



# **LUWSI RUN SPONSORSHIP PROPOSAL**

**For Water Security in  
Zambia**

“Run for Water, Walk for life:  
Securing Zambia’s future ”

**Run for water,  
walk for life:  
Securing  
Zambia's future.”**



## INTRODUCTION

Zambia is severely water insecure and extremely vulnerable to the impacts of climate change hence, securing our water for the future is what the Lusaka Water Security Initiative (LuWSI) is set out to achieve. In rural areas, about 32% of households lack basic water services, with the poorest quintile facing a staggering 60% deficit in access. When it comes to sanitation and hygiene, approximately 64% of households do not have basic sanitation, and 82% lack essential hygiene facilities.

In urban areas, the Lusaka Water Supply and Sanitation Company (LWSC) produces around 330 million liters of water daily, while the demand stands at approximately 480 million liters. This deficit results in an inconsistent water supply, further strained by hydroelectric power generation. Additionally, decreased water levels in Lake Kariba have led to an 80% reduction in power generation capacity, resulting in widespread blackouts and adversely impacting water supply services in both rural and urban areas.

Water security is a critical global issue that affects millions of people. However, in an effort to raise awareness and support initiatives addressing water security challenges, this concept serves as a guide to organizing a fundraising marathon for water security in Zambia. This event aims to bring together communities, organizations, and individuals passionate about making a positive impact on sustainable access and protection of water resources for all.

# EVENT OBJECTIVES

## MAIN OBJECTIVE

To raise and galvanize support from communities, NGOs, the private sector, and the government to ensure Zambia's water-secure future.

## SPECIFIC OBJECTIVES

Advocate for increased  
budgetary allocation

Maximize social impact

Raise awareness and funds

Showcase best practices in  
the water and environment  
sectors





# BENEFITS FOR SPONSORS

03

Generally, all sponsors will have the following benefits:

- Ø Inclusion of company logo and profile on the LuWSI social media platform e.g., website, Facebook, etc.
- Ø Recognition in event press releases and media coverage before and after the event
- Ø Mention in event-related communications, social media campaigns, newsletters, etc.
- Ø An opportunity to brand promotional materials, which includes items of the race pack i.e., caps, water bottles etc.

1

**Networking opportunities with other sponsors or event participants.**

2

**Enhance the company's image as a supporter of water security initiatives in Zambia.**





# SPONSORSHIP PACKAGES OFFERED

## 1. PLATINUM SPONSOR

*Contribution: K100,000+*

**Benefits:**

- Exclusive title sponsorship
- Prominent logo placement on all promotional materials
- Opportunity for a company executive to deliver a speech during the event.
- Acknowledgement during opening and closing ceremonies.
- 10 free tickets with race packs
- Dedicated booth

## 3. SILVER SPONSOR

*Contribution: K30,000 - K40,000+*

**Benefits:**

- Logo displayed on event materials
- 3 free tickets to the event.
- Quarter-page advertisement in the event program booklet.

## 2. GOLD SPONSOR

*Contribution: K50,000 - K60,000+*

**Benefits:**

- Logo placement on promotional materials
- Acknowledgment during opening and closing ceremonies.
- Social media features leading to the event
- 5 free tickets with full race packs.
- Dedicated booth

## 4. BRONZE SPONSOR

*Contribution: K10,000 - K20,000+*

**Benefits:**

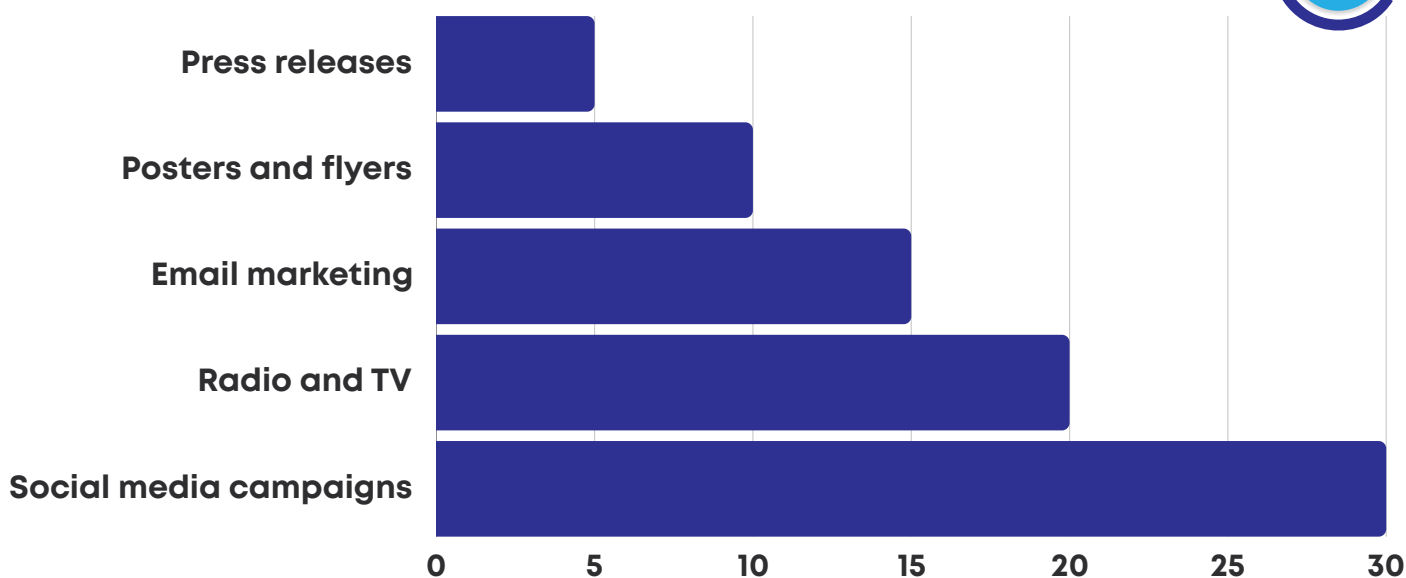
- Logo included on the event website and sponsor appreciation wall.
- 2 free tickets to the event.

## GROUPS FEES

Description	Fee
Group of 10	K3,500
Group of 7	K2,500
Group of 5	K1,700
Executive participants	K1,000
Individual participation	K400
Water & Climate Champion	K1,200
Individual Sponsors	K5,000 - K10,000



# EVENT PROMOTION PLAN



# EVENT SCHEDULE

The event seeks collaboration with the private sector, public sector, NGOs in the water and environment sectors, financial institutions, higher learning institutions, clubs, athletes and the general public to enhance the event's impact and reach.



**7<sup>TH</sup> JUNE, 2025**



**5:00 AM – 10:00 AM**



**EAST PARK MALL**





## BUDGET ESTIMATES

Description	Amount
Venue	K1,000
Branding of event	K150,000
Race packs	K300,000
Refreshments	K50,000
P.A. System	K30,000
Other costs	K50,000
<b>Total</b>	<b>K581,000</b>

## 2024 EVENT HIGHLIGHTS





# THANK YOU

The “2025 Run and Walk for Water Security” marathon provides an opportunity for individuals, communities, NGOs, private sector, and government institutions to come together to rally behind a water secure future for Zambia and the protection of its resources. It is also an opportunity to raise LuWSI’s profile to the wider network beyond the water and environment sectors. By participating or supporting the event, all stakeholders can play a role in creating a sustainable impact through the power of voices and collective action.



**0975 007122**



**luwsisecretariat@gmail.com**



**www.luws.org**





