



# ACCLAVIA Group Company limited

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**The Solution You Need**

Our Ref. AGCoL/Bd/1115/019/01

7<sup>th</sup> July, 2019

To .....

**Dar es Salaam.**

Dear Sir/Madam

## **RE: INVITATION TO PARTNERSHIP FOR BODA BODA FESTIVAL**

We are pleased to introduce to you Bodaboda Festival, an event which will bring together and engage 10% of the Bodaboda riders in the country journeying across 16 regions. The aim of the Festival is underscored in its motto: registration, safety and fostering business/entrepreneurship (**Usajili, Usalama na Ujasiriamali**).

This Festival aims to achieve the following five (5) goals:

1. Create Business Linkages:
  - ✓ motorbike and spare-parts suppliers, fuel, service, transport i.e uber/bolt/exicab, financial services i.e banking, insurance & pension
2. Foster Entrepreneurship
  - ✓ Explore various economic opportunities surrounding the Bodaboda riders community
3. Health awareness
  - ✓ HIV/AIDS, NCDs and other diseases education, blood donation
4. Road safety & Community security
  - ✓ Support safety and security efforts through development of a database
5. Sports & Entertainment: football, music and networking

The Bodaboda Festival in a region is structured in a series of six (6) days engagement activities. From Monday thru Thursday an outreach team of 10 split in pairs will engage the riders in their stations and meetings, Friday a regional workshop will be implemented and Saturday is the peak of the Festive with Exhibitions, Sports and Entertainment.

This Festival creates a unique opportunity for your organization to reach and engage a key market segment. With a target to reach 10% of the Bodaboda community, this festival provides a platform for meaningful engagement with 150,000 of this MSME segment, and the public. Avenues for creating awareness for specific program of your organization have the highest potential. Furthermore, the Bodaboda Festival will bring your organization's image to the public and thus enhance the brand position through a well crafted media campaign.

Therefore, we are honored to invite your organization to be partner to this important event by sponsoring and join our outreach team. The proposal with sponsorship package is attached for your consideration.

I look forward to a positive response. For any inquiries please do not hesitate to contact us.

Best Regards,

Ancellmi Anselmi  
**Managing Director**