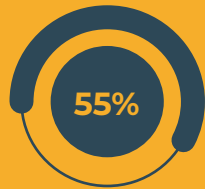


THAAKAT FOUNDATION

ANNUAL TOURNAMENT SPONSORSHIP PACKAGES



Every year, how we do at this event determines not only how we close our year, but sets the stage for the following year.



SPONSORS



PLAYER
REGISTRATION

WHERE DOES
FUNDING DURING
THE TOURNAMENT
COME FROM?



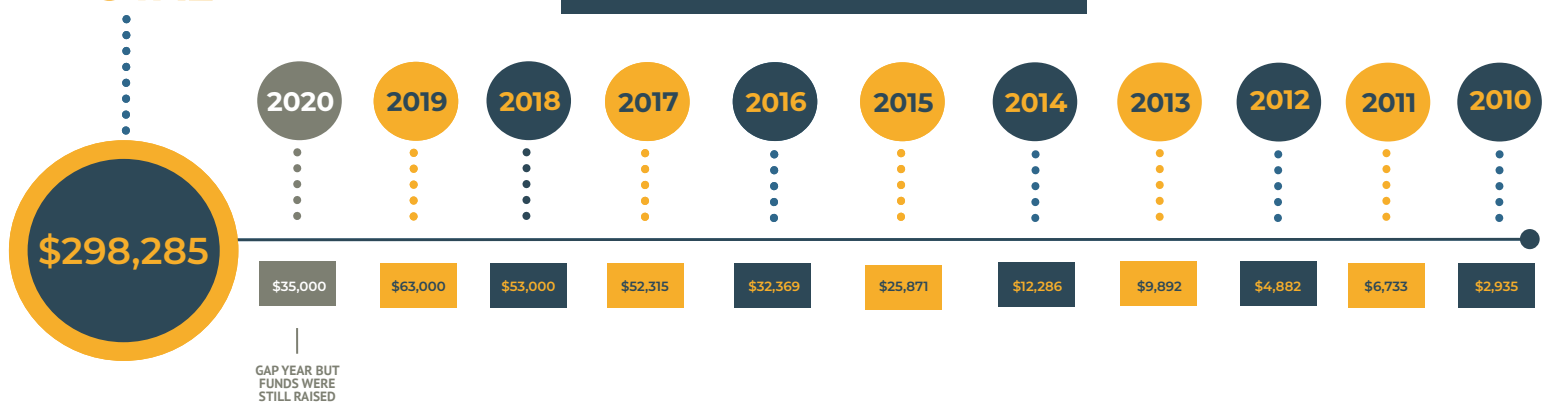
RAFFLES AND
AUCTION



FOOD SALES

TOTAL

AMOUNT RAISED BY YEAR



HOW HAVE FUNDS HELPED?

Imagine living in an area with no electricity, clean water or bathrooms. There are no roads to the main city and these villagers are hours from the nearest grocery store or hotel. You are helping to change the story for all of these people by providing them with the infrastructure and resources they need to survive.

This event brings in approximately **50%** of the funds required in order to sustain our work in education and healthcare in Africa.

WHERE EXACTLY HAVE FUNDS GONE?



HEALTHCARE WITHOUT BORDERS

► SIERRA LEONE
Pujehun District

- CONSTRUCTION OF A MOTHER AND BABY ROOM
- ACUTE MALNUTRITION PROGRAM
- HIV TESTING PROGRAM
- BUILT PUBLIC TOILETS
- SUPPLIES AND MEDICATIONS
- MALARIA SPRAYING AND EDUCATION PROGRAMS
- SOLAR POWER AT THE FACILITY
- COMPLETED TWO MATERNAL AND GENERAL HEALTH CAMPUSES SINCE 2014

HELPED US TO TREAT OVER
18,000 PATIENTS



KONADU BASIC SCHOOL

► GHANA
Tanoboase, Techiman District

- CONSTRUCTION OF ADDITIONAL CLASSROOMS
- PUBLIC BATHROOMS
- CONTINUING EDUCATION PROGRAM FOR TEACHERS
- SCHOOL BUS PURCHASE
- LAUNCH MUSHROOM FARM
- BENEFITS AND INCREASE IN TEACHER SALARIES
- WATER WELL INSTALLATION
- PAID FOR ADDITIONAL STAFF SUCH AS A PRINCIPAL AND FARM MANAGER

Sponsorship support of our organization is designed to provide benefit to both the beneficiaries of the organization's work as well as the sponsoring company itself. Through your sponsorship, not only will you be helping us arrange this event but you will be helping us advance our charitable work at our project sites in Ghana, Sierra Leone and Pakistan. **100% of our donations go directly to our projects in need.**

BENEFITS OF SPONSORING

- Help the sponsoring company reach a new customer base via partnership marketing.
- Evoke feeling of good will and community focus to the sponsor's current customer by involvement in charity.
- Provide tax exemption benefit to the sponsoring company (Thaakat Foundation is a 501c3 non -profit as recognized by the federal government).
- Help us as an organization grow and reach a larger base of those in need.
- Be recognized as official sponsors and be a part of all of our social media outreach, advertisements and on site event promotions.

I am interested in becoming a sponsor, what's the next step?

- ▶ Select a sponsorship level from the chart below.
- ▶ Contact a Thaakat board member who will be happy to assist you or email: info@thaakat.org.

SPONSORSHIP LEVEL AMOUNT	PLATINUM (\$3,000 and above)	GOLD (\$1,000-\$2,999)	SILVER (\$750-\$999)	BRONZE (\$500-\$749)	GENERAL (\$250-\$499)
Exclusive sponsorship of awards ceremony and trophees Company name to be engraved on trophees	✓				
Company banner or booth displayed at event (sponsor provides needed material)	✓	✓			
Individual company highlights on social media	✓	✓			
Optional one-page flyers to distribute at event (sponsor provides flyer)	✓	✓			
Company logo printed on back of all player jerseys	✓	✓	✓		
Company name present on all event flyers and marketing materials circulated online and in print	✓	✓	✓	✓	
Recognition of support/advertisement on our website & e-blast (reaches 3000+ hits a month)	✓	✓	✓	✓	✓
Sponsor recognition by emcee several times over the course of our 2 day event	✓	✓	✓	✓	✓
Company name listed in Thaakat Foundation Annual Report	✓	✓	✓	✓	✓
Company mentioned across all social media channels*	✓	✓	✓	✓	✓

*Company will be recognized in social media stories and posts but may be grouped with other sponsors. Exclusive posts are a part of the Platinum and Gold packages.

A LA CART OPTIONS

*FOR PLATINUM AND GOLD PACKAGES

Social Media Custom Options

We can work with you on a custom social media marketing plan to most effectively promote your business to our audience. The different types of content we can create together include:

- Targeted paid posts on our channels
- Instagram, Facebook, and Snapchat stories
- Tailored videos promoting your business shared on our channels
- Blog posts

On Site Custom Options

- Sponsor Free Throw Contest
- Sponsor phone charging station
- Sponsor free water and gatorade station for volunteers and scorekeepers
- Sponsor basketballs or small giveaways to audience members
- Work with the Thaakat Foundation to sponsor a promotional discount or voucher for all attendees

SOCIAL MEDIA STATISTICS



FACEBOOK

FOLLOWERS: 4,390

WEEKLY ORGANIC REACH: 2420+

The number of times any content from Page or about Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with the Page and more.

POST REACH: 345+



INSTAGRAM

FOLLOWERS: 1,740

WEEKLY IMPRESSIONS: 2,655+

Total number of times posts were seen.

WEEKLY PROFILE VISITS: 85+

STORY VIEWS: 200-350



TWITTER

FOLLOWERS: 772

WEEKLY TWEET IMPRESSIONS: 845

Number of times users saw the tweet on Twitter.

MONTHLY PROFILE VISITS: 95-110



THAAKAT WEBSITE

AVERAGE WEEKLY VIEWS: 120-190

*Please note the above-mentioned statistics are just averages. Data will be different for paid advertisements and promotions. Data will also differ from week-to-week depending on the amount of times content is published and shared.

Learn more about the projects and communities your support will impact by visiting www.thaakat.org.