



TOSAMAGANGA SECONDARY SCHOOL

TOSA@100

CENTENARY JUBILEE • 1926 – 2026

PROJECT CONCEPT NOTE & PROPOSED SPONSORSHIP PARTNERSHIP

Theme: “Miaka 100 ya Elimu bora, Maadili na Uongozi wa Kuigwa”

Jubilee Dates: 8–10 October 2026 • Main Celebration: 10 October 2026

Venue: Tosamaganga Secondary School, Iringa, Tanzania

100 YEARS OF LEGACY.

INVESTING IN THE NEXT 100.

1. Executive Summary

In 1926, Tosamaganga Secondary School became part of the educational journey of generations of Tanzanians. In 2026, the school reaches a remarkable milestone:

100 YEARS OF EDUCATIONAL LEGACY

TOSA@100 is therefore more than a centenary celebration. It is an opportunity to honour the past, celebrate the present, and invest in the next generation.

The three-day Jubilee, taking place from 8–10 October 2026, will bring together alumni, students, teachers, former teachers, parents, government representatives, professionals, business leaders, community members and friends of Tosamaganga.

The programme will include community service and acts of compassion, a Jubilee Fun Run and sporting activities, culminating in the grand centenary celebration on 10 October 2026. The official preparation information identifies 10 October as the proposed main Jubilee date, with 8 and 9 October serving as preliminary celebration days.

The school has established a fundraising ambition of:

TZS 1,000,000,000/=

The funds are intended to support priority development needs, including infrastructure improvements, 1,000 chairs, 100 tables, and acquisition of a passenger vehicle/bus for educational and sporting activities.

We therefore invite organisations, institutions and brands to become TOSA@100 Strategic Partners and participate in a historic moment where education, community, leadership and corporate purpose meet.

2. The Story Behind TOSA@100

A century is more than a number. It represents:

- 100 years of learning.
- 100 years of teachers.
- 100 years of students.
- 100 years of memories.
- 100 years of leadership.
- 100 years of contribution to society.

But the real significance of TOSA@100 is not only looking back at what Tosamaganga has achieved. It is asking:

What will this generation leave behind for the next 100 years?

TOSA@100 is designed to transform a historic anniversary into a platform for:

Legacy

Honouring the institution and the people who shaped it.

Connection

Reuniting alumni, students, educators, parents, government, businesses and friends.

Development

Mobilising resources for priority school needs.

Impact

Creating tangible benefits that remain beyond the celebration.

3. The Purpose of the Jubilee

TOSA@100 seeks to:

- ✓ Celebrate — mark 100 years of Tosamaganga's educational journey.
- ✓ Honour — recognise alumni, teachers, leaders and stakeholders who contributed to the institution.
- ✓ Connect — reconnect the Tosamaganga community and its wider stakeholder network.
- ✓ Invest — mobilise resources towards priority school development needs.
- ✓ Preserve — document and celebrate the history and people behind the Tosamaganga legacy.
- ✓ Inspire — connect today's students with the achievements and experiences of generations before them.
- ✓ Build forward — create a stronger foundation for the next generation of Tosamaganga.

4. The Three-Day Jubilee Experience

Date	Focus	Activities
8 October 2026	Matembezi • Usafi • Matendo ya Huruma	• Jubilee walk • Community engagement • Cleanliness • Social responsibility
9 October 2026	Jubilee Fun Run	• Fun Run • Football • Community participation • Alumni engagement • Entertainment
10 October 2026	The Grand Jubilee	• Celebrate 100 years of history • Recognize distinguished stakeholders • Reconnect alumni • Celebrate institutional achievements • Showcase the Tosamaganga legacy • Mobilise support for the future

The Grand Jubilee — 10 October 2026

The culmination of the centenary celebration. The main celebration will bring together the Tosamaganga community in a single defining day of remembrance, recognition and renewal.

5. The People Behind the Legacy

100 Faces of Tosamaganga

A school is ultimately measured not only by its buildings, but by the people whose lives it transforms. The 100 Faces of Tosamaganga initiative celebrates people whose journeys represent the school's contribution to Tanzania and beyond.

Among the distinguished Tosamaganga alumni being highlighted are:

- Hon. Prof. Palamagamba John Aidan Mwaluko Kabudi
- Amb. Simon Nyakoro Sirro
- Dr. Moses Kusiluka
- Hon. Zitto Zuberi Ruyagwa Kabwe
- Prof. Philemon Sarungi

Proposed Guest of Honour

Hon. Prof. Palamagamba John Aidan Mwaluko Kabudi, a Tosamaganga alumnus from 1971–1974, has been formally invited as the proposed Guest of Honour.

Note: His attendance should be presented as proposed / invited until formally confirmed.

6. The Audience & Reach

TOSA@100 is designed to bring together:

UP TO 3,500 PARTICIPANTS

across the Jubilee activities, subject to final registration and confirmation. The audience will include:

- Tosamaganga alumni
- Current students
- Former students
- Teachers and former teachers
- Parents
- Government representatives
- Professionals
- Business leaders
- Community leaders
- Corporate organisations
- Development partners
- Friends of Tosamaganga

This gives sponsors an opportunity to engage beyond a conventional event audience — reaching a network connected through education, professional achievement, community and alumni relationships.

7. From Celebration to Legacy

The celebration should leave something behind.

The school has set a fundraising target of:

TZS 1,000,000,000/=

The resources will support priority needs including:

Infrastructure

Improvement of school infrastructure, including priority areas such as Old Mandela and Muungano.

Student Facilities

1,000 chairs and 100 tables for student use.

School Transport

Acquisition of a passenger vehicle/bus to support educational trips and sporting activities.

Jubilee Implementation

Supporting the successful delivery of the Jubilee programme and associated activities.

The official preparation material identifies infrastructure improvement, furniture and a passenger vehicle among the key priorities of the TZS 1 billion mobilisation effort.

8. Why Sponsor TOSA@100?

This is not simply an opportunity to put a logo on a poster. It is an opportunity to associate your organisation with:

Education

Support a century-old educational institution and its future.

Youth

Stand behind the development of young people and future professionals.

Community

Demonstrate meaningful commitment to community development.

Leadership

Connect with a network shaped by education and professional achievement.

Visibility

Build brand presence across Jubilee communication and engagement platforms.

CSR

Translate corporate social responsibility into visible community impact.

Legacy

Become part of a historic milestone that will be remembered beyond 2026.

The partnership proposition is therefore built around value, visibility and impact — rather than advertising alone.

9. The TOSA@100 Sponsorship Model

We recommend positioning sponsorship as Strategic Partnership Levels. The three levels are designed to accommodate organisations with different capacities while ensuring every partner has a meaningful role in the Jubilee.

★ TANZANITE PARTNER

TZS 10,000,000 - 15,000,000/=

The highest level of TOSA@100 partnership — as rare and distinguished as Tanzania's own gemstone. Designed for organisations seeking premium visibility, stakeholder engagement and long-term association with the Tosamaganga legacy.

Premium Brand Visibility

- ✓ Premium logo placement on selected official Jubilee materials.
- ✓ Prominent recognition across selected digital communication.
- ✓ Premium visibility at the main Jubilee venue.
- ✓ Recognition in selected Jubilee publications.

Media & Communication

- ✓ Sponsor recognition through selected official media/publicity activities.
- ✓ Inclusion in selected digital and social media communication.
- ✓ Opportunity for an approved corporate profile/message.

Event Engagement

- ✓ Premium corporate display/exhibition opportunity.
- ✓ Opportunity to engage with alumni and stakeholders.
- ✓ Priority recognition during the main Jubilee programme.

Hospitality

- ✓ VIP invitations for sponsor representatives.
- ✓ Priority recognition during sponsor appreciation activities.

Legacy

- ✓ Official recognition as a TOSA@100 Tanzanite Partner.
- ✓ Inclusion in the Jubilee sponsor recognition record.
- ✓ Opportunity to associate the organisation with a defined legacy contribution.

Don't just witness 100 years of history. Help shape the next 100.



◆ GOLD PARTNER

TZS 6,000,000 - 9,999,999/=

Designed for organisations seeking a strong combination of brand visibility and meaningful community impact.

Partnership Benefits

- ✓ Official TOSA@100 sponsor recognition.
- ✓ Logo placement on selected Jubilee materials.
- ✓ Digital and social media recognition.
- ✓ Brand visibility at selected Jubilee activities.
- ✓ Corporate exhibition/display opportunity.
- ✓ Recognition during the main Jubilee programme.
- ✓ Inclusion in sponsor recognition materials.
- ✓ Invitations for organisational representatives.
- ✓ Opportunities for stakeholder engagement.
- ✓ Recognition as an official TOSA@100 Gold Partner.

Put your brand where education, community and opportunity meet.



■ SILVER PARTNER

TZS 1,000,000 - 5,999,999/=

Designed for organisations seeking to demonstrate meaningful support for education and community development.

Partnership Benefits

- ✓ Official sponsor recognition.
- ✓ Logo placement on selected Jubilee communication materials.
- ✓ Social media recognition.
- ✓ Recognition in sponsor appreciation materials.
- ✓ Brand visibility at selected event areas.
- ✓ Invitations for organisational representatives.
- ✓ Opportunity for approved community engagement.
- ✓ Recognition as a TOSA@100 Silver Partner.

A meaningful contribution to a century of education and a generation yet to come.

13. Sponsorship Comparison

Benefit	Tanzanite Partner	Gold Partner	Silver Partner
Investment	TZS 10-15M	TZS 6-9.9M	TZS 1-5.9M
Official Sponsor Recognition	✓	✓	✓
Digital Visibility	Premium	✓	✓
Main Event Visibility	Premium	✓	Selected
Social Media Recognition	Premium	✓	✓
Corporate Display / Exhibition	✓	✓	—
Main Programme Recognition	Priority	✓	✓
VIP Invitations	Priority	✓	✓
Stakeholder Networking	Priority	✓	—
Jubilee Publication	Premium	✓	✓
Legacy Recognition	Exclusive	—	—
Corporate Profile Opportunity	✓	—	—

Specific quantities, placement positions, invitations and media deliverables will be agreed with each sponsor in the final sponsorship agreement.

14. Sponsor Activation

TOSA@100 encourages partners to go beyond passive sponsorship. Subject to approval, sponsors may activate their partnership through:

- Corporate exhibitions
- Educational engagements
- Career and professional conversations
- CSR activities
- Product/service demonstrations
- Alumni networking
- Community initiatives
- Branded engagement points
- Support for specific Jubilee activities

This changes the relationship from:

“Sponsor the event” → “Create value through the event.”

15. The Value of Partnership

A TOSA@100 partnership provides an opportunity to connect with:

3,500+ POTENTIAL PARTICIPANTS

Students → Alumni → Parents → Educators → Professionals → Government → Business → Community

The value is therefore not simply the number of people who attend. It is the quality of relationships created around education, leadership, business and community development.

16. Our Commitment to Partners

TOSA@100 is committed to providing sponsors with:

Visibility

A clear and agreed brand presence.

Recognition

Appropriate acknowledgement of the organisation's contribution.

Engagement

Opportunities to interact with relevant stakeholders.

Alignment

Association with education, youth, community and legacy.

Accountability

Transparent coordination of sponsorship contributions through the approved Jubilee structures.

17. Why Now?

The Jubilee is approaching, and preparations have moved from planning to implementation. The School Board discussed the centenary during its special meeting of 16 April 2026. Official communications and protocols followed, and on 3 August 2026, the District Commissioner officially launched the Jubilee preparations. Committee meetings are ongoing and resource mobilisation is underway.

This is therefore the moment for strategic partners to come on board.

The opportunity is now. The milestone is once in a lifetime. The legacy can last for generations.

18. The Bigger Vision

The final celebration will take place on 10 October 2026. But TOSA@100 should not end when the celebration ends. The ambition is to strengthen the relationship between:

SCHOOL ↔ ALUMNI ↔ COMMUNITY ↔ GOVERNMENT ↔ PRIVATE SECTOR

...and create a stronger platform for the school's next chapter.

19. Call to Partnership

YOUR BRAND. OUR LEGACY. ONE SHARED FUTURE.

We invite your organization to become a TOSA@100 Strategic Partner.

★**Tanzanite Partner — TZS 10,000,000 - 15,000,000/=**

◆**Gold Partner — TZS 6,000,000 – 9,999,999/=**

■ **Silver Partner — TZS 1,000,000 - 5,999,999/=**

Your contribution can help transform a centenary celebration into a lasting investment in education and future generations.

100 Years of Legacy. Investing in the Next 100.

20. Contribution & Partnership Information

TOSA@100 Jubilee Organising Committee

For Sponsorship & Partnership

Name: _____

Position: _____

Phone: _____

Email: _____

Contribution Channels

CRDB BANK — ACCOUNT 10388720064	AIRTEL MONEY 1490123661	HALOPESA 2511062408
ACCOUNT NAME Tosamaganga Jubilee	REGISTERED NAME Tosamaganga Sekondari	REGISTERED NAME Tosamaganga Sekondari



21. Closing Reflection

As we celebrate 100 years of Tosamaganga Secondary School, we are reminded that this journey is not only about history — it is about legacy.

A century from now, we may not be here. But one question will remain:

WHAT IS ONE THING THEY WILL REMEMBER ABOUT YOU?

TOSA@100 is therefore more than a celebration. It is an invitation to reflect, contribute and leave something meaningful behind.

Let us come together to celebrate the remarkable moments that shaped Tosamaganga over the past 100 years. Let us honour the people who built its legacy. And, more importantly, let us contribute to the story that the next generation will inherit.

Because schools are not remembered only for the buildings they built. They are remembered for the lives they touched, the values they planted, the opportunities they created, and the legacy they left behind.

Your contribution today can become part of that story.

**100 YEARS OF LEGACY.
INVESTING IN THE NEXT 100.**

WHAT WILL THEY REMEMBER ABOUT YOU?

**TOSA@100 | 1926–2026 | Tosamaganga Secondary School
ELIMU NI HAZINA**