



KIBERA SPORT DEVELOPMENT PROGRAM

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WORLD MULTISPORT CHAMPIONSHIPS - SPONSORS REPORT



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Dear Friends & Partners

From the 6th and 14th July 2018, over 3500 athletes from over 45 nationalities gathered in the Danish island of Fyn for the World Multisport Championships. Amongst them were 4 unlikely athletes from Kibera slums in Nairobi. The first time in history an African team has made it to this prestigious event. Nine years ago, Kennedy, Victor and Eddy were hopeless and destitute children wasting away in the slums. Today, they are the embodiment of hope; competing at the world championships against the very best in one of the most elitist sports and knowing the kind of results that we can produce has changed us forever. We have continued to receive compliments from far and wide around the globe about our performance in Fyn. We don't share the enthusiasm in the result, but value the experience gained and lessons learnt and are already back to training again for the next race.

In 2007 when I started the program I used a few thousand shillings out of my government school fees loan for my university education but today, I am very grateful to you for believing in my vision and venturing in this journey with us. We couldn't have done this without our donors and corporate sponsors who continue to support us even though we can only give them very little publicity. They do it out of love and the desire to be a part of something great. This has been a decade-long labor of love, amazing progress and heartbreaks. But we have persevered. We couldn't have done it without you.

But I believe we are well on schedule to compete at the 2020 Tokyo Olympics and this is the ultimate goal. The next 2 years will be intense with over 12 local races and 3 international competitions to attend to help give us that much needed push to Tokyo Olympics.

I will separately share the race report and photos in the coming days.

Yours in Sports,

Vincent Ochieng

Founder/Director

Sponsorship & Fundraising

We would like to appreciate the following companies for their contribution towards our participation at this prestigious event

SPONSOR	AMOUNT	ITEM COVERED
1. TEXEL FOUNDATION	\$4500	Air tickets, bike & racing equipment hire, meals
2. HALLIDAY FINCH AFRICA	\$2245	Competition uniforms & Entry Fees
3. RUNNERSPOINT	\$4000 ((\$2000 -Cash, \$2000 worth of equipment)	Running gear & training expenses
4. RUN BEYOND	In Kind	Compression gear and training apparel

We would also like to recognize all the individual donors who heeded our crowdfunding call and enabled us raise another \$950 that covered the costs of passports and enabling the boys to add beef and fish to their diet during training. They include:

Troy Barrie, Sam Mugoya, Selin Pekcan, Tracey Warman, Sussy Wanjala, Louise Davidson, Lorna Nyatome, Marta Pranco, Michelle Russell and others.

Publicity Overview



The World Multisport Championships is one of the largest sports events ever hosted in Denmark. It was huge spectacle that attracted all the major TV stations in Denmark and dedicated sports channels such as Eurosport. The event was covered live by a cross section of Danish TV outlets as well as online platforms such as World Triathlon TV. There was also a dedicated battery of journalists from Spain, where the next edition of the event will take place from 29th April 2019.

Being the first African athletes at the event, we got significant media interest than most especially during the parade of nations and the opening ceremony. We wore our national colors as required at the parade of nations then changed into our sponsor branded t-shirts during the opening ceremony and pasta party that followed after.

We have tried to document instances where our team got media coverage as follows:

- Team Footage on TV2FYN Prime Time News at 19.30 on 5th July 2018 (parade of nations).
- Team Footage on Event Highlights Video on International Triathlon Union (ITU) YouTube Channel (parade of nations).
- Live TV Footage during the Men's Age-Group competition with Victor in front of the race during the first 10k – several mentions as well.
- Live TV Footage and several mentions during the Elite men's competition with Kennedy leading the U23 men's race during most part of the first 10km.
- Live TV Footage of Vincent running in the pack during the first 10km of the run.

Other forms of publicity generated

- T-shirts with Sponsor logos during travel.
- Photo and mention by president of USA Triathlon on Facebook.
- Sponsor logos and direct link on organization website.
- Sponsor logos on competition uniforms to be used in the year 2018.

Major Local Competitions in 2018

EVENT NAME	DATE
Local Competitions	
National Duathlon Championships	August 2018
Nairobi Marathon (10km & 21km)	October 2018
Wildman Triathlon - Watamu	October 2018
National X-Country Circuit	Nov - Mar 2019
International Competitions	
African Duathlon Championships - Egypt	Dec 2018
World Multisport Championships - Spain	Apr/May 2019

Recommendations

- A major part lacking in our preparation leading up to the race is proper nutrition. We were training like elite athletes but eating like normal people. Even with 8 days rest before the race, our bodies were not recovered from the hard training leading up to the race. Moving forward, sponsorship from an approved sports nutritional supplements company would be very valuable to fuel our efforts and recovery.
- As we continue to train for future competitions, our key goal is to run Sub-14min 5km and Sub 28min for 10km before April 2019. We still need some support especially with monthly house rent and food expenses to enable the boys train in iten from Sep 2018 to March 2019.
- We will also seek to recruit a volunteer PR aid to enable us setup media interviews in an effort to boost the ROI on our sponsorship.