

PROPOSAL FOR THE “1,000 BOOT DRIVE” CAMPAIGN



1,000 Boot Drive

a campaign to empower Nigeria's football future.

Our mission is simple yet impactful: to give 1,000 pairs of football boots to underserved football academies and communities across Nigeria. By equipping young athletes with the proper gear, we aim to level the playing field and inspire the next generation of football stars.

How We Will Achieve This

The objective is to gather key partners who will activate their networks to raise the necessary funds for the campaign.

Potential partners are: **Nigerian Football Federation (NFF)**, **Inter Lagos FC** and **Troost Ekong Foundation**.



CONTENT PLAN

The "1000 Boot Drive" will be documented every step of the way to ensure visibility for key stakeholders and transparency to all contributors. The content plan will showcase the project's journey, from initial meetings with stakeholders through the procurement and distribution of the boots to final visits to football academies. The list of steps to be taken is provided below

1. Video Calls with Partners:

We will begin the documentation with recorded video calls thanking stakeholders and briefing them on the project's commencement. These calls will be shared across social media and campaign channels, highlighting the personal involvement of stakeholders (This step is optional).

2. Boots Procurement Process:

Document the journey of sourcing the boots. Capture visual content of the boots being purchased, packed, and prepared for delivery. Behind-the-scenes footage will emphasize the logistical efforts and ensure visibility for stakeholders.

CONTENT PLAN

3. School Visits:

Footage will include visits to selected schools or academies where boots are delivered in person by key figures like William Troost Ekong and other stakeholders. Capture moments of distribution, children receiving their boots, and expressions of gratitude from the beneficiaries.

4. Final Footage:

Collect footage from schools/academies where the boots are sent. Testimonials from coaches and players, thanking the stakeholders and contributors for their support, will be compiled into a final video that will be posted on social media.

Deliverables from this content plan include:

- Video content from key stages of the campaign (meeting with stakeholders, procurement of boots and school visits)
- Edited videos showing stakeholder involvement and impact on the beneficiaries.
- Final campaign video that would be posted across available social media channels.

Fundraising Target

Our goal is to raise **\$20,000**. These funds will go directly towards purchasing and delivering 1,000 pairs of football boots to underserved football academies and communities across Nigeria. Every dollar raised will help bridge the gap for young football talent lacking the basic equipment to pursue their passion.

These funds will be used to:

- Purchase high-quality football boots
- Cover the logistics of delivering the boots to academies/schools.
- Support school visits and ensure direct engagement with beneficiaries.

To ensure that our **\$20,000** fundraising target is met and that sponsors can contribute at levels that suit their capacity, we have drafted a range of ticket sizes.



Ticket sizes for Donor contribution

The "1000 Boot Drive" offers various contribution levels, giving donors the flexibility to support the cause based on their capacity while making a meaningful impact on underserved football communities in Nigeria. The contributions will be categorized into the following tiers:

1. Supporter Level - \$500 Contribution

- **Impact:** Helps purchase and deliver 10 pairs of football boots to one of our selected academies.
- **Donor Benefits:**
 - Personalized digital certificate of appreciation
 - Name listed as a supporter in the campaign's final video credits
 - Social media shout-out acknowledging your contribution



Ticket sizes for Donor contribution

2. Partner Level - \$1000 Contribution

- **Impact:** Provides 20 pairs of football boots and covers logistics for delivery to a football academy.
- **Donor Benefits:**
 - Personalized digital certificate of appreciation
 - Name listed as a supporter in the campaign's final video credits
 - Social media shout-out acknowledging your contribution
 - Early access to campaign updates, exclusive videos, and content
 - Behind-the-scenes footage of the boot procurement and packing process
 - Social media recognition from key stakeholders or football players involved in the campaign

3. Champion Level - \$3000 Contribution

- **Impact:** Sponsors 60 pairs of football boots for underserved communities and contributes to in-person school visits to distribute the boots.
- **Donor Benefits:**
 - Personalized digital certificate of appreciation
 - Name listed as a supporter in the campaign's final video credits
 - Social media shout-out acknowledging your contribution
 - Early access to campaign updates, exclusive videos, and content
 - Behind-the-scenes footage of the boot procurement and packing process
 - Social media recognition from key stakeholders or football players involved in the campaign
 - Invitation to join William Troost Ekong and key stakeholders on one of the school visits (travel costs at donor's expense)
 - A signed item from one of the football academies
 - Custom video message from beneficiaries thanking you for your contribution
 - Recognition as a major contributor in all campaign materials, including print, social media, and event coverage



Objectives

01

Distribute 1,000 Pairs of Football Boots: Targeting underserved communities and football academies in Nigeria, ensuring the boots reach those who need them most.

02

Raise Awareness: Use the campaign to highlight the challenges faced by young athletes in these communities and inspire support from both local and international audiences.

03

Foster Long-Term Partnerships: Establish ongoing collaborations with key partners to ensure the sustainability of the initiative



The "1,000 Boot Drive" is more than a donation; it's a step toward changing lives and building futures. With your support, we can give 1,000 young athletes in Nigeria the confidence and tools to chase their dreams on the football field.

THANK YOU

