



 **THAAKAT FOUNDATION**  
ANNUAL TOURNAMENT SPONSORSHIP PACKAGES





# OUR GLOBAL PROJECTS

Southern Asia and sub-Saharan Africa are expected to see the largest increases in extreme poverty, with an additional 32 million and 26 million people, respectively, living below the international poverty line. It's why we have focused our efforts here.



## KONADU BASIC SCHOOL

Techiman District, Tanobaose  
Ghana



## DREAMS FOR KACHRA KUNDI

Jam Chakro Village, Karachi  
Pakistan



## HEALTHCARE WITHOUT BORDERS

Pujehun District  
Sierra Leone

### PROVIDING EDUCATION IN RURAL TANOBOASE



In Tano Boase, Ghana people come to farm in the community so that they may support their families. Their children usually do not go to school. Clement "Righteous" Boamah watched this happen, and he had a dream to build a free school that serves children left out of the existing Ghana educational system.

**Thaakat Foundation has been the sole financial sponsor of this school since 2013. Our goal is to continue to provide a safe learning environment with education for these children.**

In 2019, Thaakat began construction on a two-story school building to replace the tire and mud structure that exists today. This state of the art facility will be the first of its kind in the region.

### PROVIDING EDUCATION TO OVER 1,400 STUDENTS ACROSS FIVE CAMPUSES

Since 2012 we have worked with Idara Al Khair to provide an education to the most vulnerable children in the country of Pakistan. We've built campuses in Karachi, Pakistan's largest landfill. Here many parents and children have struggled with the effects of generational poverty.

**More than 40% of primary to secondary school enrollees are female, 70% of college enrollees are female and the excitement for education has become popular within these communities.**

Our schools are powered with computer labs, clean water, playgrounds, STEM programs, sports fields and libraries. We want to ensure our facilities are not just the best in Pakistan, but in the world!



### TRANSFORMING COMMUNITIES



Pujehun is the southernmost and most rural district in the country. Many public facilities were destroyed during the 11 year long civil war, leaving Sierra Leone with one of the highest maternal and child mortality rates in the world.

Since 2014 to date, we have constructed three Maternal and Child Health Campuses, one primary school fully fitted with a playground and another school nearing completion. Each facility is equipped with solar lights, fans, clean water wells, furniture, a complete wash facility and everything else needed to make the structures functional and serve their desired purpose in line with global best standards.

**We are hoping to transform the district through safe, accessible and innovative health and educational facilities, one community at a time.**



# ANNUAL TOURNAMENT SPONSORSHIP PACKAGES

Sponsorship support of our organization, Thaakat Foundation, 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

- **Prominent Brand Exposure:** Your company will be prominently displayed on event materials, including our website
- **Community Engagement:** Showcase your commitment to social social responsibility by aligning with a respected community-focused event
- **Event Coverage:** Gain exposure through pre and post-event social media coverage, highlighting the impact of your support
- **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.**

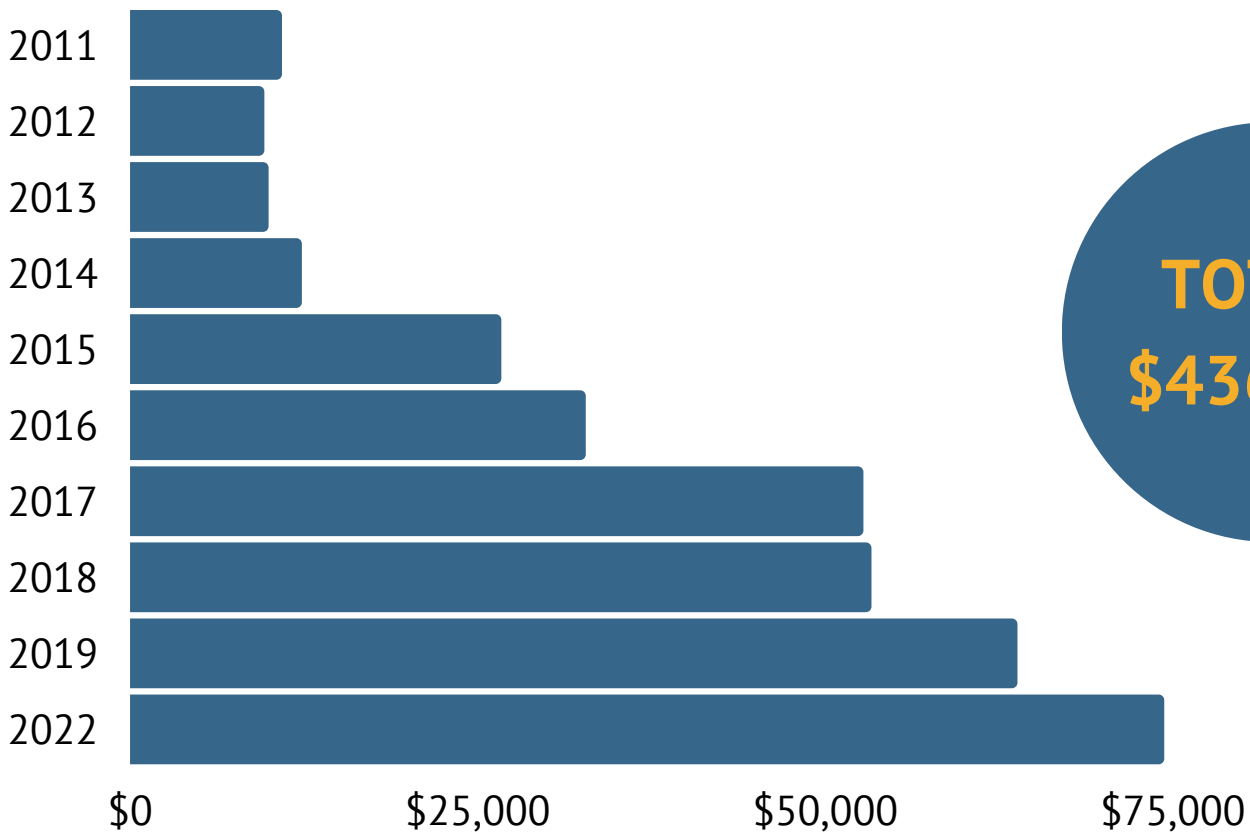
## I am interested in becoming a sponsor, what’s the next step?

- ▶ 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](mailto:info@thaakat.org).

Learn more about the projects and communities your support will impact by visiting [www.thaakat.org](http://www.thaakat.org).

SPONSORSHIP LEVEL AMOUNT	PLATINUM (\$5,000 and above)	GOLD (\$2,501-\$4,999)	SILVER (\$1,000-\$2500)	BRONZE (\$500-\$999)
Exclusive sponsorship of awards ceremony and trophies. Company logo on front shoulder of all team jerseys	✓			
Company name to be engraved on trophies	✓	✓		
Company banner or booth displayed at event (sponsor provides needed material)	✓	✓		
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	✓	✓	✓	✓
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	✓	✓	✓	✓

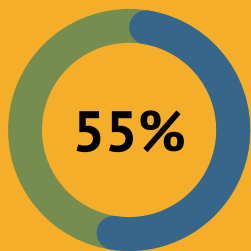
# AMOUNT RAISED BY YEAR



**TOTAL:**  
**\$436,396**

*\*2020 AND 2021 WERE GAP YEARS BUT FUNDS WERE STILL RAISED*

**Every year, this event sets the stage for the following year.**

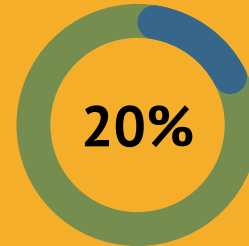


**SPONSORS**

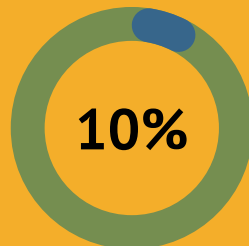


**PLAYER  
REGISTRATION**

**WHERE DOES FUNDING  
DURING THE  
TOURNAMENT COME  
FROM?**



**RAFFLE &  
AUCTIONS**



**FOOD  
SALES**

## WHERE EXACTLY HAVE FUNDS GONE?

**FUNDS POWER OUR EDUCATIONAL & HEALTHCARE WORK IN WEST AFRICA**

**To date, we have applied tournament funding to the following:**

- HELPED TREAT OVER 18,000 PATIENTS
- BUILT PUBLIC BATHROOMS
- ACUTE MALNUTRITION PROGRAMS
- SOLAR POWER
- MALARIA PREVENTION PROGRAMS



- CONSTRUCTION OF CLASSROOMS
- WATER WELL INSTALLATION
- SCHOOL BUS PURCHASE
- HIV TESTING PROGRAM
- PAID FOR ADDITIONAL STAFF

# THAAKAT FOUNDATION'S SOCIAL MEDIA REACH

## FACEBOOK

**FOLLOWERS: 4,200+**  
**WEEKLY ORGANIC REACH: 2K+**  
**POST REACH: 1.5K+**



## INSTAGRAM

**FOLLOWERS: 2,300+**  
**WEEKLY IMPRESSION: 9K+**  
**STORY VIEWS: 1.2K+**



## TIKTOK

**AVG LIKES PER POST: 100+**  
**TOTAL LIKES RECEIVED: 1K+**



## WEBSITE

**WWW.THAAKAT.ORG**  
**AVG WEEKLY VIEWS:**  
**700+**

