a marketing strategy Identify Strategic partnership and collaboration/MOU 		Dec 2022- April 2023	2 nd Sept 2023	36,200,000
7	Miss Tourism Rwenzori grand Finale			Dec 2022- April 2023	1 st Sept 2023	34,030,000
				Total		678,290,000

i) The Journey to the festival



ii) The Community Biodiversity Run



iii) Cleaning of Kasese Municipality



iv) The Rwenzori SME & Cultural Exhibition





v) The Tourism, Trade and Investment Roundtable



vi) The Tusker Lite Mount Rwenzori Marathon



9.0. RWENZORI THELUJI FESTIVAL IN MEDIA

Cynthia Mpanga
@CynthiaMpanga

All the misconceptions we had going to Kasese & misguidance about insecurity have been demystified!!!

Kasese is very safe and the night life is so lit 🔥

We showed up, painted it green, lived it up & it's heartbreaking leaving! @WinnieKiiza

#TuskerLiteRwenzoriMarathon

11:16 · Sep 03, 2022

@screenshot

PICTORIAL

TOURISM, TRADE AND INVESTMENT

STAKEHOLDERS MARKET KASESE AS A DESTINATION FOR INVESTMENT, TOURISM

Running for fun and climate at the first Rwenzori marathon

Others
Kigali opens Garden of Memory

WORLD TOURISM DAY

RWENZORI WAKES UP TO TOURISM

THE TIME IS NOW

Running for fun and climate at the first Rwenzori marathon

Others
Kigali opens Garden of Memory

MAGAZINE

Running for fun and climate at the first Rwenzori marathon

Others
Kigali opens Garden of Memory

The adventure was one of a kind! The terrain was magical and the slight drizzle in the morning greatly made it favourable for running

ing to the streets in different locations in the country and raised money that will again go towards the construction of a bunker that will house two Linear Accelerators (modern

the first phase is going to cost sh2.3b but close to sh13.5b is required for completion and equipping of the facility by 2025.

Ugandans run for the cancer cause during the race which was flagged off at Kololo

Is Kapchorwa's Adiema the new marathon gem?

PHOTO BY MICHAEL NSUBUGA

By Michael Nsubuga

Tusker Lite Rwenzori Marathon 42km top five men

Allan Adiema
Sadie Bahati
Patrick Omara
David Solimo
Alex Chebe

42km top five women

Igah Cherino
Harriet Agnes Amuron
Pricilla Chelangat
Emily Jepkoech
Asha Chebet

21km top three men

Douglas Chebu
Jonathan Akankwama
Gilbert Kamutwe

21km top three women

Annet Chesang
Ivras Nasasira
Sylvia Chelangat



Some of the participants in the Rwenzori marathon which took place on Saturday

Kapchorwa-based athlete Allan Adiema moved a step closer to his dream of one day competing in the New York Marathon when he won the inaugural Tusker Lite Rwenzori marathon in Kasese on Saturday.

Adiema, who only started running five years ago after

getting inspiration from Joshua Cheptegei's exploits on the world stage, and was in the race just for adventure ended up winning and pocketing sh5m prize money for the overall winner.

"It's my first win. I'm so motivated today. I have been running middle distance and 21km but never won any of

those but today was my day and I'm so happy to take the gold," Adiema, who is still a 'volunteer athlete' with the Uganda Wildlife Authority Athletics Club, said.

"This is my debut marathon, when I had about the event, I said I had to try it out, so I'm happy it worked out. When Cheptegei won in 2018 it

motivated all of us to get to the road and train."

Adiema braved the early morning chilly conditions to beat Sadie Bahati, Patrick Omara, David Solimo and Alex Chebe who finished second, third, fourth and fifth respectively to the top prize, but they also shared out a combined sh10m courtesy of

Standard Chartered Bank. "The weather was friendly because Kapchorwa is even more harsh so it did not surprise me that it was chilly today, I'm used to training in even more chillier conditions," Adiema stated.

"Running uphill was very tough being my maiden marathon, but I have also been training at an even tougher terrain in Kapchorwa so I managed to cope.

"The hill was about 12km of blood toiling, it was not easy almost up to the summit but coming back was a bit easy. I let the gravity do me a favour when I was getting down.

He said he was not even thinking about the money as he ran but was happy for the windfall.

"First of all, it was adventure. I was loving the terrain and most of the time I distracted my strength of running a marathon but when I felt I was still fresh at 35km I decided to grab the opportunity.

"I wasn't thinking about the money but the cause for the marathon which was adventure," he said.



KASESE GUIDE RADIO | OMUSONDOLYA 100.5 FM
The Voice Of Truth | Omulenge Owo'kwenene

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LOCAL

Rwenzori Theluji Festival is progressing with excitement in Kasese town

BY NEWS EDITOR - SEPTEMBER 1, 2022 NO COMMENTS 2 MINS READ

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#280# #280# #280#

10.0. CONCLUDING THE FESTIVAL



11.0 MEDIA LINKS

Guide Radio	https://kaseseguiradio.com/rwenzori-theluji-festival-is-progressing-with-excitement-in-kasese-town/
Uganda Radio Network	https://ugandaradionetwork.net/story/annual-festival-to-transform-rwenzori-communities-
Uganda Radio Network	https://ugandaradionetwork.net/story/rwenzori-festival-excites-kasese-residents-
	https://ugandaradionetwork.com/a/story.php?s=213502
Nile Chronicles	https://nilechronicles.com/2022-rwenzori-theluji-festival-is-here
Uganda Tourism Board website	https://utb.go.ug/news-and-views/rwenzori-theluji-festival-re-awakens-tourism-rwenzori-region
Bujuku Ecotourism website	https://bujukuecotours.com/our-blogs/rwenzori-theluji-festival-an-annual-tourism-event-for-the-rwenzori-mountains/
Kawowo.com	https://kawowo.com/2022/08/11/the-build-up-to-the-2022-rwenzori-theluji-festival-marathon-intensifies/
	https://kawowo.com/2022/06/21/euphoria-as-the-annual-rwenzori-theluji-festival-is-launched/
	https://kawowo.com/2022/06/21/sports-tourism-hundreds-braced-for-2022-tusker-lite-rwenzori-marathon/
	https://kawowo.com/2022/06/21/david-isabirye-the-bravery-to-climb-16763-feet-above-sea-level-2022-rwenzori-theluji-festival/
News247	https://news247.co.ug/2022/09/02/rwenzori-festival-excites-kasese-residents/
New Vision	https://www.newvision.co.ug/category/news/kasese-gears-up-for-theluji-festival-142089
	https://newvision-media.s3.amazonaws.com/cms/b9e8659e-67f2-4a77-9400-e9a613902d5c.pdf
Somjournal.com	https://somjournal.com/euphoria-as-the-annual-rwenzori-theluji-festival-is-launched/
The Observer	https://observer.ug/businessnews/74182-marathoners-to-take-on-rwenzori-mountain-ranges
UBC on YouTube	https://www.youtube.com/watch?v=uWfPNALvkyI
NTV on YouTube	https://www.youtube.com/watch?v=_rFtwKhwl_c
	https://www.youtube.com/watch?v=1xCzIExJjOs
Urban TV on YouTube	https://www.youtube.com/watch?v=IE40MG97OBY
	https://www.youtube.com/watch?v=ZiEe4tBHzHo





