

## SAFARI RUGBY

Email: info@safarirugby.co.ke

A Warriors Way



# EXHIBITOR INVITATION PROPOSAL

**Maori Sevens National Rugby Tournament 2025**

**Date:** 5th July 2025

**Venue:** M-PESA Foundation Academy, Thika

**Organized By:** Safari Rugby

### Dear Esteemed Partner,

We are pleased to extend to you this open and heartfelt invitation to become an **official exhibitor** at the **Maori Sevens Tournament 2025**, a flagship national rugby and youth empowerment event that will take place on **Saturday, 5th July 2025**, at the **M-PESA Foundation Academy**, one of Kenya's most iconic and socially driven educational institutions.

The Maori Sevens is not just a rugby tournament — it is a **movement that transforms sport into a platform for education, innovation, and moral leadership**. We believe in the power of **sport to ignite purpose, build discipline, and redefine the future of young men** from across the country.

Now in its **third year**, the Maori Sevens has grown into a national stage for rugby excellence, community empowerment, and technological innovation. The tournament not only celebrates elite rugby but directly channels proceeds and partnerships into **funding scholarships and technical training** for underprivileged yet talented young men — enabling them to become future innovators, leaders, and family providers.

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## Why We Do This: More Than a Game

At the heart of the Maori Sevens lies a bigger mission — to **inspire men to become more of themselves**. We are determined to prove that it is possible to be strong, driven, ambitious, and successful **without compromising one's morality, dignity, or humanity**.

### Our Impact So Far:

- **2022 (Year 1):**
  - Awarded scholarships to **50 deserving youth**,
  - Total value: **KSh 1.5 million**,
  - Focus: Enabling access to post-secondary technical education.
- **2023 (Year 2):**
  - Expanded into **Robotics, Software Engineering, and Prototyping**,
  - Scholarships & Training valued at **KSh 4.5 million**,
  - Outcome: Launch of the **Safari Rugby GPS Performance Vest**, a wearable smart vest designed and built by our scholars to track player performance and health metrics.
- **2025 (Year 3):**
  - We have raised **KSh 9 million** to support the **rapid prototyping and nationwide rollout of the GPS vest to 300 players**,
  - Continued investment in academic scholarships and real-world innovation projects.

Our work helps these young men **generate sustainable income, support their families, and solve community problems** through technology and integrity.

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## Why Exhibit at Maori Sevens 2025

This year's tournament is expected to host **over 1,600 young spectators, innovators, athletes, and community leaders**. As an exhibitor, your organization will be strategically positioned to:

- Promote your products or services to a dynamic, youthful audience
- Build long-term brand loyalty with Kenya's next generation of professionals
- Showcase your **corporate social responsibility (CSR)** commitment
- Network with stakeholders in **education, sports, tech, health, finance, and manufacturing**
- Engage with potential recruits, clients, or collaborators in a high-energy, purpose-driven atmosphere

The event will feature a **500-meter exhibition zone**, full-day live entertainment, a rugby fixture of elite clubs, music, a food court, media presence, and an opportunity for your brand to be celebrated as a driver of national progress.

## Exhibitor Packages & Benefits

To ensure optimal value and access, we have curated **four distinct exhibitor packages** tailored to match your organization's budget, goals, and desired level of visibility:

### **BRONZE PACKAGE – KSh 15,000**

**Ideal for startups, SMEs, and community organizations**

#### **Perks:**

- 1 exhibition table with chairs under shared tent space
- Business name listed in official event program
- Mention in group PA announcements
- Access to branding zone (shared visibility)
- 4 event access passes for team

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## **SILVER PACKAGE – KSh 50,000**

**Perfect for growing businesses or CSR-driven initiatives**

### **Perks:**

- Dedicated exhibition tent with branding allowance
- Logo placement on printed banners across event grounds
- Business mention in 3 scheduled PA sessions
- Social media mention (pre & post-event)
- 4 access passes & vendor parking
- 1 feature in post-event digital highlights

## **GOLD PACKAGE – KSh 100,000**

**Designed for established brands seeking premium reach**

### **Perks:**

- Premium tent location with full branding capability
- Business logo on welcome backdrop and VIP banners
- 1-on-1 interview slot for livestream and highlight content
- Exclusive PA mentions every hour during event
- Custom call-to-action in the event app/website
- 6 access passes & vendor parking
- Framed certificate of partnership

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### **PLATINUM PACKAGE – KSh 150,000**

**Exclusive & high-impact visibility for national-level sponsors**

#### **Perks:**

- Exclusive prime exhibitor location with a large branded tent
- Logo placement on all digital and print media
- Dedicated brand feature during opening and closing ceremony
- 1-on-1 interview slot for livestream and highlight content
- Full-page company profile in event program
- Personalized social media spotlight (interview + behind the scenes)
- 8 access passes, VIP parking
- Post-event brand mention in press release

### **Next Steps**

We would be honored to host your organization at this incredible event that blends sport, technology, education, and morality into a single purpose-driven experience.

To register your preferred exhibitor package or request a custom partnership, kindly reach us at:

**Email:** [events@safarirugby.co.ke](mailto:events@safarirugby.co.ke)

**Phone:** +254 710 224 215

**Subject:** *Exhibitor Registration – Maori Sevens 2025*

We look forward to building a meaningful partnership that benefits both your brand and the future of young men across Kenya.

Warm regards,

**Safari Rugby**

P.O. Box 7903 – 01000, Thika

**Inspiring Men. Creating Hope. Building Solutions.**