

**ELITE SCHOOLS CUP ASSOCIATION
(ESCACUP)**

SPONSORSHIP PROPOSAL

ELITE SCHOOLS CUP ASSOCIATION (ESCACUP)

ESCACUP EXECUTIVE SUMMARY

Elite Schools Cup Association (ESCACUP) is an annual sporting competition for the association of Grade-A secondary schools of international standards and with flair for sports/social interactions. The ESCA competition is an annual classical sporting festival for *top-notch* schools in Lagos state, with the grand objective to promote grassroots sporting festival and evolve best athletes. The ESCACUP features students in games such as football, basketball, scrabble, chess, table-tennis and athletics. A window of opportunity to discover, groom, showcase and position young sports' talents as sports-exponent and ambassadors of the Nigeria brand; and provide a window for sportsmanship-scholarships, international games featuring and sport-economy in the global sports-market. The ESCACUP vision and concept-design was birthed and packaged and powered by BOANERGES SPORT ACADEMY LTD. *with CAC registration number 1010101.*

Overview

ESCACUP sports features football, basketball and athletic games amongst Ivy-league Private secondary schools in Lagos State, with a short-term plan to feature schools from across Nigeria. ESCACUP's sporting event is also networked to NAPPS and other private schools associations in Lagos state. It's a platform to showcase Junior/Senior high school students at their best in various games; as some of the students who participated in the 1st and 2nd ESCACUP editions have been featured in past international competitions such as Olympic and NUGA games.

Purposes of School Sports

ESCACUP's annual games is to make school sports more educational and contribute much more to the overall education-wellbeing of all students.

Vision

To stage a world's best multi-sport competition for secondary school students in order to evolve sport-exponent and ambassadors for nation building.

ESCACUP GAMES

- Football,
- Basketball,
- Scrabble,
- Chess,
- Table-tennis,
- Athletics

AIMS AND OBJECTIVES OF ESCACUP:

1. To promote a platform where the Secondary School Service meet the Business Community to compliment each by exchanging their network of values.
2. To discover, groom, showcase and position young sports' talents as sports-exponent and ambassadors of the Nigeria brand.
3. To provide a window for sportsmanship-scholarships, international games featuring and the global sports-market economy.
4. To partner with National and State sport organisations to deliver national and international level competition for secondary students.
5. To generate network for CSRs to thrive on and give windows of business opportunities to school-related business service providers.
6. To promote sports at the grassroots level, powering socio-cultural integration, develop leadership skills, foster co-operation qualities, tolerance, consideration, trust/responsibility qualities for problem-solving and enhancing national unity from the young generation.
7. To showcase our corporate sponsors and partners as frontline-support of secondary school-sports.
8. To propose policies on sports.

ESCACUP SCHOOL MEMBERS

S/N	NAME	FEMALE	MALE
1	American International School Lagos	✓	✓
2	British International School Lagos	✓	✓
3	Netherlands International School Lagos	✓	✓
4	Landmark College Lagos	✓	✓
5	St. Gregory's College Lagos	•	✓
6	Holy Child College Lagos	✓	
7	White sands School	✓	✓
8	Greenfield	✓	✓
9	Avi-Cenna International School	✓	✓
10	Lead Forth Gate College	✓	✓
11	Lagos Preparatory School	✓	✓
12	Lagoon School	✓	✓
13	Whitedove High School	✓	✓
14	Children International School	✓	✓
15	Caleb British International School	✓	✓
16	Davidhall International College	✓	✓
17	GR8 Schools	✓	✓
18	Day Waterman Abeokuta	✓	✓
19	Supreme Education Foundation	✓	✓
20	Meadow hall Schools	✓	✓
21	Auntie Ayo Int'l School, Ikoyi	✓	✓
22	Grange School	✓	✓
23	Keystone College	✓	✓
24	Corona schools	✓	✓
25	Pampers Private School	✓	✓
26	Dansol High School	✓	✓



**Whitesands
School**



KEYSTONE COLLEGE LAGOS

OUR PROPOSITION

We humbly request STANDARD CHARTERED BANK to become the **TITLE SPONSOR** of the **ESCACUP 2021 – 3rd Edition**; as the ESCACUP sports festival affords a room to impact the teenagers positively and open business opportunities for the Standard Chartered Bank.

SPONSORSHIP BENEFITS

- ESCACUP's account will be domiciled in your Standard Chartered Bank.
- ESCACUP will open the Standard Chartered Bank to a network of participating schools and schools' associations for your bank to onboard their accounts service requests.
- ESCACUP will market Standard Chartered Bank's brand to participating schools and other schools' associations through her referral scheme.
- Standard Chartered Bank will be promoted on ESCA's pre-event, core-event and post event contents; and all media mileages.
- Standard Chartered Bank's brand will be visible, fully recognized, greatly advertised at all the games' venues in the 4-zonal levels, and through the finals.
- The opening event will be branded with Standard Chartered Bank.
- Standard Chartered Bank will be mentioned/presented in ESCACUP's Press Conference, Press Parley and Press Releases as the Corporate Sponsor, and frontline-supporter of secondary schools' sports, even amongst the elite schools in Nigeria.

1. FOOTBALL COMPETITION BUDGET

FOOTBALL: 2 GROUPS WITH 5 TEAMS EACH = 20 GROUP MATCHES FOR BOYS, 20 FOR GIRLS + 8MATCHES				
S/N	DESCRIPTION	CATEGORY	UNIT PRICE	TOTAL
1A	1 ST male team (16) + 4 officials	Male	20 x N900	18,000
B	2 nd male team 16 student + 4 officials	Male	20 x N900	18,000
C	3 rd male 16 bronze + 4 officials	Male	20 x N900	18,000
D	1 ST Position Cash Price	Male		500,00
E	2 ND Position Cash Price	Male		300,00
F	3 RD Position Cash Price	Male		100,000
2A	1 st female team 16 gold + 4 officials medals	Female	20 x N900	18,000
B	2 nd female team 16 silver + 4 officials medals	Female	20 x N900	18,000
C	3 rd female team bronze + 4 officials medals	Female	20 x N900	18,000
D	1 ST Position Cash Price	Female		500,000
E	2 ND Position Cash Price	Female		300,000
F	3 RD Position Cash Price	Female		100,000
	TOTAL			1,908,000
SPECIAL AWARDS				
3A	MVP male team	Male	N9000 X 1	9,000
B	Golden boot (highest gold)	Male	N9000 X 1	9,000
C	Fair Play Award (Male Team)	Male	N9000 X 1	9,000
D	Golden glove (keeper)	Male	N9000 X 1	9,000
E	Trophy 1 st Position (Winner)	Male	N75,000 X 1	75,000
4A	MVP female team	Female	N9000 X 1	9,000
B	Golden boot (highest goal)	Female	N9000 X 1	9,000
C	Fair Play Award (Female Team)	Female	N9000 X 1	9,000
D	Golden glove (keeper)	Female	N9000 X 1	9,000
E	Trophy 1 st Position (Winner)	Female	N75,000	75,000
5A	Plague for school with 1 st position	Male	N9000 X 1	9,000
B	2 nd position(male school) plague	Male	N9000 X 1	9,000
C	3 rd position (male school) plague	Male	N9000 X 1	9,000
6A	1 st position (female school) plague	Female	N9000 X 1	9,000
B	2 nd position (female school) plague	Female	N9000 X 1	9,000
C	3 rd position(female school) plague	Female	N9000 X 1	9,000
7A	5 Officiating Technical Officer (5X10,000) X 48 matches		50,000 X 60	3,000,000
B	18 footballs/Soccer balls		18 X 6000	108,000
C	Venue for the finals (Campus Stadium Onikan)			650,000
D	Decoration of venue			800,000
E	Banners and branding of venue			1,200,000
F	DJ MUSIC			30,000
g	16 Ball boys@ 5,000		16 x 5,000	800,000
	TOTAL AMOUNT			6,864,000

2. BASKETBALL COMPETITION BUDGET

BASKET BALL: 2 GROUPS WITH 5 TEAMS EACH = 20 GROUP MATCHES FOR BOYS, 20 FOR GIRLS + 8 MATCHES				
S/N	DESCRIPTION	CATEGORY	UNIT PRICE	TOTAL
1A	1 ST male team (16) + 4 officials medals	Male	20 x N900	18,000
B	2 nd male team 16 student + 4 officials medals	Male	20 x N900	18,000
C	3 rd male 16 bronze + 4 officials medals	Male	20 x N900	18,000
D	1 ST Position Cash Price	Male		500,000
E	2 ND Position Cash Price	Male		300,000
F	3 RD Position Cash Price	Male		100,000
2A	1 st female team 16 gold + 4 officials	Female	20 x N900	18,000
B	2 nd female team 16 silver + 4 officials	Female	20 x N900	18,000
C	3 rd female team bronze + 4 officials	Female	20 x N900	18,000
D	1 ST Position Cash Price	Female		500,000
E	2 ND Position Cash Price	Female		300,000
F	3 RD Position Cash Price	Female		100,000
	TOTAL			1,908,000
SPECIAL AWARDS				
3A	MVP male team	Male	N9000 X 1	9,000
B	Fair play male	Male	N9000 X 1	9,000
4A	MVP female team	Female	N9000 X 1	9,000
4B	Fair play female	Female	N9000 X 1	9,000
5A	1 st position (male school) plague	Male	N9000 X 1	9,000
B	2 nd position(male school) plague	Male	N9000 X 1	9,000
C	3 rd position (male school) plague	Male	N9000 X 1	9,000
6A	1 st position (female school) plague	Female	N9000 X 1	9,000
B	2 nd position (female school) plague	Female	N9000 X 1	9,000
C	3 rd position(female school) plague	Female	N9000 X 1	9,000
7A	4 officials @ 5000 X 48 Matches		25,000 x 48	1,200,000
B	Official balls 18 @ 8000		144,000	144,000
C	10,000 for referee refreshment per weekend (5 weeks)		50,000 X 5	250,000
	TOTAL AMOUNT			1,684,000

3. INDOOR GAMES COMPETITION BUDGET

INDOOR GAMES			
S/N		UNIT	TOTAL
	CHESS MALE: 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	CHESS FEMALE: 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	SCRABBLE MALE: 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	SCRABBLE FEMALE: 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	TABLE TENNIS (MALE SINGLE): 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	TABLE TENNIS (FEMALE SINGLE): 1 st gold medal	1 X N900=	900
	2 nd silver medal	1 X N900=	900
	3 rd bronze medal	1 X N900=	900
	TABLE TENNIS (MALE DOUBLES): 1 st gold medal	2 X N900=	1,800
	2 nd silver medal	2 X N900=	1,800
	3 rd bronze medal	2 X N900=	1,800
	TABLE TENNIS (FEMALE DOUBLES): 1 st gold medal	2 X N900=	1,800
	2 nd silver medal	2 X N900=	1,800
	3 rd bronze medal	2 X N900=	1,800
	3 CHESS REFEREE FOR TWO DAYS	6 X 25,000=	150,000
	3 SCRABBLE REFEREES FOR TWO DAYS	6 X 25,000	150,000
	6 TABLE TENNIS REFEREES FOR TWO DAYS	6 X 25,000=	300,000
	REFERESHMENTS FOR REFERESS N10,000 FOR TWO DAYS		20,000
	TOTAL		647,000:00

4. TRACK AND FIELD COMPETITION BUDGET

TRACK & FIELD							
S/N	EVENTS	MALE MEDALS			FEMALE MEDALS		
1	100 Meters	1-G,	1-S,	1-B	1-G,	1-S,	1-B
2	200 Meters	1-G,	1-S,	1-B	1-G,	1-S,	1-B
3	400 Meters	1-G,	1-S,	1-B	1-G,	1-S,	1-B
4	800 Meters	1-G,	1-S,	1-B	1-G,	1-S,	1-B
5	1500 Meters	1-G,	1-S,	1-B	1-G,	1-S,	1-B
6	Javelin	1-G,	1-S,	1-B	1-G,	1-S,	1-B
7	Shut-put	1-G,	1-S,	1-B	1-G,	1-S,	1-B
8	high-jump	1-G,	1-S,	1-B	1-G,	1-S,	1-B
9	long-jump	1-G,	1-S,	1-B	1-G,	1-S,	1-B
10	4x100 meters	4-G,	4-S,	4-B	4-G,	4-S,	4-B
11	4x400 meters	4-G,	4-S,	4-B	4-G,	4-S,	4-B
	TOTAL AMOUNT MEDALS	51 Medal X 900 = 45,900			51 Medal X 900 = 45,900		
12	Male/Female fastest Athletes (2020)	10,000 X 1			10,000 X 1		
13	Overall Best Male/Female School (2020)	Giant Trophy = 75,000			Giant Trophy = 75,000		
14	Renting of venue						
15	Officiating Referees	25 X N15,000=					
					TOTAL		
					1,286,800		

5. COMMUNICATION AND LOGISTICS COMPETITION BUDGET

S/N	ATHLETES FEEDING	UNIT	TOTAL
1	Refreshments 8 basketball Teams @ 20 players X N1,000	160 X 1,000	160,000
2	Refreshments 8 Football Teams @ 20 players X N1,000	160 X 1,000	160,000
3	16 Players For Scrabble Finals @ N 1,000	16 X 1,000	16,000
4	16 Players For Chess Finals @ N 1,000	16 X 1,000	16,000
5	Table Tennis Finals 24 Players @ N 1,000	24X 1,000	24,000
6	4 Scrabble officials Refreshment @ N1,000	4X 1,000`	4,000
7	4 Chess officials Refreshment @ N1,000	4 X 1,000	4,000
8	6 Table Tennis officials Refreshment @ N1,000	6 X 1,000	6,000
9	5 Football officials Refreshment @ N1,000	5 X 1,000	5,000
10	5 basketball officials Refreshment @ N1,000	5 X 1,000	5,000
11	1,920 Track and Field Athletes From 48 Schools @ N1,000	1,920 X 1,000	1,920,000
12	25 Track and Field Officials @ N1,000	25 X 1000	25,000
	TOTAL		2,345,000:00
	VIP Feeding		
1	Ministry of Education 10 people @ N1,000	10 X 1,000	10,000
2	Ministry of Sport 10 people @ N1,000	10 X 1,000	10,000
3	Media 15 People @ N1,000	15 X 1,000	15,000
4	Security 10 People @ N1,000	10 X 1,000	10,000
5	School Heads 48 X 3 @ N1,000	144 X 1,000	144,000
6	General Support Staff 20 @ N1,000	20 X 1,000	20,000
	TOTAL		209,000:00
	MEDIA AND BRANDING		
	SOCIAL MEDIA PLATFORM		1,000,000
1	TV VOTES (5 Weeks review and coverage at finals)		2,000,000=
	RADIO VOTES (5 Weeks review and coverage at finals)		1,000,000=
	PRINT MEDIA (10 Weeks review and coverage at finals)		900,000
	VIDEO COVERAGE		900,000=
	PHOTOGRAPHY		600,000=
\	PEACH PANELS 48 PIECES @ N12,500		600,000=
	20 USHERS @ N15,000		300,000=
	MASCOT		350,000=
1	Certificate of participation – football (432 athletes)	150= X432	68,000
2	Certificate of participation – basketball (288 athletes)	150= X288	34,200
3	Certificate of participation – athletics (1,110)	150=X1,110	166,500
4	Certificate of participation – indoor games (216)	150=X216	32,400
5	Commemorative certificates – (120)	150=X120	18,000
6	Commemorative medals – (120)	700=X60	42,000
7	1,000 T SHIRT WITH BRANDING @ 3000	1000 X 2,500	2,500,000
	1,000 FACECAP WITH BRANDING @ N900	1000 X 900	900,000
	TOTAL		11,511,000:00

6. SUMMARY OF TOTAL COMPETITION BUDGET

S/N	DESCRIPTION	TOTAL
1	Media, Brand And Communication	11,511,100
2	VIP Refreshment	209,000
3	BASKETBALL	1,908,000
4	BASKETBALL AWARD	1,684,000
5	Athletics Refreshment	2,345,000
	TRACK AND FIELD	1,286,800
	FOOTBALL	1,908,000
	FOOTBALL AWARD	6,864,000
	INDOOR GAMES	647,000
	GRAND TOTAL	28,362,900:00

ESCACUP BRANDFACE RATIONALE



Orange – Fresh, Youthful, Creative & Adventurous

Meanings: Blending the warmth of red and the optimism of yellow, orange communicates activity and energy. And of course it's hard not to go past orange as the colour of, well, oranges, and all their vitamin-c by-products, which immediately makes orange feel fresh and healthy. Orange is not for everyone (it was certainly the colour of the decade in the 1970s) and can therefore tap into associations of youthfulness, creativity and adventure.

Tips for use: Because orange is associated with fun and vibrancy is well suited to youthful, energetic brands and best avoided for luxury, traditional or serious brands.

Blue – Communicative, Trustworthy, Calming & Depressed

Meanings: Blue is the most universally preferred colour, perhaps for its very versatile qualities. It is a favourite colour for companies that wish to convey reliability, trustworthiness and communication (I'm looking at you Facebook, Twitter and Samsung) and for expressing the authority and officialdom of organizations (oh, hey there Constable). It is also appreciated for its calming and harmonious qualities being associated with the sea and sky. However, being associated with the emotional feeling of being 'blue' it is also used to express sadness or depression.

Tips for use: Blue runs the gamut from corporate and dependable, to calming and tranquil, to feeling down in the dumps. So just like green, choose your shade wisely. Or even avoid it altogether if it's a popular colour in your market segment.

SUPPORTING PARTNERS



Shokoya-Olayinka B.O.

MD/CEO Elite School Cup Association (ESCACUP)

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