

Proposal for Sponsorship



Introduction

Unity Foundation is a nonprofit organization registered in August 2022. Its vision is to unite Maldives by empowering individuals and promoting principles of diversity and democracy. It is dedicated to achieving its vision by practicing its core values: Equal Opportunities; Inclusive Community; Women Empowerment; Technology Utilization; and Environmental Sustainability. The primary areas of focus of Unity Foundation include Building Capacities of Community Members; Charity and Volunteer Services; Economic and Business Development; Good Governance and Democracy. More information about us can be found on our website, www.unitymv.org.

The Objective

- To enhance community engagement.
- To support the next level of Football in the Maldives.
- To encourage and acknowledge the work of other football stakeholders.

Sponsorship Offers

Details of reasonable sponsorship offers will be found on *Pages 3*.

The Rationale

Despite the efforts of the stakeholders and the number of interschool competitions held in various parts of the nation, the development process of Football appears to be facing lots of unidentified challenges. This can be looked at in various scenarios. The national football teams are not performing as expected. The number of supporters visiting the match venues have reduced immensely. The trend of developing foot-cell pitches is higher than developing standard football pitches. The popularity of foot-cell among youth and adults has increased drastically in the past decade. The opportunities for players in the islands to be selected for national teams is very less.

Hence, to take football to the next level in the Maldives, a special focus must be given on enhancing the work of football academies. In addition to interschool football tournaments, inter-academy football tournaments need to be organized. While school level football is an introductory skill development programme, academy level football works of skills enhancement. Academies are the main agents who bridge the gap between skill introduction and skill perfection. Therefore, inter-academy football tournaments will be a boost to the development of next-gen football in the Maldives.

The Tournament

Unity Foundation is dedicated to organizing a football championship targeting under 13 children of all academies and sports clubs in the Maldives. This tournament is expected to be held in the football stadium in S.Hithadhoo from the 18th to the 25th of December 2022. As children in this age category will be finishing their first-term exams by the 15th of December 2022 and as they might be in a short break until teachers finish marking their exam papers, it will be the best time to engage them in such a tournament.

Timeline

TASKS	DEADLINE
Meeting stakeholder and potential	October 17
Setting up portal on website	October 17
Sending invitation to potential teams	October 20
Registration of teams	October 25
Sending final competition rules	October 26
Meeting the management of registered teams	October 30
Registration of team players	November 5
Finalizing groups and schedules	November 7
Meeting tournament officials	November 14



Technical Management

Managing this management is one of the most important things to be done. It can be divided into 3 main areas: Administrative, Financial and Technical. Addu City has a number of trained officials in this field. Referees and other officials are readily available. In addition, Unity Foundation has so far come to an, yet unofficial, terms with the Football Association of Maldives in Addu City.

Details of Sponsorship Offer

To encourage and ensure community collaboration, the opportunities for participation in this competition are open for all. Hence the following benefits are offered to the sponsors.

- a) Logo and Name will be used in the title. "Title Sponsor U13 Football Championship"
- b) Logo will be used in all official documents and media kits.
- c) Logo and name will be used on all certificates.
- d) Logo will be printed on the main banner, score board and award ceremony backdrop.
- e) Display Board(s) will be displayed around the pitch, upon providing the printed banner.
- f) A representative will be invited to:
 - a. chair the award ceremony.
 - b. co-chair the award ceremony.
 - c. attend the award ceremony.
- g) Entitled for a 10-minute video interview on the Facebook page of the official media partner, upon providing the video.

SPONSORSHIP	BENEFITS	REMARKS
Title Sponsor	a, b, c, d, e ^{x3} , f ^(a) , g	MVR 45'000/- paid in cash
Corporate Sponsor	b, d, e ^{x2} , f ^(b) ,	MVR 19'000/- paid in cash
Co-Sponsors	e ^{x2} , f ^(c)	MVR 5'000/- paid in cash
Media Partner	e ^{x2} , f ^(c)	Cover highlights of all the matches and Live-cast final match.
Beverage Partner	e ^{x2} , f ^(c)	Option 1: MVR 5'000/- paid in cash Option 2: Provide 2 cartons of 500ml water bottles and 1 barrel of 20 liters of water per match. Estimated 15 matches.
Printing Partner	e ^{x2} , f ^(c)	Option 1: MVR 5'000/- paid in cash Option 2: Print Title Banner, Backdrop, Scoreboard banner and 1 name banner for each team.
Jersey Partner	e ^{x2} , f ^(c)	Option 1: MVR 5'000/- paid in cash Option 2: Provide 40 jerseys for officials and ball boys.
Ball Partner	e ^{x2} , f ^(c)	Option 1: MVR 5'000/- paid in cash Option 2: Provide official standard 6 footballs
Trophy Partner	e ^{x2} , f ^(c)	Option 1: MVR 5'000/- paid in cash Option 2: Provide 30 gold medals
Display Banner	e ^{x1}	MVR 1'000/- pain in cash

Budgeting Summary

DESCRIPTION	MVR
Printing	21,900.00
Payment for Referees	30,000.00
Jersey and Printing	6,000.00
Refreshment and Beverage	9,000.00
Media	8,500.00
Medals and Trophies	9,700.00
Resources	14,500.00
Other Expenses	15,000.00
	114,600.00

Participating Teams

- | | |
|--------------------|-------------------------------|
| 1) Dunga Academy | 6) Valencia Academy (Meedhoo) |
| 2) Sadey Academy | 7) Male' Academy 1 |
| 3) Respect Academy | 8) Male' Academy 2 |
| 4) Azmy Academy | 9) Fuvahmulah Academy |
| 5) Andy Academy | 10) Thinadhoo Academy |

Conclusion

The result of this tournament will have a positive impact on the general community and the football community. The energy in the general community will be tickled, which would make them happy. The connection between



football communities in various parts of the nation will make it helpful for them to create greater heights in the development of football in the Maldives.



Reg. No. CR/69/2022

Annex 1: Detailed Budgeting

DESCRIPTION	QTY	RATE	AMOUNT
Title Banner 6mx1m	1	2,500.00	2,500.00
Backdrop Banner 6mx3m	1	5,000.00	5,000.00
Scoreboard Team Names	10	250.00	2,500.00
Certificates	400	20.00	8,000.00
			21,900.00
Referee's Salary	20	300.00	6,000.00
Assistant Referee1	20	300.00	6,000.00
Assistant Referee2	20	300.00	6,000.00
4th Official	20	300.00	6,000.00
Match Commissioner	20	300.00	6,000.00
			30,000.00
Ball boys' jersey	16	200.00	3,200.00
Juice PKT	400	10.00	4,000.00
Opening Day Tea	40	20.00	800.00
Closing Day Tea	40	20.00	800.00
Water Barrels	10	60.00	600.00
Water Cases	10	75.00	750.00
			7,050.00
Media	1	5,000.00	5,000.00
Matches/live(final)	1	3,000.00	3,000.00
			8,000.00
Files	6	30.00	180.00
A4 paper reem	1	80.00	80.00
			260.00
Champion Team Trophy	1	1,000.00	1,000.00
Runner-up Team Trophy	1	1,000.00	1,000.00
Tournament Top Scorer Trophy	1	250.00	250.00
Man of the matches All the matches	20	20.00	400.00
Man of the tournament	1	20.00	20.00
Champion team Medals	30	50.00	1,500.00
Runner-up Team Medals	30	50.00	1,500.00
			6,670.00
Organizing Committee/members			
Kit (organizing committee)	10	200.00	2,000.00
Red Crescent			
Balls	10	1,000.00	10,000.00
Confetti and Gas	1	2,000.00	2,000.00
Other Expenses			5,000.00
			19,000.00
TOTAL BUDGET			74,880.00