**Corporate Sponsorship Proposal**

Empowering Women Through Sport: Scaling Catchball Across Kenya

Submitted to: [Company Name]  
 Submitted by: Kenya National Catchball Federation (KNCF)  
 Date: 11-04-2025  
 Contact Person: Faith Wanjiku Karanja, National Treasurer  
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**Executive Summary**

The Kenya National Catchball Federation (KNCF) proudly presents an exclusive sponsorship opportunity for [Company Name] to support the national expansion of Catchball. This rapidly growing, women-centered sport fosters empowerment, teamwork, and wellness in communities across Kenya.

We seek sponsorship of KES 3,000,000 to facilitate the development of Catchball leagues, training of local coaches and referees, and hosting of the 2025 National Catchball Championship. In return, [Company Name] will receive strategic branding, visibility, and CSR alignment through association with a high-impact, women-driven national initiative.

**About the Kenya National Catchball Federation**

The Kenya National Catchball Federation (KNCF) is the official body championing the introduction and growth of Catchball in Kenya. Rooted in inclusivity and wellness, Catchball is a non-contact team sport derived from volleyball and tailored to be accessible to women and youth, especially in underserved communities.

Since its informal launch, Catchball has received overwhelming grassroots support. It provides a platform for:

* Physical activity for women and girls
* Leadership development through training and team coordination
* Mental well-being via structured social engagement
* Social inclusion, bringing diverse communities together

Project Description: National Expansion Initiative (2025)

Project Title: “Empowering Women Through Sport – Catchball Kenya 2025”

Project Duration: 6 Months (May–December 2025)

Project Goals:

* Establish 40 Catchball teams across 10 counties
* Train and certify 100 community-based coaches and referees
* Host 10 regional tournaments and 1 National Championship
* Distribute standardized equipment and uniforms
* Launch a media campaign to increase awareness and participation

**Target Beneficiaries**

* Direct beneficiaries: 1,000+ women and girls aged 18–45
* Indirect beneficiaries: 5,000+ community members (family, spectators, volunteers)
* Communities across Nairobi, Kiambu, Nakuru, Kisumu, Mombasa, Kakamega, Meru, Eldoret, Garissa, and Machakos

**Budget Breakdown – Request: KES 3,000,000**

| Category | Details | Amount (KES) |
| --- | --- | --- |
| Equipment & Uniforms | Balls, nets, shoes, team kits for 40 teams | 1,200,000 |
| Coach & Referee Training | Certification for 100 coaches/referees | 500,000 |
| Regional Tournaments | 10 county-level events (venue, logistics, medals) | 400,000 |
| National Championship | Event setup, venue hire, guest speakers, marketing | 500,000 |
| Branding & Media Campaign | PR, digital outreach, branded banners & merchandise | 300,000 |
| Total |  | 3,000,000 |

**Sponsorship Package for [Company Name]**

As our Lead Corporate Sponsor, [Company Name] will receive:

Brand Visibility

* Company logo on all team jerseys, balls, banners, and referee uniforms
* Prominent brand placement at regional and national events
* Branding in all social media campaigns, press releases, and promotional materials
* Tagged mentions on Facebook, Twitter, Instagram, and during match livestreams

Public Relations & CSR Value

* Public recognition as a champion of women’s empowerment and wellness
* Inclusion in media features, press conferences, and official launches
* CSR storytelling support: documentaries, testimonials, and impact reporting
* Opportunity to address participants or guests at the national event

Community Engagement

* Access to field activation opportunities (product sampling, demos)
* Employee engagement via volunteering opportunities at events
* Certificate of Appreciation and digital badge as “Catchball Kenya Champion 2025”

**Monitoring and Reporting**

KNCF will provide [Company Name] with:

* Quarterly progress reports on activities and expenditure
* Event impact summaries with photographs, stories, and data
* Social media insights and reach analytics
* Final project impact report including testimonials from beneficiaries

**Sustainability and Legacy**

This initiative is designed for long-term impact. The trained coaches will continue running teams beyond the funding period, supported by local partnerships with schools, churches, and women's groups. The Federation will also pursue additional sponsorships and develop digital training tools to scale Catchball across East Africa.

**Call to Action**

Catchball is more than a sport, it is a movement for women’s empowerment and social cohesion. We believe that your support can accelerate its reach and impact. We warmly invite [Company Name] to become the Lead Sponsor of Catchball Kenya 2025, leaving a legacy of empowerment through sport.

Let’s build this movement together.

**Contact Details**

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