



Action for Walking
The Affordable and Essential Steps to Improve Walkability

16 - 19 October 2023

**Sponsorship
Opportunities**

Action for Walking

In African cities, walking is the primary mode of transport for the majority, with up to **78%** of people walking every day to access work, education, health care, markets, and public transport.

Until recently, walking, almost everywhere on the continent, received relatively minor policy attention and resource allocation. Walking infrastructure was lacking: most roads had no footpaths or crossings and were poorly signed and maintained. Walking was, **for a billion people**, difficult, unpleasant, and unsafe and it was children, the elderly, those with disabilities, women, and those with low incomes – who walk most – that disproportionately suffered.

More than 60% of the population in Africa live in low-income neighbourhoods often lacking access to basic services including water, electricity, and sanitation. But these neighbourhoods can also be very walkable.

Through urban development and transport investment the people of Africa need action for walking and great walkable streets and places.



About the Conference

This year our 23rd conference will take place in Kigali, Rwanda, the first Walk21 conference on the African continent.

The Walk21 International Conference series on Walking and Liveable Communities celebrates the work of our speakers and delegates on an international scale as well as promoting the international profile of walking. The international conference series aims to:

Celebrate the importance of walking by engaging politicians, multi-disciplinary teams and the community

Advance the international agenda to further help everyone in the world choose to walk.

Impact the local walking legacy that helps streets be safer, easier and more enjoyable; more inclusive for people of every age, ability, gender and income; making people healthier, more connected and valued.

More than 500 delegates gather from around the world to participate in the conference and take back learnings to their work.



About Walk21

Walking is the most fundamental form of mobility. It is inexpensive, emission-free, offers important health-benefits, and is accessible for all. Walking is rarely captured in government statistics on mobility and it is undervalued in planning and policy development.

Walk21 wants to make sure that walking is measured, valued and appropriately provided for so that everyone in the world can choose to walk and enjoy the experience.



LEADING
THE WALKING
MOVEMENT



About Kigali

Kigali is leading a growing number of enlightened cities in Africa, that are transforming the paradigm by valuing people walking as a solution to routine road safety challenges, equity imbalances and climate concerns and, at the same time, attracting local and overseas visitors and economic investment.



LEADING
THE WALKING
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From 16-19 October University of Rwanda in partnership with the City of Kigali, Walk21 Foundation and UN Environment will host Walk21 Kigali, the foremost conference on walking and liveable communities in the world.

Walk21 Kigali will connect leading international experts with local practitioners, academics and community activists to celebrate the importance of walking and explore the role that walking can play in achieving the 2030 Agenda.

Walk21 Kigali provides an exciting opportunity to showcase how Kigali and Rwanda is leading the way in its city and national ambition and commitment to walking, providing a blueprint for all countries who want a greener, safer, healthier future.

It is a critical time to profile and promote the value of walking across Africa and support investment in safe infrastructure, traffic management and walkable urban development.



LEADING
THE WALKING
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Support packages: Tier 1

Walking Champion

Event Sponsorship (2). Sponsor the conference and receive prime visibility and exposure throughout the event including on conference materials such as the lanyard and conference badge.

Promote the value of walking, the importance of sustainable mobility and walkable urban development for everyone across the African continent and around the world and be recognised as Event Champion.

50,000 USD

Legacy Champion

Local Impact Sponsorship (2). Support local engagement and collaboration with the conference for the people of Kigali and Rwanda.

Reach Mayors, experts, academics and advocates from cities across Rwanda who may not have otherwise been able to attend or showcase their work and receive prominent recognition throughout the conference and social media as Legacy Champion.

40,000 USD



Support packages: Tier 2

Networking Champion

Networking Sponsorship (2). Sponsor the opening night or evening reception and receive visibility and exposure at the very beginning of the event when attendees are most engaged and receptive.

Promote high-quality networking and help establish meaningful connections that can lead to valuable collaborations while receiving prominent recognition throughout the conference and social media, as Networking Champion.

30,000 USD

Outreach Champion

Outreach Sponsorship (2). Support streaming activities to expand the conference's reach and exposure to a wider audience.

Reach individuals who may not have otherwise been able to attend or access the content and receive prominent recognition throughout the conference and social media as Outreach Champion.

20,000 USD



Support packages: Tier 3

Diversity and Inclusivity Champion

Speaker Sponsorship (5). Promote diversity and inclusivity within the conference by supporting speakers who lack the financial means to participate.

Remove the financial barriers to enable a wider range of voices and perspectives to be heard and receive prominent recognition throughout the conference and social media as a Diversity and Inclusivity Champion.

15,000 USD

Knowledge Champion

Content Sponsorship (5). Support the promotion of the breadth of impact areas and agendas that more investment in walking can address.

Highlight the need for coordination between housing development, transport planning, research and data, climate imperatives and sustainability as a Knowledge Champion.

10,000 USD



Support packages: Tier 4

Engagement Champion

Walkshop Sponsorship (6). Sponsor Walkshops and demonstrate your organisation's commitment to civic participation and engagement.

Provide valuable knowledge and skills by engaging participants with local issues and solutions, and receive prominent recognition throughout the conference and social media as Engagement Champion.

6,000 USD

Educational Champion

Student Sponsorship (6). Support the next generation of leaders and professionals and create educational opportunities for students by supporting their attendance to the conference.

Support capacity development and youth involvement while receiving prominent recognition throughout the conference and social media, as an Educational Champion.

6,000 USD

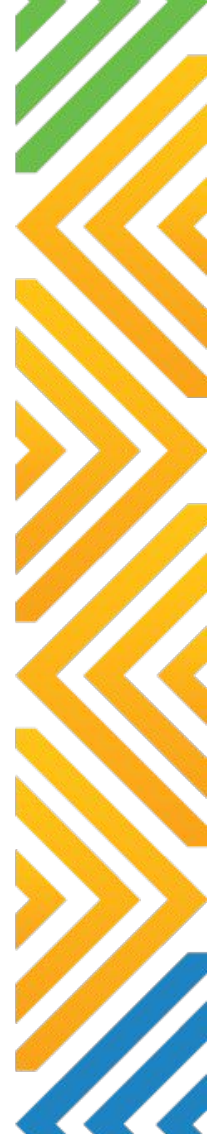


Exhibition packages: Tier 5

Project or Product Champion

Exhibition Space (10). Sponsors a unique opportunity to gain visibility, showcase your organisation's projects, services, and engage with a highly targeted audience.

3,000 USD



Supporter benefits

As a supporter, you will gain maximum exposure at a prominent conference targeting key stakeholders involved in smart, innovative, and sustainable futures and walkable communities.

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
	\$50,000	\$30,000	\$10,000	\$6,000	\$3,000
Acknowledgement at networking events	✓	✓			
Recognition on website and all conference materials	✓	✓	✓	✓	✓
Recognition during plenary sessions and across onsite dressing	✓	✓	✓		
Logo on event lanyard	✓				
Logo Size	Large	Large	Medium	Medium	Small
Delegate passes	3	2	2	1	1
Exhibition space	✓		✓		✓

*We are happy to tailor a package - let us know!





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