



**ubumuntu**  
ARTS FESTIVAL

# **UBUMUNTU ARTS FESTIVAL 2026**

Artistic Expression. Global Connections. Human Together.

**13 - 19 JULY 2026**

[www.ubumuntuartsfestival.com](http://www.ubumuntuartsfestival.com)



# Introduction

The Ubumuntu Arts Festival is Rwanda's premier cultural event dedicated to celebrating our shared humanity through artistic expression.

Held annually during the final week of the 100-day genocide commemoration at the Kigali Genocide Memorial Amphitheater, the festival has become a key cultural event in Rwanda, showcasing musical theater, contemporary dance, and stage performances from around the world.

## **Celebrating our shared humanity through art.**

Bringing together artists from over 20 countries and more than 1500 attendees annually, Ubumuntu offers a unique platform for local and international artists to collaborate, showcase their work, and promote peace-building through art.

# → OBJECTIVES

## **Promoting Peace Through Art**

The Ubuntu Arts Festival is more than just a cultural event — it is a transformative platform designed to use art as a catalyst for social change and healing.

The objectives below outline the key pillars driving our vision.

- Prevent Conflict (genocide, terrorism, domestic violence, xenophobia, etc.)
- Promote Peace-Building and healing from violence
- Provide Training and mentorship for youth and women
- Establish Arts as a respected profession
- Create Spaces for critical thinking
- Equip Communities with life skills to be agents of change
- Develop Homegrown performance methods



# CORE FEATURES

The Ubumuntu Arts Festival offers an immersive platform combining artistic performances, cultural exchange, learning, and community engagement; all tailored to promote peace and celebrate our shared humanity.



## Artistic Performances

Powerful performances at the Kigali Genocide Memorial featuring local and international artists showcasing music, dance, and theatre



## Cultural Diplomacy Unconference

A vibrant space where artists, cultural practitioners, policymakers, and emerging leaders explore how the arts shape our engagement with the world.



## Memory Caravan

An outreach program honoring communities affected by genocide, promoting healing, reconciliation, and positive change beyond Kigali.



## Mental Health Day

Dedicated to raising awareness about mental health issues, with a special focus on the well-being of artists and creatives.



## Music is Humanity

A concert designed to inspire through positive lyrics and messages, celebrating the power of music to unite and uplift.



## Film Showcase

An inaugural film showcase alongside the unconference.



**ubuntu**  
ARTS FESTIVAL

# EMBRACING TIME

*Holding On: Holding Together*

13TH - 19TH JULY 2026

# 2026 Festival Program

## **13 July - Mental Health Day**

A day dedicated to raising awareness about mental health issues, with a special focus on the well-being of artists and creatives through workshops and discussions



## **14th July - Memory Caravan**

This outreach program honors communities affected by the genocide, promoting healing, reconciliation, and positive change by extending the festival's reach beyond Kigali.



## **15th July - Cultural Diplomacy Unconference & Film Showcase**

An open space for artists, policymakers, and leaders to explore how the arts shape our engagement with the world, followed by a film showing and discussion

## **16th July - Music is Humanity & Ikaze Night**

A concert designed to inspire through positive lyrics and messages, celebrating the power of music to unite and uplift.



## **17-19 July Ubumuntu Classic**

Performances at the Kigali Genocide Memorial from 6:00 PM to 10:00 PM. Three consecutive evenings of powerful artistic performances.

# Our Audience



## Artists & Performers

- Local and international musicians, dancers, and theater performers
- Visual artists and filmmakers
- Cultural practitioners and storytellers

## Community Members

- Rwandan community members of all ages
- Youth and women participating in our programs
- Genocide survivors and their families

## Supporters

- International cultural organizations
- Arts educators and students
- Peace-building advocates and social impact organizations
- Local government and ministries

# Value Proposition

## For Artists

- Platform to showcase work to international audiences
- Opportunities for cross-cultural collaboration
- Participation in meaningful cultural exchange
- Access to mentorship and development

## For Sponsors

- Visibility to a diverse international audience
- Brand positioning as a supporter of arts and peace
- Direct engagement with artists and leaders
- Premium branding opportunities



## For Community Members

- Free access to world-class artistic performances
- Opportunities for artistic expression and skill development
- Engagement in healing and reconciliation activities
- Access to mental health resources

## For Partners

- Contribution to peace-building and social change
- Alignment with UN SDG 16 - Peace, Justice and Strong Institutions
- Connection to Rwanda's cultural landscape
- Opportunity to support youth empowerment



# Why Ubumuntu?

**600K+ Combined Social Media Reach**  
**20+ Countries Represented**  
**1500+ Annual Attendees**  
**50+ Youth Employed**



## **Historical Significance**

Held at the Kigali Genocide Memorial, the festival carries deep historical meaning and contributes to Rwanda's healing journey.



## **Global Artistic Exchange**

With participants from over 20 countries, the festival creates genuine cross-cultural connections and artistic collaborations.



## **Community Impact**

The festival employs over 50 youth in the community and offers training and mentorship programs.



## **Accessibility**

Free attendance for all ensures inclusivity and allows diverse community members to participate in the transformative power of art.

# Estimate Festival Budget

<b>ADMINISTRATION STAFF</b> Ubumuntu Team (Curator, production manager, graphic designer, volunteers, emcees, etc.)	\$102,200.00
<b>PRODUCTION AND REGISTRATION</b> Stage design and construction, sound, lighting, streaming, online registration system, etc.	\$11,550.00
<b>MARKETING, PUBLICITY, AND BRANDING</b> Social Media, Traditional Media, Banners, T-shirts, Press Conference	\$18,350.00
<b>ARTIST LOGISTICS</b> Flights, local transport, accommodation, meals, and performance fees	\$270,100.00
<b>SAFETY AND MISCELLANEOUS</b> Health personnel, Miscellaneous costs	\$12,000.00
<b>TOTAL ESTIMATED BUDGET</b>	<b>\$513,200.00</b>

# Sponsorship

## OUR SPONSORSHIP PACKAGES



### Platinum Sponsor

**Contribution: \$75,000+**

- Top-tier logo placement on all branding
- Speaking opportunities at festival events
- VIP seating for up to 15 guests
- On-stage mentions at all performances

### Gold Sponsor

**Contribution: \$50,000 - \$74,999**

- Logo placement on major marketing materials
- Speaking opportunities at festival events
- VIP seating for up to 8 guests
- Mention in press releases and media features

### Silver Sponsor

**Contribution: \$25,000 - \$49,999**

- Logo included on marketing materials & social media
- Acknowledgment in press releases
- VIP seating for up to 6 guests
- Mentions at the festival

### Bronze Sponsor

**Contribution: \$10,000 - \$24,999**

- Logo placement in festival program & website
- Social media acknowledgment
- Reserved seating for up to 4 guests
- Mentions at the festival

# Partners

## OUR ASK TO PARTNERS



### **Sponsor Key Elements**

Elevate your brand and visibility by sponsoring specific festival events or overall categories.



### **Support Artist Participation**

Enable international collaboration by sponsoring travel, accommodation, or performance fees for artists.



### **Host an Event**

Align your values with our mission by hosting a workshop, networking session, or community dinner.



# Thank you so much

We are here to support your engagement and  
answer all your questions.

Email: [ubumuntu.artsfestival@gmail.com](mailto:ubumuntu.artsfestival@gmail.com)

Website: [www.ubumuntuartsfestival.com](http://www.ubumuntuartsfestival.com)

