

CONCEPT FOR CELEBRATING THE **10th ANNIVERSARY** of Makerere University Lung Institute



Background

Makerere University Lung Institute (MLI) was established in November 2015. This year (2025) marks its 10th anniversary. Over the past decade, MLI has made impactful contributions to lung health research and patient care at national and international levels. The MLI@10 anniversary celebrations will provide an opportunity to reaffirm the Institute's commitment to lung health, showcase achievements to a wide range of stakeholders and catalyse new and potentially transformative collaborations as well as initiatives that will shape the future of lung health in the country and beyond.

Theme: A Decade of Advancing Lung Science and Health for all through Research, Training, and Clinical Care.

Specific objectives

The specific objectives of the MLI@10 celebrations are to:

- 1) Highlight MLI's contribution to lung health research over the last 10 years and its impact on practice and policy.
- 2) Increase awareness of the clinical services offered at MLI and their accessibility to the general population.
- 3) Establish new partnerships and strengthen existing ones to advance lung research, training, and patient care.

Expected Outcomes:

- 1) Enhanced visibility and reputation of MLI locally and internationally.
- 2) Strengthened partnerships with stakeholders and collaborators.
- 3) Renewed commitment to MLI's mission and vision.
- 4) Greater public awareness of lung health issues and MLI services.

- 5) Enhanced momentum for legacy projects like the MLI Expansion Project (MEP).

Target audience:

- The general population.
- Founders and the past MLI leadership.
- MLI staff, including Research Scientists, Fellows, and trainees.
- National and International policy makers, research collaborators, academia, funding partners, and the pharmaceutical industry.
- Local communities impacted by MLI's work, including schools and the study communities.
- Healthcare professionals who are interested in lung health.
- National and International media.

Key activities:

To maximize impact and engagement with the diverse audience, the celebrations will run from January to November 2025. The activities have been organized into three phases: pre, main, and post celebration activities, as outlined below:

Pre-Celebration Activities (January 2025-October 2025)

1. Branding and Launch of Anniversary Theme

This activity is meant to provide visibility of the celebration to the wider community and will include the activities below;

- Consultations [interviews, surveys] with stakeholders, MLI staff, & patients, for input into the theme for the MLI@10 celebrations and MLI's future.
- Design and unveiling of a special logo and theme for MLI@10.
- Launch a dedicated website (microsite) to showcase MLI@10 events, milestones, and news.

2. Stakeholder Engagement Activities

These engagements will involve various stakeholders with the intended goal of gaining political and technical mileage, as well as solicit for financial support for the celebrations.

- High-level executive engagements, e.g., with the Prime Minister, Parliamentarians etc.
- Engagements with event sponsors and collaborators
- Documentary interviews, e.g., with various teams including MLI Founders, leadership, Partners, Collaborators, Patients, Health Care Providers, Academia on past achievements, experiences and vision for the future.
- Creation of 'photo stories' and very brief docuseries from the past 10 years highlighting key achievements and inspiring stories.

3. Knowledge and Media Events

The knowledge events are intended to drum up sharing of lung health specific scientific information to the wider community. The media events will be utilised to reach a wide audience in order to increase visibility and publicize the anniversary celebrations. The following avenues will be adopted:

- Webinars and public lectures (featuring eminent speakers).
- Public awareness sessions about lung issues via radio and TV talks.
- Print media articles on lung health.

4. Community Outreach Activities

With the celebration activities in November targeting just a few participants, extending MLI services to the community will spark the need to seek lung health care at MLI and always reward loyal clients. Partnering with other stakeholders will help us reach a wider audience as well boost local and international partnerships.

- Medical outreach programs focused on lung health
- Educational workshops, e.g., in schools and

research communities.

- Participation in national health days e.g., National health days e.g., the National Day of Physical Activity, etc.
- Clean air drives such as clean cooking and others in partnership with community institutions such as banks; embassies and others.

Main Celebration Activities (26th & 27th November 2025)

1. Anniversary Ceremony

- Keynote address and speeches from founding leaders, and key stakeholders.
- Highlights of MLI's milestones and unveiling of the strategic direction for the future.
- Awards and recognition ceremony
- Evening gala with cultural performances, and a networking dinner
- Spirometry and PR Workshops

2. Science Symposium

- A one-day symposium featuring state-of-the-art plenary sessions, expert panels, and poster exhibitions. The event will showcase MLI's transformative work that has impacted policy and practice in the field of lung health.
- Industry and Gallery exhibitions.
- skills building workshops, including spirometry, pulmonary Rehabilitation, and sleep studies

3. Unveiling of the Makerere University Lung Institute Expansion Project Foundation Stone

4. Post-Celebration Activities (December 2025-June 2026)

- Publication and digital repository (archiving) of the MLI@10 celebration products including report, photos, and documentaries.
- Feedback and reflection including post event surveys and feedback from stakeholders and participants.

Budget and Resource Mobilization:

The estimated cost for the MLI@10 celebrations is 213,590,000 UGX (57,727 USD). The cost categories include (1) the Science symposium; (2) the Anniversary ceremony; (3) Community Engagement Activities; (4) Publicity; (5) Branding; and (6) Logistics. To meet this financial requirement, MLI will adopt a multi-pronged fundraising strategy:

Fundraising Activities:

These will primarily support the Science Symposium, Community Engagement Activities, Publicity, and Branding. Approaches will include engagement with

various sponsors and collaborators/ partners. Details outlined in Appendix 1.

Direct Institutional Contribution:

We seek approval from the Board to directly fund core aspects of the celebrations and logistics.

Co-Financing by Research Collaborators:

International travel and participation of collaborators will be co-financed through cost-sharing arrangements with ongoing research projects and partner institutions.

Other anticipated funding sources include:

- Industry sponsorship (refer to attached partnership packages)
- Exhibitor and participation fees
- In-kind contributions from partners
- Support from Makerere University, Ministry of Health (MoH), Ministry of Education and Sports (MoES), Ministry of Energy and Mineral Development (MEMD), and affiliated research projects

Appendices

Appendix 1: Partnership Packages

MLI@10 PARTNERSHIP PACKAGES			
Partnership Level	Opportunities	Cost (UGX)	Cost (USD)
Platinum Partner	Branding and information pack, presentation at the symposium, Exhibition booth, Printed Logo on all information and logistical materials of the event Two-page feature in the MLI@10 Booklet	50,000,000	\$ 13,500
Gold Sponsor	Branding and information pack, Exhibition booth, Printed Logo on all information and logistical materials of the event, One-page feature in the MLI@10 Booklet	37,000,000	\$ 10,000
Silver Sponsor	Branding and information pack, Exhibition booth, Printed Logo on all information and logistical materials of the event Half-page feature in the MLI@10 Booklet	18,500,000	\$ 5,000
Bronze Sponsor	Exhibition booth, Printed Logo on all information and logistical materials of the event, Quarter-page feature in the MLI@10 Booklet	10,000,000	\$ 2,703.00
Advertising Rates in the MLI@10 Booklet			
Back page		3,000,000	\$ 800
Inside Cover Page		2,000,000	\$ 550
Full page - Inside pages		1,000,000	\$ 270
Half - Page Inside pages		500,000	\$ 135

