



# AFRICAN WARRIOR FITNESS CHALLENGE

BY SOUNDS OF FREEDOM

STARTING APRIL 2025

- GYMS VS GYMS
- TRAINERS & CLIENTS
- SOLO WARRIORS



THE FOREST IS YOUR DOMAIN  
OUTRUN, OUTLAST, OUTPLAY  
EMBRACE THE CHALLENGE

2,500 PER PERSON

AWFC 2025



# AFRICAN WARRIOR FITNESS CHALLENGE

THE FOREST IS YOUR DOMAIN

In the heart of Karura Forest, the adventure begins. Through Cinema in Nature, we listen to an immersive audio film inspired by Kenya's fight for independence. As you move through hidden caves, waterfalls, and lush trails, history comes alive around you.

🔥 Then the challenge begins. outrun, outlast, outplay.

Channeling the resilience of past warriors, the African Warrior Fitness Challenge tests your strength, endurance, and strategy—no equipment, just you, the wild, and the will to win.

We invite you to partner with us in shaping this unique event. Here are the different ways we can collaborate:

# CHOOSE YOUR ADVENTURE



 **Battle of the Gyms -**  
*Gyms invite other gyms to compete in an epic showdown.*



 **Trainers & Clients -**  
*Trainers rally their clients for a fitness face-off.*



 **Solo Warriors-**  
*Individual fitness lovers take on the challenge.*

# CHALLENGE BREAKDOWN



## ***Cardio and Speed Tests***

Timed sprints through designated forest trails and stairs challenges.



## ***Agility & Endurance Tests***

Bodyweight exercises such as: Bear crawls, Jump squats, and explosive lunges, etc.



## ***Navigation Tests***

Participants receive a map and must locate checkpoints within the forest.



## ***Final Challenge***

A surprise task testing teamwork, problem-solving, and resilience.



## ***Post-Challenge***

- Cool-down stretches.
- A scenic picnic with healthy refreshments.
- Optional: A creative painting session to unwind and reflect on the experience.

**AWESOME PRIZES TO BE WON!**



## AFRICAN WARRIOR FITNESS CHALLENGE

### **Community Building**

Engage your members in a new and exciting way, offering a fresh challenge to complement their work at the gym.

### **Marketing & Brand Promotion**

- We're investing in **high-quality video production** at every event—capturing dynamic footage of your gym in action.
- Each event's highlight video will be promoted to reach a minimum of **50,000 views**, creating more leads and clients for your gym.

### **FOR SPONSORS**

Want to showcase your brand to a highly engaged fitness community? Sponsor our competitions through giveaways, branded jerseys, and on-site activations—and put your brand in front of Nairobi's most dedicated fitness communities! 💪🔥

# **WHY PARTNER WITH US?**

### **Rewards Program: Train more, Earn more**

- The more frequently you participate (e.g., monthly events), the higher your earning potential.
- This means if you bring a team of 10 people, you could earn **Ksh 5,000 per challenge**—and with bigger teams or multiple entries, this only increases!

**STANDARD ENTRY****2,500/-**

Per Person

- ✓ Karura Fees
- ✓ Challenge Material
- ✓ Painting Material
- ✓ Pure Vibes

**CUSTOMISED PACKAGES FOR  
PRIVATE GROUPS AVAILABLE****HOW TO JOIN THE CHALLENGE** **Step 1: Register Online**

Sign up on our website as a gym, trainer, or solo challenger.

 **Step 2: Choose Your Opponent—or Let Us Match You**

Call out another gym or trainer for a head-to-head battle, or register without an opponent and we'll pair you with another team ready to take on the challenge!

 **Step 3: Book Your Slot**

Pick your end-of-month challenge date and secure your spot.

 **Step 4: Train Like a Warrior**

Gather your team, sharpen your endurance, and get ready to compete in the wild!

 **No equipment. No shortcuts. Just you, the forest, and the fight to be the best.** **Ready? Let's do this!**



# JOIN THE MOVEMENT

**Website**

[awfc.africa \(coming soon\)](http://awfc.africa)

**Contacts**

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