



KIBERA SPORT DEVELOPMENT PROGRAM

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Dear Keith,

Sponsorship Proposal

My name is Vincent Ochieng, I am a Kenyan triathlete and founder of Kibera Sport Development Program (K.S.D.P) – a registered community-based organization working in sport development in Kenya. I founded K.S.D.P in 2007 with the intention of supporting, coaching and developing the young talented children of Kibera slums to have a professional career in sports as a way out of poverty. Having been born and raised in the Kibera slums myself, and later representing Kenya at the 2014 Commonwealth Games and World Championships, my organization seeks to help youths in Kibera slums achieve the same level of success or greater.

Kennedy (21), Victor (24), Derick (22) and Eddy (20) are 4 young men raised in Kibera slums that have been participating in my coaching programs for the last 10 years. Myself and all 4 of these young men recently qualified to go to the World Duathlon Championships to be held in Fyn, Denmark on 6th – 14th July 2018.



The 4 athletes are at a critical stage of transition from amateur to professional athletics. In a country that is as competitive in athletics as Kenya is, it's often common for talented athletes to be overlooked, as the opportunities for breakthrough are rare. To put it in perspective; one of the boys (Kennedy) has a 10km PB of 29:58 which is likely faster than 90% of the elite European athletes. Kennedy, and the other 3 athletes, need to make the jump now into professional athletics and the only way to do this is to get them international experience in competing at the top level. A trip to the world championships in Denmark will do just this, and give the young men the chance of making a career out of their talent. The ultimate goal is for all 5 of us to compete at the 2020 Olympic Games in Tokyo.

This proposal seeks to raise funds to cover our training costs and travel expenses to the World Duathlon Championships, Denmark in July 2018.

What is needed?

We are seeking \$13,000 USD to cover the following expenses:

- Purchase of Training Bikes & Helmets
- Purchase of Competition Uniform
- Air Tickets
- Visa Fees
- Hire of Competition Bikes in Denmark
- Accommodation & Meals

Breakdown of Expenses:

1. TRAINING BIKES, SAFETY EQUIPMENT & NUTRITIONAL NEEDS

The team currently lacks important training equipment; notably 3 old bicycles are being shared amongst the 5 athletes during training. As well as this there is an acute shortage in safety equipment such as helmets and protective clothing as well as a lack of adequate nutrition to support the training load. We hope to purchase:

- 5 bicycles – second hand @ \$600 per bike (\$3,000)
- 5 helmets - @ \$60 per helmet (\$300)
- \$200 per person worth of training clothes (\$1,000)

- Total of \$200 towards better nutrition (\$200)

Cost of Budget Item: **\$4500**

2. COMPETITION UNIFORM

The cost of designing and buying the tri suits as well as the parade uniform is \$300 per person

Cost of Budget Item: **\$1500**

3. AIR TICKETS

The team is hoping to find an airline that can sponsor 5 return air tickets from Kenya to Denmark. The cost of each return ticket is c. \$800. If we are unable to get an airline to assist with the cost then we will require funding.

Cost of Budget Item: **\$4000**

4. VISA FEES

The cost of a visa application for Denmark is \$100 per person

Cost of Budget Item: **\$500**

5. HIRING OF COMPETITION BIKES IN DENMARK

The team is planning to hire the bikes in Denmark or have them donated for the race by local bicycle shops. The team is already in contact with a small number of bicycle shops in Denmark. If the bikes are unable to be provided free of charge, then the team will need to hire them. Bike sizes are 56 x 2, 54 x 2 and 57 x 1

Cost of Budget Item: **\$1000**

6. ACCOMMODATION & MEALS

The team budget for accommodation and meals for the 7 days in Denmark is \$1500.

Cost of Budget Item: **\$1500**

As a sponsor what do you get in return?



Visibility on the team kit and during the event as well as the parade (there are 3 sponsor logo locations on the kit)

PR opportunity. We will be contacting a host of local and international journalists to follow this story given the tough background of the 4 young men. We have already secured a professional sport photographer to document the event free of charge.

Corporate Social Responsibility – this can be used in company literature to show your commitment to supporting young Kenyans.

Logo display and direct link on our organization website – www.kiberasportdevelopment.com

We very much hope that you or your company will consider supporting these young men to reach the international stage. If you are unable to fund the full amount, perhaps you will consider funding one or two of the budget items listed above. Myself and the young men are

training hard in the hope that the funds will be made available – we are ready for this event! I am contactable on the mobile number below or at this email address. We are closing sponsorship applications on 20th June, so we very much hope to hear from you soon. Kindly note that all expenses will be fully receipted with absolute transparency.

Kind regards,

Vincent Ochieng

Founder/Director

