



KENYA WATERSPORTS TRUST

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Sponsor Information

12/May/2008

*2008 INTERNATIONAL CANOEING
MARATHON
Malindi –Mombasa, Kenya*

“Challenge your Horizon”

and

“Give the Gift of Water”

5th-8th November 2008

Overview

2008 International Kenya Canoeing Marathon will start from the ancient Phoenician town of Malindi on the seacoast of Kenya and finish in another historic and tourist city of Mombasa along the virgin and beautiful Kenya Coast. In 4 days participants will see Kenya's most amazing seacoast –its beauty, sea-life and birdlife and will provide high adrenaline Adventure.

“Challenge your Horizon” and “Give the Gift of Drinking water” are the themes of this Canoeing Marathon .The organizers have partnered with AMREF www.amref.org to provide funds for drinking water project for marginalized communities in Malindi and purchase of specialized equipment to promote Sports tourism in Kenya.

5 underprivileged Kenyan youths will be given free participation in this Marathon.

Organization

2008 Kenya Canoeing Marathon is a long distance sea marathon organized by Kenya Water-Sports Trust in conjunction with Italian Kayak Team led by Mr Francesco Gambella who is also Goodwill Ambassador of AMREF – www.francescogambella.com to make a lasting and sustainable contribution of Drinking Water through AMREF from Sponsorship raised and to support purchase of Specialized Equipment for promotion of Sports Tourism, thereby providing opportunities for our youth through Sports-Tourism in Kenya.

The Actual Challenge;

The Canoeing Marathon will be conducted over 120km in sea and where possible between the shore and the Coral reef, it is open to any individual above the age of 15 and corporate teams comprising of 4 persons.

3-6 hours of Paddling will be required daily covering 20-40km daily. The Canoeing Marathon is an adventure event and as such is designed for any normally fit persons who wish to have excitement, adventure and contribute to social projects for the benefit of disadvantaged communities’.

No special technical ability or experience is necessary however the ability to swim is useful and helpful. There will be several social, historical, cultural, sightseeing and fundraising activities along the way.

- Long Distance Canoeing Marathon is an adventure event from Malindi to Mombasa, Kenya.
- There will overnight stops in Watamu Village, Kilifi Township and Mtwapa Village
- Participants See first hand Kenya’s the Marine Environment and diversity along its remote, beautiful and calm coast.
- Enjoy the warm seas, thrills and high sea action.

How can you participate ?

- As a Corporate Team or Individual.
- As Corporate Team – Participate with 4 person team-your contribution Ksh 400,000/-(4200 Euro) for a once in life time adventure.
- As an Individual – your contribution – 60,000/- (650 Euro) Ksh. Go Solo.

(This includes Entry fee, Accreditation, All Accommodation, All Meals, Use of Kayaks, Certificate, Event Memento and Welcome and Farewell Party)

Event Programme;

Official Programme; starts from Lunch on 3rd November to Breakfast on 9th November 2008.

<i>Date</i>	<i>Route</i>	<i>Accommodation</i>	<i>Social /Cultural</i>
<i>3rd November Mombasa</i>	<i>Arrivals- Moi International Air port, Mombasa. 5pm- 8pm : Accreditations.</i>	<i>Tudor Water sports Hotel , Mombasa</i>	<i>3pm- Visit to Fort Jesus, Museum</i>
<i>4th November Mombasa Malindi</i>	<i>8 am- 1st Briefing and Accreditation. 10 am- Participants and Crafts Transportation to Malindi by Road</i>	<i>Hotel Accommodation in Malindi</i>	<i>9am –Press Conference 2pm-4pm Visit to Hell’s Kitchen 7pm- Welcome Party</i>
<i>5th November Malindi</i>	<i>8am- 2nd Briefing 9am Press Conference 10am- Start ; Malindi- Watamu by VIP 2pm Press Briefing</i>	<i>Watamu - Tents on Beach.</i>	<i>3pm-5pm - Goggling in Watamu Marine Reserve 7pm- Guy Fawkes Party</i>
<i>6th November Kilifi</i>	<i>Watamu- Kilifi 3pm Press briefing</i>	<i>Tents on the Beach.</i>	<i>7pm -Beach Party</i>
<i>7th November Mtwapa</i>	<i>Kilifi to Mtwapa 3pm Press Briefing</i>	<i>Tents on Beach</i>	<i>3pm-5pm Visit to Ngomongo Village</i>
<i>8th November Mombasa</i>	<i>Mtwapa-Tudor Creek, Mombasa 12pm –Press Conference and Interviews Welcome ceremony by VIP</i>	<i>Hotel Accommodation</i>	<i>8pm- Farewell Party</i>
<i>9th November</i>	<i>Mombasa</i>	<i>Departure</i>	

Sponsorships Structure and Return on Investment(ROI)

- *Platinum – 100% Coverage and Exclusive Exposure*
- *Gold – 50% Coverage , Exposure on Front of Boats, Uniform and paddles and Shaft and Website*
- *Silver – 20% Coverage ,exposure on Side of the Boats , Uniform Sleeves and Paddles and website*
- *Bronze -10% Coverage, Exposure on back of the boats, Uniform, Paddles.*
- *Crystal- 3% Coverage and Exposure on Uniform and Paddles*

Additional Coverage and Exposure will be granted during Press Conference and Cocktails Party, on Physical and visual Event Equipment, vehicles , Clothing , Event DVD , Local and International Media Platforms,, Interviews and Profiles , Email Updates and Press Releases and Participant Bibs. Special and exclusive high sea viewing arrangements for Sponsors

Sponsorship Opportunities are available in 4 categories before and during the event.

- *Platinum; 5 Million Ksh / 50,000 euro and above*
- *Gold; 3 Million Ksh / 30,000 euro*
- *Silver: 1 Million Ksh / 10,000 euro*
- *Bronze; 0.5 Milion Ksh / 5000 euro*
- *Crystal; Amount under 0.5 M Ksh/ 5000e*

Impact

- *This Journey of adventure will create new and unique opportunisms for youths in Sports Tourism.*
- *Provide High visibility and rich media coverage for sponsors over a wide range of media platforms.*
- *Provide drinking water to many poor families who live near the Ocean but lack the “Gift of Life”.*
- *Personal achievement and fulfillment.*
- *High Media Interest.*
- *High Participation Interest from outside Kenya*

Equipment; 20 Vital Kayak (One Person) are available for Branding and will be used for this Canoeing and are available to participants on first come first basis upon payment of Entry fees. Participants are free to use other types of personal crafts and or personal paddles e.g sea Kayaks, surf skis and outrigger canoes .



Vital Kayak

10 Double Open (sit on) Kayaks without Rudders but very stable are available;



Contact Us;

For details on Entry /Participation and Sponsorship;

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