





The United Republic of Tanzania
Ministry of Transport



SUSTAINABLE LAND TRANSPORT WEEK 2025

Theme: **Green Transport and Innovation**

 24th – 29th November 2025

 Mnazi Mmoja for Exhibitions and
JNICC for Convention

**SPONSORSHIP
KIT**



Event Overview

World Sustainable Transport Day, observed annually on 26th November under the United Nations resolution, is a global platform to champion inclusive, resilient, and environmentally friendly transport systems.

Tanzania's 2025 week-long celebration will unite policymakers, investors, innovators, civil society, and the public for an impactful programme featuring policy dialogues, technical masterclasses, exhibitions, youth innovation showcases, community outreach activities, and a national mobility parade.

Why Partner with Us?

Sponsorship ensures:

- Direct Market Access to over 1,000 in-person delegates and thousands of visitors.
- Brand Leadership in the transport and sustainability sectors.
- Extensive Media Reach across television, print, radio, and digital platforms.
- Policy Engagement with decision-makers shaping the future of mobility.
- CSR Impact through contribution to Tanzania's green mobility transformation.

SPONSORSHIP PACKAGES & BENEFITS

Main Sponsor – TZS 150,000,000

- Recognition as a thought leader with the opportunity to deliver a keynote address during the Opening Ceremony
- Premium 3 x 9 meter exhibition booth
- Two full-page adverts in the event magazine
- Prominent logo placement across all event branding and promotional materials
- Extensive media features (TV, radio, print, and digital)
- Enhanced digital promotion: combined package of custom social videos & promotional materials
- Priority access to B2B networking sessions with policymakers and investors
- Recognition as a main sponsors
- 1 VIP table during gala dinner (10 seats)
- Award as a main sponsor
- Overall award

Platinum Sponsor– TZS 100,000,000

- Speaking opportunity in thematic plenary/masterclass session
- 3 x 6 meter exhibition booth
- One full-page advert in the event magazine
- Logo visibility on event branding and communication platforms
- Targeted social media features

- Recognition as a Platinum sponsor
- 7 complimentary pass during gala dinner
- Award as a Platinum sponsor

Gold Sponsor – TZS 50,000,000

- 3 x 6 meter exhibition booth
- Half page advert in the event magazine
- Logo visibility on event branding and website
- Social media mentions
- Recognition as a Gold sponsor
- 5 complimentary pass during gala dinner
- Award as a Gold sponsor

Silver Sponsor– TZS 25,000,000

- 3 by 3meter exhibition booth
- Quarter-page advert in the event magazine
- Logo on event website & select branding materials
- Recognition as a Silver sponsor
- 3 complimentary pass during gala dinner
- Award as Silver sponsor

SPECIAL CATEGORY SPONSORSHIPS

Masterclass Sponsor – TZS 30,000,000

- Exclusive branding in masterclass venue
- Opportunity to chair/lead a session
- Logo on program & learning materials
- 5 complimentary pass during gala dinner

Gala Dinner Sponsor – TZS 80,000,000

- Exclusive branding at gala dinner venue
- Speech opportunity during gala dinner
- One VIP table (10 seats)
- Logo featured on decor and program

Generous Manufacturer Arena Award – TZS 25,000,000

- Opportunity to award best agent/ customer during the gala dinner
- Logo visibility during gala dinner
- Recognition during gala dinner
- 5 complimentary pass during gala dinner

Generous Service Provider Arena Award – TZS 15,000,000

- Opportunity to award employees during the gala dinner
- Logo visibility during gala dinner
- Recognition during gala dinner
- 3 complimentary pass



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