



KIBERA BLACK STARS

WHO WE ARE

A SPORT SUCCESS

The best football team in KIBERA
3 promotions in 3 years

The only club there playing in NSL

The most popular team in the slum
Kibera = 300,000 people
More than 10,000 regular fans



A local initiative

Gathering Kenyan and French stake holders

A community based club located in the famous slum of Kibera involving :

- ✓ Kenyan and French **companies**
- ✓ Kenyan and French **Institutions**
- ✓ 10 volunteers from **Lycée français**



A large visibility

- ✓ League matches broadcasted live on TV

15 home games on Bamba TV

- ✓ Great exposure on local and international press :



TV, radio, papers, internet

Many documentaries on local press

- ✓ A good Social media following base

More than 10,000 followers on Facebook / Twitter / Instagram / LinkedIn

- ✓ A customised bus !



CITIZEN TV = the most popular channel in Kenya (28% audience)



Our new goals : a sustainable financial stability in the long run

A need for more partners to guarantee :

- ✓ **A financial stability** to cover our **further ambitions**
- ✓ Better welfare for our team members → **Retention of players**

In a nutshell, **sustain in the NSL** and target the **KENYAN PREMIER LEAGUE**
The top of football in Kenya!



4 MAJOR SPONSORS REQUIRED :

- 2 already guaranteed**
- 1 under negotiation**
- 1 EMPTY SEAT AVAILABLE !**



Different ways to support this success story and this great human adventure !!

Associate your brand

with the senior team and be proud to take a Kibera team to Premiere League



Help our youth teams

Girls and boys aged 7 to 17
The future stars of Kibera !



Support development programs

Around Social, Education and Health



A WIN - WIN PARTNERSHIP

What KBS can offer :

1. Communication

2. Marketing

3. CSR

A large VISIBILITY

Human resources



- ✓ Press + digital media
- ✓ Core values around sports
- ✓ Control of fans + good use of the funds
- ✓ Jerseys and banners during matches
- ✓ audience.

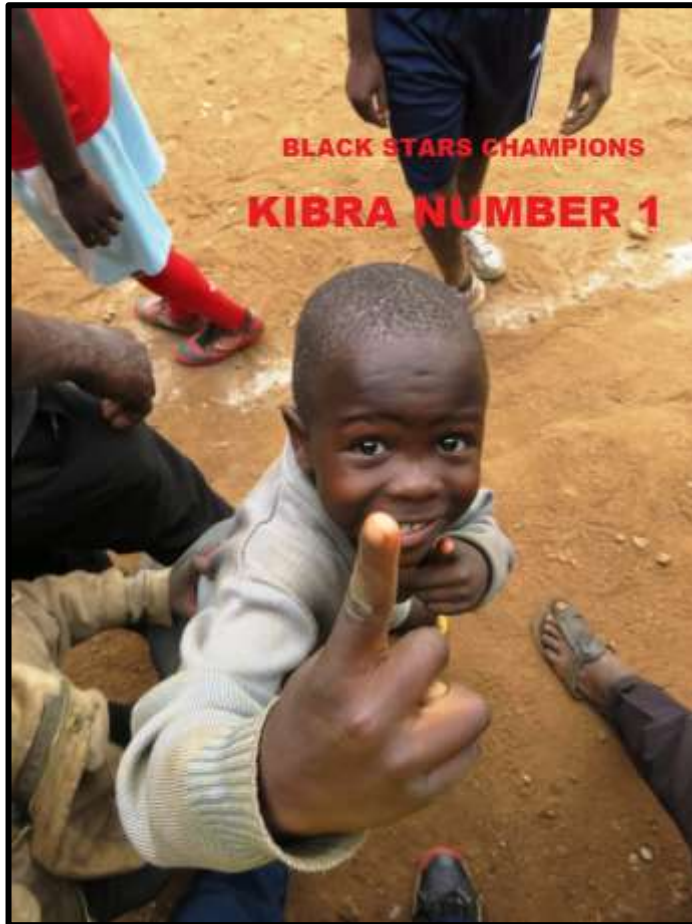
- ✓ 30 players and 10 staff who can be deployed
- ✓ Brand ambassadors + sales forces
- ✓ Suppliers of products in the slum
- ✓ Marketing activations



Big events in Kibera = more than 10 000 fans !!!



Corporate Social Responsibility



More than just a football team

Social

- ✓ Integration, jumping pad
- ✓ Multipurpose hall
- ✓ Job opportunities

Education

- ✓ Courses
- ✓ Professional training

→ **Future sports academy**



The Slum Soka

Our youth team



- **A reservoir of talents**
- **A better today**
- **A brighter tomorrow**

**The
FUTURE
STARS OF KIBERA !!!**



KIBERA BLACK STARS / SLUM SOKA

Sports can
change

Many lives in
Kibera



Let's win together!

Let's shine together!



ASANTE / THANK YOU /MERCII