



The United Republic of Tanzania
Ministry of Transport



SUSTAINABLE LAND TRANSPORT WEEK 2025

Green Transport and Innovation

Theme: **Green Transport and Innovation**



24th – 29th November 2025



**Mnazi Mmoja for Exhibitions and
JNICC for Convention.**

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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.

Audience Profile

- Government Leaders & Ministers
- Development Partners & UN Agencies
- CEOs, Investors & Mobility Providers
- Academia, Researchers & Youth Innovators
- Civil Society & Environmental Groups
- Informal Transport Operators
- General Public & Commuters



Sponsorship Packages

Platinum Partner - 150,000,000

- Exclusive sector branding, keynote slot,
- Premium 6m x 6m booth,
- 2 full-page magazine adverts,
- Logo on all materials,
- 10 delegate passes, 20 exhibition passes,
- Media features,
- Custom social video,
- B2B sessions

Gold Partner - 100,000,000

- Speaking slot,
- 4m x 4m booth,
- Full-page advert,
- Logo visibility,
- 6 delegate passes,
- 15 exhibition passes,
- Social media features

Silver Partner - 50,000,000

- 3m x 3m booth,
- Half-page advert,
- Logo on materials & website
- 4 delegate passes, 10 exhibition passes,
- Social media mentions

Bronze Partner - 25,000,000

- 3m x 2m booth,
- Quarter-page advert,
- Logo on website,
- 2 delegate passes,
- 5 exhibition passes

Masterclass Sponsor - 30,000,000

- Exclusive branding in masterclass,
- Speaking slot,
- Logo on materials

Gala Dinner Sponsor - 80,000,000

- Branding at gala dinner, speech opportunity,
- VIP table for 10,
- Logo on décor & program

Youth Innovation Arena Sponsor - 25,000,000

- Branding in youth arena,
- Judge in pitch competition,
- Logo on youth materials

Recognition & Media Exposure

- Logo on all branding and digital platforms
- On-stage recognition during ceremonies
- Inclusion in post-event report
- Targeted social media campaigns
- National and international press features

Exhibition Opportunities

Premium Booth (3m x 9m) - 15,000,000

Prime location, double fascia, 2 tables, 4 chairs, lighting, power, 6 passes

Executive booth (3m x 6m)- 10,000,000

Standard location, fascia branding, 1 table, 2 chairs, lighting, power, 4 passes

Standard booth (3m x 3m) - 5,000,000

Startup booth, 1 table, 2 chairs, power, 2 passes

Outdoor Display- 8,000,000

Large display for vehicles/equipment, branding, 3 passes



Added Exhibitor Value

- Pre-event online promotion
- Video coverage during event
- Access to networking lounge
- Opportunity to pitch in innovation sessions



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