



KALYA FM HALF MARATHON



SPONSORSHIP PROPOSAL

VENUE:
KAPENGURIA WEST POKOT COUNTY

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About Kalya Fm Half Marathon

Kalya fm half marathon is a spectacular annual race started 6 years ago. This IAAF and Athletics Kenya accredited race targets to promote sports in West Pokot and North Rift region at large. Since its inception, the race has been used by both senior and junior elite athletes as a spring board to international competitions.

This unique sporting event attracts many athletes from Kapsait camp in West Pokot County, Mount Elgon camp in Trans-Nzoia county, Iten camp in Elgeyo Marakwet, Uasin-Gishu county and Kapsabet in Nandi County.

To our listeners, the event creates an opportunity for them to cheer their favorite sport and find time to interact and address issues that directly impact their lives.

The race cuts across two counties of Trans-Nzoia and West Pokot Counties. The race takes you through Maili Saba a junction that serves people who head to Elgeyo Marakwet to Kipsaina and Kesogon trading centres.

The race ends at Makutano Kapenguria which is the biggest town in the region after Kitale town. This therefore provides an opportunity for the race to attract maximum attention.



Kalya Fm Half Marathon Mission.

- 📌 Kalya Fm half marathon exists to promote sports in West Pokot County and North Rift Region.

Kalya Half Marathon Vision.

- 📌 To be a leading sporting event in west Pokot county and North Rift Region

Kalya Fm Half Marathon Values.

- 📌 Professionalism
- 📌 Integrity
- 📌 Diligence
- 📌 Passion



The 6th Edition.

The 6th edition of Kalya Fm half marathon is scheduled for 7th December 2019. This year's event will attract a large number of athletes from the surrounding camps following the successive edition where the female winner Brigid Kosgei bagged the 2019 London Marathon and Chicago Marathon 2019 where she broke the world record. This race is expected to be more competitive considered the robust marketing strategy that has been employed by the organizing committee.

The race will start at the highly populated and cosmopolitan business centre of Maili Saba in Trans Nzoia County. Maili Saba boasts of growth of agriculture with most farmers practicing both plant and animal husbandry. The centre serves as the central point for farmers and business people from Cherangany and Centre Kwanza constituencies. The race will go through two active centres of Kipsaina and Keso-gon before winding through Makutano town, a densely populated and cosmopolitan business hub. The award ceremony will take place at the heart of the town which prides itself for hosting the Kapenguria six during the struggle for independence in Kenya.



Benefits of sponsoring Kalya Fm Half Marathon.

- Sponsoring Kalya half marathon provides you an opportunity to meet the public and endorse your products and services on the spot.
- Provides a chance for your organization to give back to the community.
- Gives a chance to create a brand and an identity for your organization.
- Get space/ tent to exhibit your products or services.
- Get a chance to directly interact with large numbers of spectators and listeners.
- Get radio activation before, during after the event.
- Get on ground activation during the event.
- Live coverage during the event.
- Social media and mainstream local and national media coverage.
- A chance to be listed on Kalya fm website.



Category: Platinum

Ksh 2,000,000 Cash Donation

- ♦ Naming rights and co owning the title with Kalya Fm Half Marathon.
- ♦ Get radio activation before, during and after the event
- ♦ Primary placement of name and logo on race registration form.
- ♦ Primary placement of logo on official poster.
- ♦ Social media presence.
- ♦ Sponsor banner on prime display locations.
- ♦ Sponsor logo on the start and finish banner.
- ♦ Primary placement of logo on official race t-shirts.
- ♦ Opportunity to speak to attendees.
- ♦ Opportunity to have the space or tent at the finish point.
- ♦ Opportunity to brand 3 of 6 water points.



Category: Gold

Kshs. 1,000,000 cash donation.

- ♦ Opportunity to brand 2 of 6 water points.
- ♦ Get radio activation before, during and after the event
- ♦ Primary placement of name and logo on race registration form.
- ♦ Primary placement of logo on official poster.
- ♦ Social media presence.
- ♦ Sponsor banner on prime display locations.
- ♦ Sponsor logo on the start and finish banner.
- ♦ Opportunity to speak to attendees.
- ♦ Opportunity to have the space or tent at the finish point.
- ♦ Opportunity to brand 2 of 6 water points.



Category: Silver

Kshs. 800,000 cash donation

- Opportunity to brand 1 of 6 water points.
- Primary placement of logo on official poster.
- Social media presence.
- Sponsor banner on prime display locations.
- Sponsor logo on the start and finish banner.
- Opportunity to speak to attendees.
- Opportunity to have the space or tent at the finish point.





Category: Bronze

Kshs. 500,000 cash donation

or services to donate (where applicable)

- ♦ Primary placement of logo on official poster.
- ♦ Social media presence.
- ♦ Sponsor banner on prime display locations.
- ♦ Opportunity to speak to attendees.
- ♦ Opportunity to have the space or tent at the finish-point.

We remain available for further discussions to tailor any of the package to suite your corporate expectations.