



5th Edition **PINY LUO**

AND MIGORI CULTURAL EXTRAVAGANZA 2025

15TH - 17TH DECEMBER

CULTURAL EXTRAVAGANZA 10TH - 11TH DECEMBER

CONCEPT NOTE





INTRODUCTION

ABOUT THE EVENT

The 5th Edition of the **Piny Luo and the Migori Cultural Extravaganza Festival 2025** is scheduled to take place from **15th to 17th December 2025** in **Migori County**, with the grand celebration and cultural climax set for the final day.

This year's festival builds upon the success and cultural milestones of past editions, including the **4th Edition held in Siaya County**, which drew widespread attendance and was graced by the **Piny Luo Patron, the late Rt. Hon. Raila Amolo Odinga**, alongside the **Head of State, H.E. Dr. William Ruto**, and **H.E. Yoweri Kaguta Museveni, President of the Republic of Uganda**. The 3rd Edition, hosted by Homa Bay County in 2023, further strengthened the unity and cultural dialogue among the peoples of the Lake Region and neighboring nations.

BACKGROUND OF PINY LUO

The **Piny Luo initiative** was founded as a cultural and socio-economic movement dedicated to celebrating, preserving, and advancing the **Luo heritage, language, and traditions**, while creating a platform for intercultural unity, peacebuilding, and development. "Piny Luo," meaning *the Land or Nation of the Luo*, was envisioned by its **Patron, the late Rt. Hon. Raila Odinga**, as **a bridge between culture and progress**, one that uses identity as a source of empowerment and cooperation across communities within Kenya and the greater East African region.

From its inception, Piny Luo has evolved into more than a cultural festival, it has become a **movement of unity and transformation**, empowering communities, promoting regional cooperation, and positioning culture as a vital pillar for **economic, social, and political development**.



VISION AND LEGACY

The vision of Piny Luo is to create a united and progressive society that draws strength from its cultural roots while embracing modernity and inclusivity. As the 5th Edition unfolds in Migori, the County proudly seeks to honor and advance the legacy of the late Rt. Hon. Raila Odinga, whose belief in unity through culture, dialogue, and shared heritage continues to inspire the Luo community and Kenya at large.

Through this year's theme;

“Luo Unity in Diversity: Harmonizing and Institutionalizing Our Heritage”

the festival reaffirms the collective resolve to preserve cultural heritage, promote harmony among diverse communities, and institutionalize cultural identity as a foundation for long-term development and cohesion.

WHY MIGORI COUNTY AS THE HOST

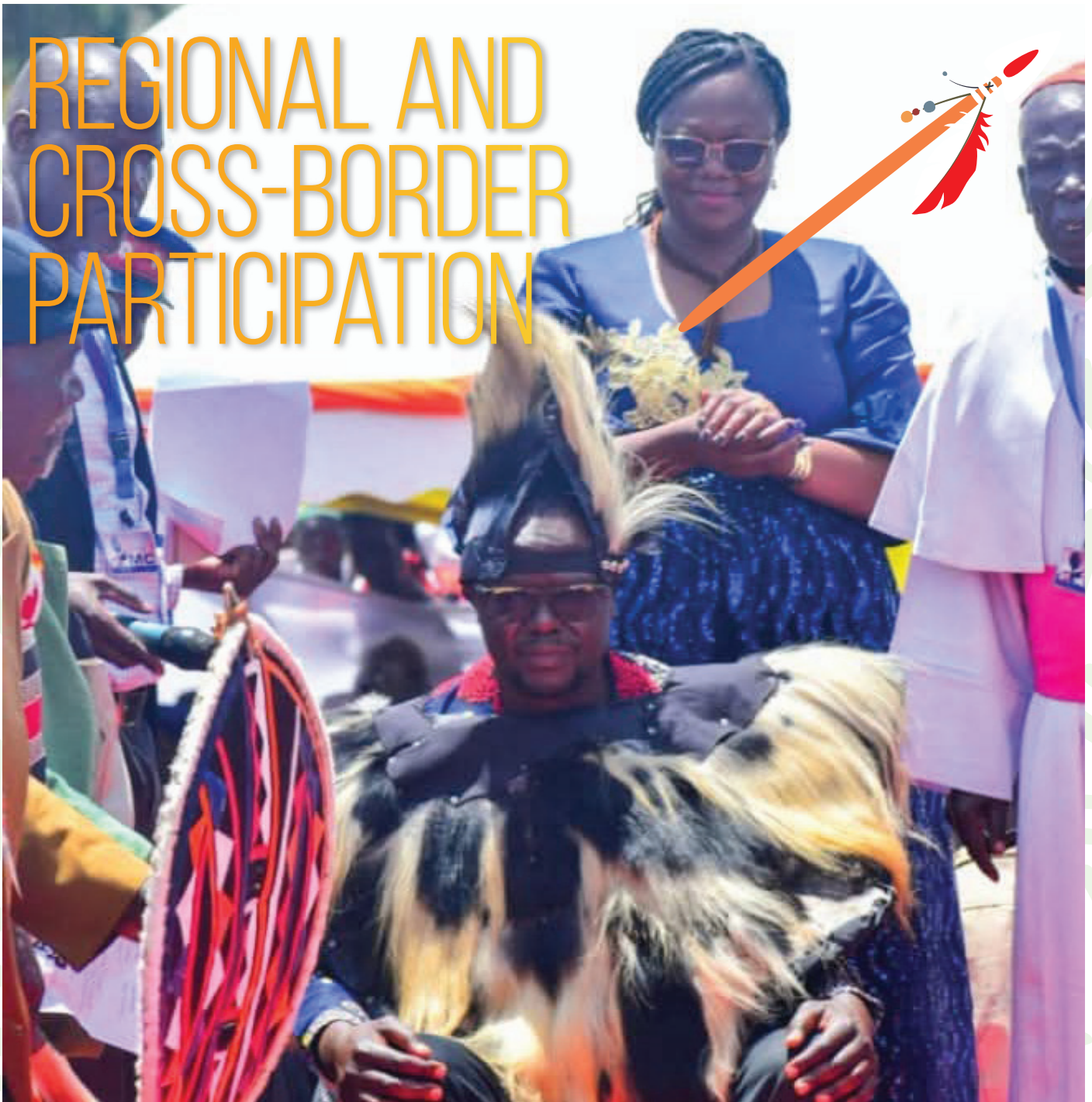
Migori County stands as one of **Kenya's most culturally diverse and economically strategic counties**. Nestled along the Kenya-Tanzania border, Migori is a gateway for cross-border trade, cultural exchange, and regional integration. Its unique border location offers immense opportunities for commerce, investment, and tourism, making it an ideal host for a festival that celebrates both **culture and economic potential**.



Migori's vibrant cultural mosaic brings together the **Luo, Kuria, Luhya, Kisii, Suba, Somali, Indian, Arab, Agikuyu, Nubian**, and other communities who live and work side by side, a living testament to unity in diversity. Hosting the 5th Edition here is therefore a **powerful statement of inclusivity, coexistence, and shared progress**.

The event will also **stimulate Migori's local economy**, providing direct business opportunities for traders, artisans, hoteliers, transporters, and cultural entrepreneurs. The festival will serve as a **platform to showcase Migori's growing development footprint**, its investment potential, and its rich tourist attractions - from the breathtaking **Macalder mines and Thimlich Ohinga UNESCO Heritage Site**, to the **picturesque hills, rivers, and wildlife** that make Migori a hidden gem in the Lake Region.

REGIONAL AND CROSS-BORDER PARTICIPATION



The 2025 Edition will feature **councils of elders, cultural troupes, and dignitaries** from Kenya and neighboring countries - including Uganda, Tanzania, DRC, Ethiopia, and South Sudan, reinforcing the festival's role as a regional symbol of cultural diplomacy and unity. The Luo Council of Elders, together with regional councils of elders, will play a central role in blessing, guiding, and affirming the cultural

heritage that binds the Luo people across borders.

Through this festival, Migori County repositions itself as a **beacon of unity, cultural pride, and development**, carrying forward the enduring legacy of the late **Rt. Hon. Raila Odinga** - celebrating not just Luo culture, but the shared destiny of all communities in the Lake Region and East Africa.

SPONSORSHIP PACKAGES & BENEFITS

CATEGORY	AMOUNT (KES)	KEY BENEFITS
Platinum Sponsor	10,000,000	Top-tier branding across all platforms, logo on main stage and media materials, opportunity to address audience, 6x9 exhibition booth, 20 gala dinner passes, banners at strategic locations, full-page advert in souvenir, press acknowledgment.
Gold Sponsor	5,000,000	Prominent branding, 6x9 exhibition booth, 15 gala dinner passes, half-page advert in souvenir, press and online mentions.
Silver Sponsor	3,000,000	Medium-level branding, 6x9 exhibition booth, 10 gala dinner passes, banners in key areas.
Bronze Sponsor	2,500,000	Logo placement in event banners, 6x9 exhibition booth, 5 gala dinner passes.
Supporting Partner	1,000,000	Brand recognition on program and website, 6x9 exhibition booth, 5 gala dinner passes.
Youth/Patron's Gala Dinner Sponsor	5,000,000	Exclusive branding during gala dinner, speaking opportunity, recognition as co-host, 15 dinner passes.
Welcome Cocktail Sponsor	5,000,000	Exclusive branding during gala dinner, speaking opportunity, recognition as co-host, 15 dinner passes.
Welcome Cocktail Sponsor	2,000,000	Exclusive branding at cocktail venue, acknowledgment in speeches, 6 dinner passes.
Lunch/Coffee Break Sponsor	3,500,000	Branding at all lunch and coffee areas, signage, 4 dinner passes.

EXHIBITION PACKAGES

CATEGORY	RATE (KES)	EXHIBITION BOOTH	GALA DINNER PASSES	BENEFITS
Platinum Exhibitor	150,000	6x6 Booth	10	Banner placement, name/logo in exhibition guide, networking sessions.
Gold Exhibitor	100,000	4x6 Booth	8	Banner placement, listing in guide, networking opportunities.
Silver Exhibitor	50,000	3x3 Booth	3	Banner placement, listing in guide.
Bronze Exhibitor	25,000	3x3 Booth	2	Banner placement, name listing.
Open Air Market Vendor	10,000	Open air Space	-	Access to festival marketplace, exhibition areas.

IMPACT & BENEFITS



Behavioral and Social Outcomes

- 1. Cultural Unity and Cohesion:** Strengthened sense of belonging and shared identity among communities within Migori and across the Lake Region.
- 2. Promotion of Tolerance and Inclusion:** Enhanced mutual respect for cultural diversity, beliefs, and lifestyles among participating communities.
- 3. Reduction in Stereotypes and Prejudice:** Positive shift in perceptions through shared experiences, cultural exhibitions, and responsible media storytelling.

- 4. Cross-Border and Inter-County Collaboration:** Strengthened partnerships between Kenya, Uganda, Tanzania, and South Sudan through cultural diplomacy and people-to-people ties.
- 5. Youth Empowerment and Talent Development:** Creation of opportunities for young people to showcase creative arts, innovation, and entrepreneurship, promoting positive identity and livelihoods.
- 6. Community Integration:** New collaborations between National and County Governments, cultural councils, private sector players, and local communities to foster inclusive growth and participation.

Knowledge and Awareness Outcomes

- 1. Cultural Literacy and Appreciation:** Improved knowledge and understanding of diverse traditions, histories, and worldviews, enhancing intercultural harmony.
 - 2. Revitalization of Indigenous Knowledge:** Strengthened preservation and documentation of local languages, arts, and traditional practices for intergenerational continuity.
 - 3. Promotion of Regional Heritage:** Greater appreciation of Migori's unique cultural and historical sites, such as Thimlich Ohinga, Macalder Mines, and Got Kweru, as key educational and tourism resources.
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Economic and Developmental Outcomes

- 1. Boost to Local Economy:** Increased business activity during and after the festival through trade fairs, accommodation, transport, hospitality, and food services.
- 2. Empowerment of Local Entrepreneurs:** Expanded market access for local artisans, MSMEs, women, and youth enterprises through exhibitions, product showcases, and brand visibility.
- 3. Tourism and Investment Promotion:** Strengthened positioning of Migori County as a cultural and investment hub in the Lake Region, attracting investors and visitors from across the country and East Africa.
- 4. Infrastructure Development:** Encouragement of public-private partnerships to improve roads, venues, accommodation, and cultural infrastructure to support future tourism and events.
- 5. Sustainable Cultural Economy:** Institutionalization of culture as a viable sector contributing to county GDP, employment creation, and heritage preservation.
- 6. Revenue Generation:** Increased county revenue through tourism, local vendor participation, accommodation bookings, and trade fairs associated with the festival.



BENEFITS TO THE MIGORI DIASPORA

- 1. Boost to Local Economy:** Increased business activity during and after the festival through trade fairs, accommodation, transport, hospitality, and food services.
- 2. Reconnection with Ancestral Heritage:** Opportunity for diaspora members to reconnect with their roots, traditions, and communities through a high-profile cultural celebration.
- 3. Investment Opportunities:** Encouragement of diaspora-led investments in tourism, hospitality, and local businesses, strengthening the county's development agenda.
- 4. Diaspora Cultural Ambassadorship:** Creation of a platform for diaspora Kenyans from Migori to serve as cultural ambassadors, promoting the county's image globally.
- 5. Networking and Reunification:** Strengthened ties between the diaspora, local leadership, and community institutions, enhancing collaboration and knowledge exchange.
- 6. Social Impact and Remittances:** Motivation for diaspora communities to support local initiatives in education, health, and culture, leveraging the festival as a unifying cause.

OVERALL IMPACT

The **Piny Luo and Migori Cultural Extravaganza Festival 2025** is designed to deliver long-term social, cultural, and economic transformation - uniting people, empowering communities, and positioning Migori as a **model county for inclusive development through culture.**



INVITATION TO PARTNERS AND SPONSORS

The **County Government of Migori**, in collaboration with the **Piny Luo Cultural Secretariat**, cordially invites distinguished partners, sponsors, and well-wishers to join us in co-creating the **5th Edition of the Piny Luo and Migori Cultural Extravaganza Festival 2025** — a grand celebration of heritage, unity, and transformation.

Recognizing the constrained fiscal environment in which both County and National Governments operate, this year's edition will be implemented through a **multi-sectoral partnership framework** anchored on collaboration, transparency, and shared impact. Your participation and sponsorship will directly support culture-driven socio-economic development while positioning your brand as a key partner in promoting unity, heritage, and inclusive growth.

The County Government of Migori affirms its full commitment to ensuring that all partnerships are **mutually beneficial, well-coordinated, and effectively executed**. Every partner will enjoy premium visibility, brand amplification, and direct engagement opportunities with national leaders, regional dignitaries, and thousands of festival participants.

The festival will be coordinated by **Elgon Events Management and Consultancy Limited**, the official Lead Event Organizers, working closely with the County Government of Migori and the Piny Luo Cultural Secretariat to ensure seamless planning, efficient execution, and maximum value for all partners and stakeholders.

By partnering with us, you will be part of a transformative journey that promotes:

- **Cultural Diplomacy and Integration** across the Lake Region and neighboring countries;
- **Economic Empowerment** for local entrepreneurs, youth, and women through enterprise and

Together, let us celebrate our unity in diversity and build a lasting legacy.



PAYMENT DETAILS

tourism;

- **Legacy Building** in honoring the vision and cultural leadership of the late **Rt. Hon. Raila Amolo Odinga**, while advancing his dream of unity, peace, and prosperity for the **Luo Nation and Kenya at large**.

A detailed partnership framework and sponsorship budget are available for partners to **select specific thematic areas** or activities aligned with their corporate values and social impact goals.

For partnership inquiries, sponsorship confirmations, or further information, kindly contact:

The Secretariat

Piny Luo & Migori Cultural Extravaganza Festival 2025

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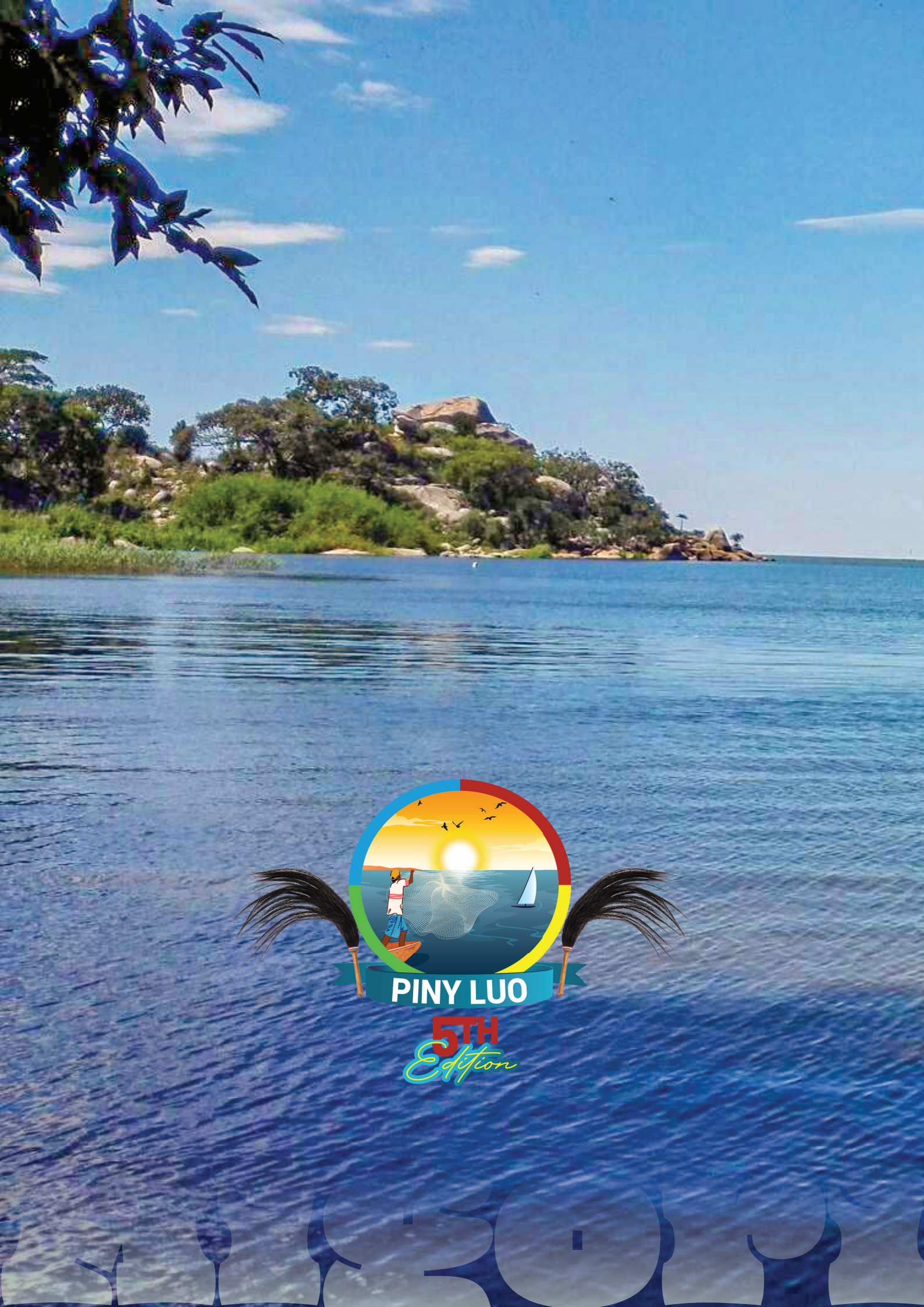
Phone: +254 722 808 076

PAYMENT DETAILS

Bank Name: NATIONAL BANK
Account Name: Cultural Extravaganza and Piny Luo Festival
Account Number: 7718426106

Legacy of cultural pride, peace, and prosperity for generations to come.





PINY LUO

5TH
Edition