**To: To: President Museveni, Minister of Finance Kasaija, The Ugandan Cabinet, Prime Minister and The Speaker of the Parliament**

**From: Michael Ross (916) 923-2215) Date: Jan. 1, 2025**

**Subject: Public Relations Proposal: Uganda’s Participation in the Rose Bowl Parade**

**Introduction**

This is my first actual PR Proposal. In this proposal, I am suggesting that Uganda take the first step in a groundbreaking public relations initiative, and do so by entering a float in the 2026 Rose Bowl Parade in Pasadena, California. This famous and widely watched event provides an unparalleled opportunity to showcase Uganda’s rich culture, natural beauty, and unlocked economic potential, focusing specifically on highlighting Uganda’s thriving chocolate and coffee industries.

The annual Rose Bowl Parade draws millions of live and televised viewers, offering Uganda with a unique platform that will strengthen her image internationally, promote its products nationally, and encourage economic partnerships of all kinds. Additionally, Uganda would be the FIRST African nation to participate in the parade, signaling a bold PR move toward international visibility and economic integration, both of which will ease sanctions through positive diplomacy.

**Key Conceptual Goals**

1. **Promote Uganda’s Economic Strengths** – Highlight Uganda’s agricultural products, particularly its world-class coffee and chocolate, as premium goods for U.S. markets.
2. **Enhance Diplomatic Relations** – Position Uganda as an evolving democracy open to trade, tourism, and foreign investment.
3. **Strengthen Cultural Exchange** – Introduce Uganda’s culture to an international audience and build connections through programs like Sister City partnerships.
4. **Increase Trade Opportunities** – Utilize the parade as a Launchpad to promote Ugandan products, offering digital coupons (20% off) to drive sales and partnerships.
5. **Attract Tourism** – Showcase Uganda’s natural wonders, such as gorilla trekking and national parks, encouraging tourism. As mentioned above, discount programs are suggested.
6. **Ease Sanctions and Improve Relations** – Demonstrate Uganda’s commitment to reform and economic growth to policymakers and stakeholders in the U.S.
7. **International Public Relations** – Once created each year, the float can be used in a variety of parades, in multiple locations, including Europe. Suggested America parades include the Macy’s Thanksgiving Day Parade, the St. Patricks’ Day Parade and the Mardi Gras Parade in New Orleans. (Note, these are suggestions, there are more. They are also not included in the budget presented below).

**Float Entry Options**

The float will serve as Uganda’s centerpiece to the creation and implantation of a full-blown PR Campaign that blends vibrant cultural elements with modern branding to appeal to Western (American) consumers and investors. To start the discussion, here are five creative options:

1. **Chocolate & Coffee Garden Paradise Float** – Displaying Uganda’s coffee and chocolate industries with decorative cocoa and coffee plants. Visitors can scan a QR code on the float (TV Screen) for a 20% discount on Ugandan chocolate and coffee products. There should be a website created to support this (sponsored by the coffee/chocolate industries?).
2. **Safari Adventure Float** – Highlighting Uganda’s wildlife and tourism opportunities, including gorillas and savannah scenes. The float can distribute brochures promoting Uganda’s eco-tourism. Again we should utilize a QR code for discounts (sponsored by the Tourism industry?).
3. **Pearl of Africa Cultural Heritage Float** – Featuring dancers, drummers, and traditional Ugandan attire to represent Uganda’s cultural richness. QR codes can provide information on cultural tours (This can be sent to a variety of cities asking that they become Sister Cities) (Telecom industry sponsor?).
4. **Ugandan Innovation and Agriculture Float** – Highlighting Uganda’s advancements in sustainable agriculture and trade. QR codes direct viewers to investment and trade portals (sponsored by the agriculture industry?).
5. **Uganda’s Sister City Appeal Float** – Promoting Uganda’s openness to creating Sister City programs with U.S. towns, highlighting potential cultural and educational exchanges (sponsored by the Ugandan Chamber of Commerce?).

**Marketing and Promotion Strategy: Launch the following:**

1. **Digital Campaigns:**
	* Launch social media campaigns (#UgandaRoseParade) promoting the float, highlighting featured products like chocolate and coffee.
	* QR Code and Website Coupon and Savings program(s)
	* Partner with influencers and travel bloggers to showcase Uganda’s culture and economy.
	* Distribute press releases to U.S. and international media outlets.
2. **Public Engagement:**
	* Develop partnerships with African-American and international cultural organizations in the U.S.
	* Host pre-parade events at Ugandan embassies in the U.S. to build momentum (not included in the budget).
3. **Product Promotion:**
	* QR codes on the float link to product sites offering a 20% discount, encouraging e-commerce growth.
	* Create merchandise (t-shirts, mugs) showcasing Uganda’s products (Give-a-ways).
4. **Sister City Program:**
	* Announce Uganda’s interest in forming Sister City partnerships with U.S. towns during the parade, promoting long-term exchanges.
5. **Raffle Contest**:
	* Start an email newsletter with ‘gifts’ including free travel to Uganda, and special pre-identified perks.

**Timeline**

**Phase 1: Planning (January–April 2025)**

* Finalize float design and budget.
* Develop sponsorship packages and secure funding.
* Launch digital campaigns.

**Phase 2: Construction and Promotion (May–November 2025)**

* Build and test the float.
* Engage PR firms for media placements.
* Announce partnerships and Sister City initiatives.
* Distribute marketing materials and coupons.

**Phase 3: Parade Day and Follow-up (December 2025–January 2026)**

* Showcase the float during the parade.
* Execute live social media campaigns during the event.
* Track coupon redemptions and e-commerce performance.
* Conduct post-event evaluations and reports.

**Budget Estimate: Starting/Suggested For Conversation – *This needs to be developed***

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| **Item** | **Cost Estimate** |
| **Float Design & Construction** | $450,000 |
| **Float Transport & Logistics** | $150,000 |
| **Marketing Campaigns & PR Services** | $250,000 |
| **Sponsorship & Partner Development** | $100,000 |
| **Coupons & Digital Platforms** | $100,000 |
| **Sister City Program Coordination** | $100,000 |
| **Event Staffing & Travel Expenses** | $150,000 |
| **Salaries** | $150,000 |
| **Miscellaneous Costs** | $50,000 |
| **Total** | **$1,500,000** |

**Expected Outcomes**

1. **Increased Product Visibility:**
	* Boost awareness and sales of Ugandan chocolate and coffee through digital campaigns and coupons.
2. **Improved Diplomatic Relations:**
	* Establish goodwill with the U.S. government and stakeholders, demonstrating Uganda’s commitment to trade and democracy.
3. **Expanded Trade and Tourism:**
	* Generate partnerships with U.S. businesses, promote tourism, and attract investors.
4. **Sister City Collaborations:**
	* Launch discussions with U.S. cities for cultural and economic partnerships.
5. **Sanctions Relief Advocacy:**
	* Strengthen Uganda’s case for easing sanctions through positive diplomatic messaging and trade promotions.

**International Implications**

Uganda’s participation will send a powerful message to the international community, emphasizing its openness to diplomacy, trade, and reform. Not only will it draw international publicity, but it will align Uganda with capitalistic and democratic principles while underscoring her commitment to economic growth and cultural exchange. This move will clearly improve Uganda’s image and thus eligibility for foreign aid and expanded trade agreements.

**Possible U.S. Policy Responses**

President Trump and Secretary of State Rubio are likely to view Uganda’s proactive steps positively (the first step), interpreting them as continuing evidence of “a commitment to reform and modernize”. Members of Congress, particularly the Foreign Relations Committees, may highlight Uganda’s initiative as a demonstration of good faith, opening pathways for easing sanctions. Committees focused on Africa are expected to advocate for increased support and aid, recognizing the campaign as a model for constructive engagement.

**Conclusion**

Uganda’s entry into the Rose Bowl Parade represents an unprecedented opportunity to enhance her global image, strengthen economic ties, and influence U.S. policymakers. With a focus on promoting key products such as coffee, tea, and chocolate, Uganda can position itself as a forward-thinking nation committed to democracy and economic and cultural reform. This initiative not only sets Uganda apart as the first nation to leverage such an event for diplomacy but also paves the way for improved international relations and economic growth. Investing in this public relations strategy has the potential to reshape perceptions, ease sanctions, and secure Uganda’s place on the global stage, and do so at a reasonable price (4,000,000 viewers for about $1,500,000 is a GREAT commercial price).