**Corporate Sponsorship Proposal**

**Empowering Women Through Sport**: South Africa Catchball Invitational 2025

**Submitted to**: Bonfire Adventures

**Submitted by**: Kenya National Catchball Federation (KNCF)

**Date**: 12 April 2025

Contact Person: Faith Wanjiku Karanja, National Treasurer

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**Executive Summary**

The Kenya National Catchball Federation (KNCF) proudly invites Bonfire Adventures to become the Lead Travel & Lifestyle Sponsor for our participation in the South Africa Catchball Invitational Tournament – September 2025.

This event marks a major milestone for Kenya's national team as we step onto the international stage. With a funding request of KES 3,000,000, your sponsorship will support player allowances, branded uniforms, and media documentation, while giving Bonfire Adventures premium visibility and strong alignment with women’s empowerment and health tourism.

**About the South Africa Invitational 2025**

The South Africa Catchball Invitational is a highly anticipated regional tournament bringing together elite women's teams across Africa. Kenya’s participation not only represents national pride but also reflects a growing movement of female athletes united through sport.

**Key Dates:**

* Departure: September 2025
* Duration: 7 days (including travel, matches, and media engagements)
* Participants: 15 Players + 3 Officials

**Sponsorship Package: What We Need**

| **Category** | **Details** | **Amount (KES)** |
| --- | --- | --- |
| Player Allowances | Travel, accommodation, meals, and preparation stipends | 1,200,000 |
| Branded Uniforms & Gear | Jerseys, tracksuits, travel bags – with Bonfire branding | 800,000 |
| Media & PR Content | Photography, videography, interviews, and co-branded online content | 500,000 |
| Domestic Travel & Camps | Pre-event training and local branding opportunities | 500,000 |
| **Total Sponsorship Value** |  | **3,000,000** |

**Exclusive Benefits for Bonfire Adventures**

🔹Brand Visibility

* Logo on uniforms, travel gear, and tracksuits worn in South Africa and Kenya
* Visibility across press releases, social media, and televised interviews
* Recognition at pre- and post-tournament events

🔹Media & PR Opportunities

* Exclusive interviews with players and coaches mentioning Bonfire Adventures
* “Powered by Bonfire” branding in digital content and travel documentation
* Catchball Diaries travel blog featuring Bonfire-themed storytelling

🔹Lifestyle & CSR Integration

* Launch the “Bonfire Catchball Champions” campaign for women’s wellness
* Leverage national goodwill through support of grassroots female athletes
* Featured in KNCF’s national and regional CSR reports

**Why Bonfire? Why Now?**

As Kenya’s premier travel brand, Bonfire Adventures stands for exploration, connection, and celebration—values that match the spirit of Catchball. By sponsoring our South Africa journey, you power more than a trip. You fuel confidence, representation, and unity for women across Kenya.

Together, we’ll tell a story that blends travel, triumph, and transformation—a win for the players, a win for Bonfire, and a win for the nation.

**Let’s Travel This Journey Together**

We welcome the opportunity to meet and co-create a tailored sponsorship package that highlights Bonfire’s role as a game-changer for women’s sports and national pride.

Warm regards,

**Faith Wanjiku Karanja**, National Treasurer, Kenya National Catchball Federation