

2024

UKULHAS COUNCIL SPORTS FIESTA 2024

SPONSORSHIP PROPOSAL



SECRETARIAT OF THE UKULHAS COUNCIL, NORTH ARI ATOLL

AA.UKULHAS, REP. OFMALDIVES

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Introduction

The Ukulhas Council Sports Fiesta 2024 is specifically targeted for futsal and handball teams from the island of Ukulhas.

Being the first event of its kind organized by the Ukulhas Council, meticulous planning has been undertaken to ensure it surpasses the standard set by previous island-level tournaments. We are thrilled about the buzz it's generating and are optimistic it will attract a significantly larger audience. With attractive prize offerings, this tournament promises to be the highlight of Ukulhas' sporting calendar, showcasing the very best futsal and handball talent our island has to offer, it is sure to be a fiercely competitive event.

The event is scheduled to commence on 27 May 2024 and is expected to last 15 days.

Aims and Objectives

1. Create an avenue for the futsal & handball players in Ukulhas to showcase their talent and perform in top level tournaments held in Maldives.
2. Provide the opportunity for the young players in Ukulhas to develop and excel their skills.
3. Encourage the adoption of healthy lifestyles and to contribute to improving the wellbeing and quality of life through sports.
4. Create a sense of community and foster unity among youth.
5. This event is also a good platform to foster close relationship and communications among players.

Direct impact of tournament

With a registered population of over 1100, and a residential population of over 1100, this event will have a direct impact on the entire community of Ukulhas as a whole.

Sponsorship

Putting together an event of this magnitude demands significant financial resources, and our strategy involves securing funds through sponsorships, alongside the Council's contribution. Below is a breakdown of the anticipated expenses necessary for organizing the tournament:

Proposed Budget

Council contribution	100,000.00
Sponsors (Title, Platinum, Gold, Silver, Bronze, Normal)	185,100.00
Team Registration Fees (Min. 4 teams/sport)	12,000.00

Estimated Costs

Champion Team			
	Futsal	Handball	Total
Trophy	6,000.00	6,000.00	12,000.00
Medals	2,000.00	2,000.00	4,000.00
Cash Prize	20,000.00	20,000.00	40,000.00
Runner-up Team			
	Futsal	Handball	Total
Trophy	4,000.00	4,000.00	8,000.00
Medals	2,000.00	2,000.00	4,000.00
Cash Prize	7,000.00	7,000.00	14,000.00
Fair Play Team			
	Futsal	Handball	Total
Shield	2,000.00	2,000.00	4,000.00
Awards			
	Futsal	Handball	Total

Player of the tournament (Trophy)	1,500.00	1,500.00	3,000.00
Dream Team	5,000.00	7,000	12,000.00
Promising Player, under 18 (Trophy)	1,000.00	1,000.00	2,000.00
Top Scorer (Trophy)	1,000.00	1,000.00	2,000.00
Best Goalkeeper (Trophy)	1,000.00	1,000.00	2,000.00
Best Coach (Trophy)	1,000.00	1,000.00	2,000.00
Player of the match (Trophy)	7,200.00	7,200.00	14,400.00
Logistics			
Referees (4 referees)			
	Futsal	Handball	Total
Fee	20,000.00	20,000.00	40,000.00
Travel, Accommodation, Food	13,250.00	13,250.00	26,500.00
Other			
Kit	3,000.00	3,000.00	6,000.00
Banners, Sponsor Bill board	10,000.00	10,000.00	20,000.00
Balls	6,000.00	6,000.00	12,000.00
Sponsors Backdrop	5,000.00	5,000.00	10,000.00
Officials' kit	3,500.00	3,500.00	7,000.00
Match refreshments	8,000.00	8,000.00	16,000.00
Ball Boys	1,600.00	1,600.00	3,200.00

Commented [UC1]: 12 matchws

Photographer	5,000.00	5,000.00	10,000.00
Opening/closing ceremony	10,000.00		10,000.00
Media (Sponsors ad, Event promo, etc)	7,000.00		7,000.00
Other expenses	3,000.00	3,000.00	6,000.00
Total			297,100.00

Sponsorship Benefits

Sponsors play a crucial role in ensuring the success of any event, and we're convinced that with the right sponsorship arrangement, sponsors stand to gain numerous benefits. As previously mentioned, the Ukulhas Council Sports Fiesta 2024 stands as one of the largest tournaments in Aa.Ukulhas and commands a devoted following throughout the island. Moreover, being the inaugural event of its kind organized by the Ukulhas Council, it presents a prime opportunity to expand the tournament's fan base even further.

Additionally, with top-tier players from the island expected to participate, the tournament promises extensive coverage across various social media platforms.

Given these circumstances, we firmly believe that this presents an exceptional opportunity for potential sponsors to showcase their products/services and elevate their brand visibility. Furthermore, sponsors of the Ukulhas Council Sports Fiesta 2024 will have the chance to strengthen both corporate and community relationships.

Sponsorship Packages

The potential sponsors can choose from six sponsorship packages. Title Sponsorship, Platinum, Gold, Silver, Bronze and Normal packages. Each of these packages are tailored with various benefits for the sponsors. The sponsors may choose to take more than one package. The details of the sponsorship packages are as follows.

Title Sponsorship MVR60,000	
Title Sponsorship	<ul style="list-style-type: none">• Sponsor name added to the title of the tournament
Logo on Kits	<ul style="list-style-type: none">• Sponsor logo/brand on all the match kits (one sleeve)• Sponsor logo/brand on tournament's official's kit
Pitch Side Advertising	<ul style="list-style-type: none">• 4 Large banners (10ft x3ft) on pitch side fence• 5 Large banners (9ftx2ft) on sponsor boards surrounding the pitch• 12 medium banners (4ft x2ft) on Sponsor boards surrounding the pitch• Maximum 15 brand logos on sponsor backdrop• Sponsor logo/brand on all offline marketing materials
Social Media Advertising	<ul style="list-style-type: none">• One promotional video by the brand ambassador of the tournament (on request)• The placement of sponsor logo/brand for one year duration on our official social media pages with accompanying link to sponsor's business/products• Sponsor logo/brand on all digital marketing materials uploaded on social media• Sponsor brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024• Actively engage in promoting sponsor's product/service upon request.

Platinum Package MVR 40,000

Logo on Kits • Sponsor’s logo/ brand on tournament official’s kit

Pitch Side Advertising • 3 large banners (10ft×3ft) on pitch side fence
• 3 large banners (9ft×2ft) on boards surrounding the pitch
• 8 medium banners (4ft×2ft) on boards surrounding pitch
• Maximum 10 brand logos on sponsor backdrop
• Sponsor logo/brand on all offline marketing materials

Social Media Advertising • The placement of sponsor logo/brand for one year duration on our official social media pages with accompanying link to sponsor’s business/products
• Sponsor logo/brand on all digital marketing materials uploaded on social media
• Sponsor brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024. Actively engage in promoting sponsors’ product/service upon request

Gold Package MVR 20,000

Pitch Side Advertising • 2 large banners (10ft×3ft) on pitch side fence
• 2 large banners (9ft×2ft) on boards surrounding the pitch
• 6 medium banners (4ft×2ft) on boards surrounding pitch
• Maximum 10 brand logos on sponsor backdrop
• Sponsor logo/brand on all offline marketing materials

Social Media Advertising • The placement of sponsor logo/brand for six months duration on our official social media pages with accompanying link to sponsor’s business/products

- Sponsor /logo/brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024
- Sponsor/logo/brand on all digital marketing materials uploaded on Social Media

Silver Package MVR 15,000

- Pitch Side Advertising**
- 1 large banners (10ft×3ft) on pitch side fence
 - 1 large banners (9ft×2ft) on boards surrounding the pitch
 - 5 medium banners (4ft×2ft) on boards surrounding pitch
 - Maximum 8 brand logos on sponsor backdrop
 - Sponsor logo/brand on all offline marketing materials

- Social Media Advertising**
- The placement of sponsor logo/brand for three months duration on our official social media pages with accompanying link to sponsor's business/products
 - Sponsor /logo/brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024
 - Sponsor/logo/brand on all digital marketing materials uploaded on social media

Bronze Package MVR 10,000

- Pitch Side Advertising**
- 4 medium banners (4ft×2ft) on boards surrounding pitch
 - Maximum 5 brand logos on sponsor backdrop
 - Sponsor/logo/brand on all digital marketing materials uploaded on social media

- Social Media Advertising**
- The placement of sponsor logo/brand for three months duration on our official social media pages with accompanying link to sponsor's business/products

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- Sponsor /logo/brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024
 - Sponsor/logo/brand on all digital marketing materials uploaded on social media
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Normal Package MVR 5,000

- Pitch Side Advertising**
- 2 medium banners (4ft×2ft) on boards surrounding pitch
 - Maximum 2 brand logos on sponsor backdrop
 - Sponsor/logo/brand on all digital marketing materials uploaded on social media
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- Social Media Advertising**
- Sponsor /logo/brand name will be tagged in all our social media posts related to Ukulhas Council Sports Fiesta 2024
 - Sponsor/logo/brand on all digital marketing materials uploaded on social media
-

Terms & Conditions

Amount

The amount payable by the Sponsor shall be any of the Sponsorship Packages. The sponsor must pay the total amount of the package to the council 15 days prior to the start of the tournament.

Term & Termination

This proposal is valid until the 15th day of the competition. If the following conditions do not occur.

1. Cancellation of the event.
2. Receipt of the full amount required.
3. Violation of any of the terms and conditions.

Cancellation

There must be a popular and reasonable reason for event cancellation.

Refunds

Upon cancellation, monies incurred up to that time shall be deducted from expenses and remaining monies shall be refunded in full by the Sponsor and bills and details of expenses should also be sent.

Confidentiality

The parties shall treat this document and all other documents related to this transaction confidential.

Contact

SECRETARIAT OF THE UKULHAS COUNCIL, NORTH ARI ATOLL, AA.UKULHAS, REP. OFMALDIVES	hello@ukulhas.gov.mv 6660536 7992396
ACCOUNT HOLDER NAME	SECRETARIAT OF THE UKULHAS COUNCIL, NORTH ARI ATOLL, AA.UKULHAS, REP. OF MALDIVES
ACCOUNT NAME	1385-REVENUE-1
ACCOUNT NUMBER	7721700473001
VIBER NUMBER	7992396



