



About

Spirit of Africa Limited

Founded in 2003, Spirit of Africa, under its Understanding MORE initiative, is a social entrepreneurship firm eager to accelerate critical social change through collaborative partnerships between businesses, not-for-profit organizations and governments to address key social issues.

To this effect, we conceptualize, design, develop and execute sustainable business concepts and programs for companies and organizations that appreciate the need to conduct business in a way that adds social value and impact.



The Boda Boda Community (including riders, spare part traders and mechanics) in Uganda is estimated at 2.2 million people (close to half the population of Singapore).

The machinery investment (number of bikes on the market) is estimated to be worth USD. 1 billion.



The Questions

The development of our intervention Strategy was an attempt to address five critical questions:

- 1 What does it take to cost effectively and in the shortest possible time assist Boda Boda riders to transition to better jobs so as to create space for lower income earners to upgrade to riders?
- 2 How can we use riders to become a national and global symbol for transformation?
- 3 How best can we package the intervention for ease of promotion, acceptance, sustenance and behavioral impact?
- 4 How can the intervention equitably generate revenue to pay for its own costs and to reward its sponsors?
- 5 What cultural, political and technical sensitivities must we be acutely aware of in order to put in place mechanisms to ensure that all stakeholders meaningfully participate and benefit from the intervention?





The Strategy

To address the above questions, the intervention is focusing on shifting mindsets by assisting especially committed youth to transition from Boda Boda riding to other better jobs and businesses through talent development, skills empowerment, knowledge uptake and character upgrade based on incentives.

The Boda Boda Competitions and Annual Festival (BBCAF) is the preferred inter-woven medium of intervention and events that is designed to;

Give riders and passengers a special platform to congregate, celebrate and recognize outstanding contributions.

Enable riders to showcase 'hidden' skills, knowledge and talents in order to assist riders grow into another (better) life.

Give businesses, developments partners and other stakeholders an opportunity to meaningfully engage and strengthen partnerships with the Boda Boda Community.

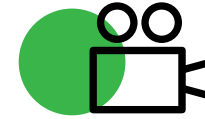


Mechanisms

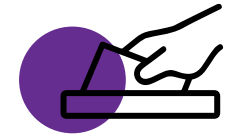
There are a number of talent competitions that will be gradually introduced in the Festival on an annual basis. Since youth constitute the majority of the population, the strategy is focusing the inaugural Festival on Music.

To that end, the Boda Boda Song Writing Competition was kickstarted in the second week of Feb. 2025 and is on-going.

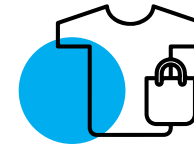
The strategic significance of boda boda-targeted music is that it not only has mass-participation appeal but also considerable media visibility and business interest with immediate and long-term revenue streams as follows;



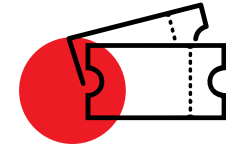
Light Entertainment
TV Productions
based on Music Producers
and riders/passengers



Public voting of best
songs via ring tone
downloads



Merchandize such as
branded t-shirts, baseball
caps, e.t.c



Concert/Festival Ticket sales
(120,000 riders
and passengers)



1

Produce a music track with no vocals to act as a music guide for composers (January)

2

Carry out Regional Live and Online Auditions in partnership with the United Boda Boda Riders Cooperative Union (February/March)

3

Run a TV Show "Another Life" based on the Boda Boda Song Competition and Festival

4

Four (4) top music Producers/Studios are commissioned to each choose one potential hit composition from each one of the regions and to bring the semi-finalists to professionally re-work the songs and convert them into hits. (March/April)

5

The resulting 15 songs are released at a Listeners' Party and radio power-played countrywide in order to boost ringtone downloads and regional Festival ticket sales (April - June)

6

The public starts voting by downloading ringtones of their favorite songs. Raffle draws and prizes for both riders and passengers are attached to ringtone downloads.

7

July Regional Festivals begin:
Mbarara: Fri. 4th – 6th
Gulu: Fri. 11th – 13th
Jinja: Fri. 18th -20th
Kampala: 25th – 27th July 2025



Proposal & Packages

PACKAGE DETAILS & BENEFITS	GOLD SPONSOR	PLATINUM SPONSOR
Weekly TV Show: Price per Month (March – August 2025)	UGX. 10 million /Month	UGX. 30 million /Month
Sponsorship phraseology	"Sponsored by:"	"Brought to you by:"
Sponsoring Countrywide Live Auditions	UGX. 10 million /Month	UGX. 10 million /Month
Competition Winners Endorse Sponsors	no	yes
Exhibition Stalls per regional Festival	1 free stall	2 free stalls
Sponsor Credits: Another Life Boda Boda Winners' International Documentary	UGX. 100 million	UGX. 220 million
The Riders' Life Stories – sponsor branded Youtube/Tik Tok shorts	UGX. 7.5 mill/short	UGX. 7.5 mill/short
Festival Venue Branding	Limited to the back	Limited to sides
Sponsor Appearances at Activations	2 appearances	5 appearances