

# ADAMU YOLA

## GOMBE SOUTH UNITY CUP

### *SPONSORSHIP PACKAGE*

Promoting Peace and Developing Talents



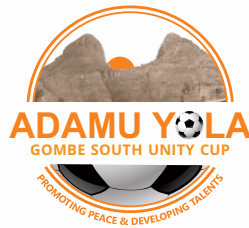
## Vision Statement

To create a world where youths have the opportunities to unite towards developing talents and sustaining peace.

## Mission Statement

To establish a collaborative approach for value creation for all sourcing to Impacting Lives, Promoting Peace, Developing Talents and Building Self Reliant Communities, resulting in responsible stewardship locally and internationally through football innovative interventions, streamlining of business processes while maintaining the tournament compliance with sustainability.





Abubakar Habu Hashidu Housing Estate No. A147/148 Kaltungo Street, Bauchi Road Gombe.  
hello@adamuyolacup.com | www.adamuyolacup.com | **FB,TW,IG,YT,TK,SC:** @adamuyolacup

**CHAIRMAN: Promise Uwaeme** - +234 806 908 7244 | **SECRETARY: Abdullahi Isah Awake** - +234 806 456 5218

15th September, 2022

Dear Partner / Sponsor,

On behalf of Adamu Yola Ture Foundation and the Local Organizing Committee of the 7th Adamu Yola Gombe South Unity Cup, we would like to extend an invitation to you and your organization to become a Sponsor/Partner of our annual football tournament.

The competition which is aimed at fostering Peace and Unity among the teeming populace of Billiri, Balanga, Kaltungo and Shomgom Local Government Areas is to Discover, Develop and Promote talents as the largest football tournament in North East Nigeria and holds the record of the most transparent and organised football competition in the geo-political zone.

This year's event is designed to incorporate the zonal stakeholders and Traditional Institutions in building and promoting peace and unity through the Peace Advocacy Campaign designed to hold in each of the four LGAs. It's our belief that the Traditional Institution is a vital tool to promoting peace and unity among our people.

Our mission as a non-profit organization, whose driving force is to provide low and no cost athletic opportunity to the youth of Gombe South, is to get them active, united and dedicated to their full potentials, by establishing a collaborative approach for value creation to all sourcing through Impacting Lives, Promoting Peace, Developing Talents and Building Self Reliant Communities, resulting in responsible stewardship locally and internationally through football innovative interventions, streamlining of business processes while maintaining the tournament compliance with sustainability. For our event to attain its goals, it needs to count on the support of our communities, the participants, and in no less measure, the support of our generous sponsors.

For further information regarding sponsorship/partnership opportunities, please contact us at (+234)806 908 7244 or [promise.uwaeme@adamuyolacup.com](mailto:promise.uwaeme@adamuyolacup.com).

Respectfully Yours,

**Promise Uwaeme**  
Chairman, LOC

# WHO WE ARE

Adamu Yola Ture Foundation (AYTF) is a dully registered non-profit generating organization in Nigeria. Our objective is to improve the living standard of people in Gombe south senatorial district of Gombe state, Northeast Nigeria the state and hopefully the nation at large .by identifying and nurturing young people with talent in sporting activities.

Since its establishment, Adamu Yola Foundation has conducted and supported several sporting activities within the region in talent search and capacity building among the youth.

The area of intervention for this project is in Gombe south Senatorial district. We request your support for the sustainability of this tournament for the youth of Gombe South.

Our vision is **to create a world where youths have the opportunities to unite towards developing talents and sustaining peace.**

The tournament offers a lot of opportunities; training and professional sports trainings alongside other short term basic courses to Referees and Coaches, entrepreneurship skills and community development programs.

Our Mission is **to establish a collaborative approach for value creation for all sourcing to Impacting Lives, Promoting Peace, Developing Talents and Building Self Reliant Communities, resulting in responsible stewardship locally and internationally through football innovative interventions, streamlining of business processes while maintaining the tournament compliance with sustainability.**

Our Motto: **"Promoting Peace and Developing Talents"**





# OUR VALUES

## **Stewardship**

As a steward of the resources entrusted to our care, we achieve Best Value for Money (BVM) in procuring goods & services, according to mandates given to us by our partners and sponsors. we do so with fairness, integrity, and transparency.

## **Integrity**

Our personal and organizational standard are based on integrity. Our operation is open and in honesty we deal and communicate with our stakeholders. We treat people with respect and speak the truth in love to one another, to promote the peace we spread.

## **People**

We value people therefore placing them at the centre of our work. We treat people with respect and dignity, irrespective of ethnicity, gender, religion or age. We encourage people to live normal and peaceful, develop their potential, and provide hope for the future.

## **Independence**

We encourage individuals to think for themselves, to participate in the life of the community and be responsible for their actions.

## **Inclusiveness**

Inclusiveness and diversity through engaging local and international suppliers, and utilizing diverse and inclusive suppliers where possible; Integrity and transparency through ethical behaviour, with stated practices and policies, and communication of our goals and results

## **Effectiveness**

Effective stewardship through ongoing financial goal setting to deliver value, emphasizing vendors promoting sustainable products and operating in a manner which supports attainment of the organization's and tournament financial objectives.

# A

damu Yola Gombe South Unity Cup, in its 7th year of existence - a Premier rated tournament, is now poised to accept a much larger undertaking as the tournament grows in size and composition.

A brainchild of t Pastor Yakubu Adamu Yola, lover of youths and committed to their empowerment, sports/football enthusiasm and fan. This year's event promises to once again take the generic concept prevalent in most tournaments and create an altogether new, dynamic and exciting experience for players, communities and spectators alike. Among the elements to be introduced into this edition, is the Peace Advocacy Campaign, in all the four Local Government Areas of Gombe South. We are confidence that this advocacy will take our Peace and Unity campaign to more people in the rural villages through the traditional councils.

As originally organised, the Adamu Yola Gombe South Unity Cup will continue to focus on building platforms that will not only create the opportunities for our youths to showcase their talents but also where they will be discovered, developed and promoted.

We are proud to announce that the Local Organising Committee open and committed to collaborations and partnerships that will help in actualising these goals and providing the optimal administration of this growing tournament. With years of experience in establishing and operating top level events in

football ad sports in general, Adamu Yola Gombe South Unity Cup is led by a solid group of experienced professionals. With this quality team, we anticipate bringing the entirety of our experiences, professionalism, and quality in order to establish and secure this already renowned event among the finest in youth football.

It is our sincerest propose, to continue developing into more than simply another youth football tournament. We greatly aspire to become a genuine celebration for our youths, an undeniable testament to utmost sportsmanship and fair play, a messenger of the love of our beautiful sport and a conduit for the unification of people from all communities!



# INTRODUCTION



# IN NUMBERS

4

NUMBER OF  
LGAS

342

PARTICIPANTS  
(TEAMS)

7866

PARTICIPANTS  
(PLAYERS)

1ST

LARGEST FOOTBALL  
TOURNAMENT IN  
NORTH EAST

5000+

SPECTATORS  
(LAST FINAL)

300+

COMMUNITIES

8+

ACTIVE  
PARTNERS





# WHY SUPPORT THE

## ADAMU YOLA GOMBE SOUTH UNITY CUP

- Sponsoring Adamu Yola Gombe South Unity Cup will help create loyalty towards your brand.
- Sponsoring Adamu Yola Gombe South Unity Cup will increase your brand awareness.
- Sponsoring Adamu Yola Gombe South Unity Cup will provide unique opportunities for businesses and help them develop in ways that general advertising doesn't. For example, it will allow the sponsor to show off their capabilities in a way, audiences may otherwise not get to see.
- Consumers are generally aware that official sponsors contribute to the tournament they love, and research shows that football fans have a more positive perception of event sponsors.
- Sponsoring Adamu Yola Gombe South Unity Cup will help to grow community support and a positive perception for the business.
- Access for your brand to target your market.
- It's Fun to actively support your local team.
- These benefits for businesses can continue well after sponsorship.



# SPONSORSHIP CATEGORIES

## OFFICIAL BRANDED BALLS

*(Each of the registered Teams to get at least 2 Official Balls)*

### **Benefits:**

- Logo on the Official ball of the tournament.
- Name will be used in signages.
- Name will be used on printed promotional material during the tournament.
- Logo on tournament website.
- Logo on tournament banners.
- Logo appearance on Livestreaming.
- Social Media mention.
- Media recognition.
- 2 Pitch Side advert during the Final Round of the tournament.
- Recognition during the Advocacy Campaign, Draws, Opening and Closing Ceremonies.
- 1 full page advert on 2 editions of AYC Digest.
- Sponsor may set up its own booth at the venue for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel.
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

**N4,500,000**

## PEACE ADVOCACY CAMPAIGN

### **Benefits:**

- Name inclusion on the Campaign Title.
- Name will be used in signages.
- Name will be used on printed promotional material during the Advocacy Campaign.
- Logo on tournament website.
- Logo on tournament banners.
- Logo appearance on Livestreaming.
- Social Media mention.
- Media recognition.
- 2 Pitch Side advert during the Final Round of the tournament.
- Recognition during the Advocacy Campaign, Draws, Opening and Closing Ceremonies.
- 1 full page advert on 2 editions of AYC Digest.
- Sponsor may set up its own booth at the venue for distribution of promotional materials. Size and location subject to Tournament approval sponsor to provide booth personnel.

*Full Campaign -*  
**N4,000,000**

*Each of the LGAs -*  
**N1,250,000**



# SPONSORSHIP

## SPONSORSHIP CATEGORIES

### POST TOURNAMENT CAMPING

#### Benefits:

- Logo/Name on Training & Matchday jerseys.
- Name will be used on printed promotional material during the tournament.
- Logo on tournament website.
- Logo on tournament banners.
- Logo appearance on Livestreaming.
- Social Media mention.
- Media recognition.
- 2 Pitch Side advert during the Final Round of the tournament
- Recognition during the Draws, Opening and Closing Ceremonies.
- 1 full page advert on 2 editions of AYC Digest.
- Sponsor may set up its own booth at the venue for distribution of promotional materials. *Size and location subject to Tournament approval; sponsor to provide booth personnel.*
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

**N3,000,000**

### BRANDED JERSEYS FOR TEAMS

#### Benefits:

- Logo/Name on the jerseys.
- Name will be used in signages.
- Name will be used on printed promotional material during the tournament.
- Logo on tournament website.
- Logo on tournament banners.
- Logo appearance on Livestreaming.
- Social Media mention.
- Media recognition.
- 2 Pitch Side advert during the Final Round of the tournament (Optional).
- Recognition during the Draws, Opening and Closing Ceremonies.
- 1 full page advert on 2 editions of AYC Digest. (Optional)
- Sponsor may set up its own booth at the venue for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel. (Optional)
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

Round of 16 Teams - **N3,000,000**  
Quarter Final Teams - **N1,650,000**  
Semi Final Teams - **N875,000**  
Final Teams - **N500,000**



# SPONSORSHIP CATEGORIES

## TOURNAMENT INDIVIDUAL AWARDS

### Benefits:

- Naming Right of the MOTM Award.
- Name/Logo on the Award.
- Logo on tournament website.
- Logo on tournament banners.
- Social Media mention.
- Media recognition.
- 1 Pitch Side advert during the Final Round of the tournament.
- Recognition during the Draws, Opening and Closing Ceremonies.
- Half page advert on 2 editions of AYC Digest.
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

**N500,000**

## MAN OF THE MATCH AWARD

### Benefits:

- Naming Right of the MOTM Award.
- Name/Logo on the Award.
- Logo on tournament website.
- Logo on tournament banners.
- Social Media mention.
- Media recognition.
- 1 Pitch Side advert during the Final Round of the tournament.
- Recognition during the Draws, Opening and Closing Ceremonies.
- Half page advert on 2 editions of AYC Digest.
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

**N500,000**

## PREDICT AND WIN SEGMENT

### Benefits:

- Naming Right of the Segment.
- Logo on tournament website.
- Social Media mention.
- Media recognition.
- Recognition during the Draws, Opening and Closing Ceremonies.
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.

**N250,000**



ADAMUYOLA

[www.adamuyolacup.com](http://www.adamuyolacup.com)

GOMBE SOUTH UNITY CUP

PROMOTING PEACE & DEVELOPING TALENTS

