**PROMOTER/EVENT MANAGER**

**Who is a promoter?**

A promoter is a person or company who is responsible for marketing and publicizing events. He or she can work to advertise events such as concerts, athletic tournaments, charity events, music concerts, gigs, nightclub performances, sports events and festivals.

A promoter’s job is to target the appropriate audience and ensure that the public hear about the planned concerts and buy tickets.

**What is the role of a promoter?**

A promoter’s duties include organizing efforts like flyer distribution, radio and television advertisements, social media campaigns into a consistent public relations strategy. Their overall goal is to produce a large attendance for the event while maintaining a set promotional budget.

**How do I register my promoter service business?**

All players in the promotion service business in Uganda are required to be registered with

* Uganda Revenue Authority (URA) for taxes
* For non-individual you can register a company name with URSB.
* [Uganda National Cultural Centre (UNCC)](https://www.gou.go.ug/topics/uganda-national-cultural-centre-uncc)

**What do I need to register for taxes?**

**For individual**

* National ID
* Certificate of registration

**For non-individual**

* Company Form 20
* Certificate of incorporation

Click here for more details on registration

**How do I register my promotion service business for taxes?**

* You’re required to visit the URA portal on [www.ura.go.ug](http://www.ura.go.ug)
* Click here to register as an individual
* Click here to register as a non-individual

In case you cannot register online, visit the nearest URA office for assistance or call the toll-free line ***0800117000/0800217000*** or WhatsApp: ***0772140000***

**What are my rights and obligations as a taxpayer?**

Click here for your rights and obligations as a taxpayer

**What are the taxes applicable to the promotion service business?**

**Pay As You Earn (PAYE)** – paid by employees in this sector who earn above UGX 235,000 per month. The promoter withholds this PAYE and remits to URA monthly.

Click here for PAYE rates

**Withholding tax: -** will be paid by the promoter in case he/she supply services to a designated withholding agent when the invoice value is above UGX 1,000,000

**Value Added Tax (VAT)** – for players who generate income from events management that exceed 150,000,000 in a given year, are expected to collect VAT on every transaction that invoiced (EFRIS).

Where an events promoter receives sponsorship from any other company, he/ she must raise an invoice that is VAT inclusive through EFRIS to the sponsor.

**How do I file returns for my events management/promoter business?**

Click here for information on how to file your returns.

**How do I pay taxes to URA?**

After filing a return, you’re required to pay taxes due using available payment platforms e.g. banks, mobile money, VISA, Mastercard etc.

**Please note:** the due date for payment of tax is the same as that of return filing.

Click here to register a payment