



A winning team

A model for youth

The pride of a community

## **A WIN - WIN PARTNERSHIP**

**Communication - Marketing - C.S.R**



# How can you support us?

They are different levels and many ways to partner with the club

## **YOU CAN BE A MAIN SPONSOR**

Your name / your message will always be associated with the team  
On the jerseys / many banners around the field during TV matches  
But also outside the field, on a long-term partnership

**From 3 million Kenyan shillings**

## **YOU CAN BE A MAJOR PARTNER**

Your name will be on the jersey sleeves during TV matches  
+ on other sport kits / banners around the field

**From 1 million Kenyan shillings**

## **YOU CAN BE A BIG PARTNER**

Your name on smaller sport kits + fewer banners around the field

**From 500,000 Kenyan shillings**

## **YOU CAN BE AN ASSOCIATED PARTNER**

Your name on the sponsors wall during matches and events

**From 50,000 Kenyan shillings**

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## **OTHER WAYS TO SUPPORT THE TEAM**

You can make punctual donations of money or sport kits  
You can help our youth teams with smaller amounts  
You can provide a customized bus and advertise countrywide  
You can support a specific project (social, health, education)  
You can increase job opportunities to our players / staff  
by providing professional trainings

## **COMMUNICATION**

We can also organize special events in Kibera for your company  
to communicate (marketing & social / health / education campaigns)  
It can be around sport activities or spreading messages in the slum  
You are sure to touch a lot of people in Kibera  
You can also get a large visibility through the media which follow us

## **POPULARITY**

The only team of Kibera to play at the National level

## **DIVERSITY**

The club is proud to include members from various cultures

## **IN BECOMING PRO**

Performance, ambition, unity, discipline and innovation

## **NATURING TALENTS**

Promoting the emergence of youth is one of our main objectives

## **MORE THAN JUST A TEAM**

The heart of an amazing sport, health, social and educational project

## **A CLUB LIKE NO OTHER**

Community base, transparency over finances, fair play, control over fans



## **KIBERA BLACK STARS**

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**3 PROMOTIONS IN 3 YEARS - A RECORD NEVER SEEN BEFORE!!!**  
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KBS has become the best team in Kibera  
We achieved again a lot in 2020 by finishing in top 8 in League 2  
A new goal is set: the Premier League - Yes we can!



# PROMOTING SOCIAL INTEGRATION AND LEADERSHIP

## **DRIVE**

Initiate development projects in the community

## **STRENGTHEN**

Strong unity and solidarity amongst the youngsters of the slum

## **FIGHT**

Against bad influences, lack of hope, violence, crime, alcohol, drug abuse.

## **WORK**

With local associations to develop health and educational programs

## **ENGAGE**

Youth to income generating projects and various jobs opportunities

## **ATTRACT**

Funding through members, fans, well-wishers and donors

## **DISCOVER**

Emerging talents in the football industry



**Our youth teams in the Slum Soka academy**

**They are the future bright stars of Kibera!**

## **BUILDING A STRONG PARTNERSHIP**

In order to excel in sports, develop, social, health, education-centered plans,  
KBS / Slum Soka need your help

### **BECOME**

a sponsor of young talented teams with a lot of ambitions

### **BENEFIT**

from the good image of our popular teams in Kibera  
from the human resources of the club to market your brand in the area

### **BE ASSOCIATED WITH**

a sporting and social success story in a slum

### **JOIN IN**

our partners: Rubis Energy, Razel-Bec, Allianz, AFD  
French Embassy, Alliance Française, CPF, LFDD

### **SHARE**

our core values: responsibility, equity, respect, ethics and solidarity

### **SUPPORT**

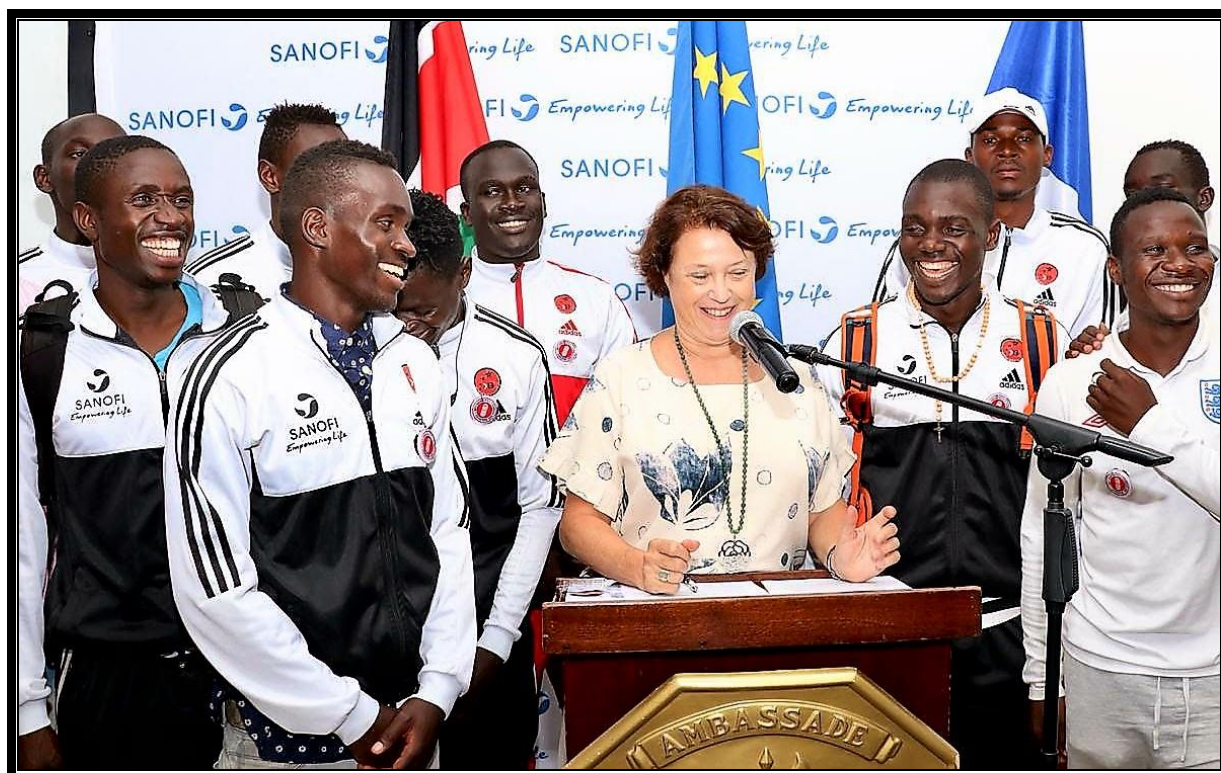
the teams, the families and receive great thanks from a large community

### **CARRY**

a community-based club to the Premiere League, the top of local football

### **OFFER**

A better future through an efficient sport academy



We are all proud to be part of a success story in a slum  
The Ambassador of France in Kenya and the MP of Kibera follow our teams

## THROUGH THE KBS / SLUM SOKA, YOU CAN

### MARKET YOUR BRAND

On the sport kits of players / on the banners around the field  
On a customized bus all around Kenya allowing a wide publicity  
A big visibility in the large slum of Kibera  
Through our players who can advertise / supply / sell your products  
During various competitions / social events / campaigns  
In the local (games live on TV!) and international press

### BE ASSURED OF THE GOOD USE OF THE FUNDS

Details of each account regularly presented to the sponsors  
Our resources are primarily used to improve the life of our players

### SHOWCASE YOUR CORPORATE SOCIAL RESPONSIBILITY

Supporting a community-based club means helping a lot of people  
Offering a brighter future to the youth  
Being wholly involved in the social life in Kenya

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### 2021.22 SEASON PROVISIONAL BUDGET

KBS in NSL (2 <sup>nd</sup> Tier League) = Ksh. 8,983,000
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**MATCHES:** ksh. 3,845,000

**TRANSPORT:** covered by RUBIS

**TRAINING and Development:** ksh. 3,830,000

**SPORT KITS:** ksh. 840,000

**ADMINISTRATION:** ksh. 170,000

**HEALTH:** ksh. 298,000

SLUM SOKA, the youth teams in local leagues = Ksh. 1,928,000
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**Boys (U17 + U13 + U10) and girls (U17 + U10) :** An average of 350,000 per team

EDUCATION PROJECTS = Ksh. 985,000
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**SCHOOL FEES (345,000) / COURSES (640,000) / PROFESSIONAL TRAINING**

INVESTMENTS = Ksh. 3,950,000
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**+ SECOND HAND BUS** (purchased by Rubis) / **MULTIPURPOSE HALL** (done in 2021)  
**RENOVATION OF THE MULTI SPORT PITCH:** (3,950,000)

A thriving company + young promising teams = Great things happen together!
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*Our partners  
Can be  
Visible  
On the  
Sport kits  
Live on TV!*



*Our partners  
Can be  
Visible  
On the Banners  
Around the field  
Live on TV!*

*Our partners  
Can be  
Visible  
On a  
Customized  
Bus running  
Country wide*





*Our partners  
Can be  
Visible  
In various  
Local and  
International  
Media  
All the year!*



*Our partners  
Can be  
Visible  
In sport and social  
Events in Kibera  
Crowded stadium !*



*Our partners  
Can communicate  
spread messages  
within the slum  
More than 300,000  
People !!!*

**Yes, sports can change many lives in KIBERA !!!**

**Yes, we can !**





## Kibera Black Stars

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### CONTACTS

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**Let's win together!**



**Let's shine together!**