



watoto
read

***2017 Inaugural Watoto Read
Annual Golf Outing
Sponsorship Proposal***

THE CAUSE:

Watoto Read is a non-profit organization that was founded in response to the global refugee crisis and overwhelming lack of access to education for children. Education provides stability and a sense of normalcy and acts as a form of vital psychosocial support to children whose lives have been affected by crisis. Education can also lessen a child's vulnerability to child labor, sexual violence, recruitment into armed groups, or early marriage. Access to education is a fundamental human right.

Refugees are persons who have been forced to leave their country in order to escape war, persecution, or natural disaster.

- As of January 2017, there are approximately 66 million refugees worldwide. The number of global refugees has increased 150% since 2012.
- In Africa alone, there are approximately 18 million refugees which accounts for nearly one fourth of the global refugee population. 60% of these refugees are children which equates to nearly 11 million children refugees.
- Less than 1/3 of children in refugee camps across Africa have access to education due to a lack of available funding and resources.

Our Mission: To resource and advocate for the education of children and young adults living in refugee camps in Sub Saharan Africa.



Our Vision: We envision healthy, hopeful, productive and self-sufficient people, resettling and rebuilding their communities despite having been in refugee camps.

Our Goal: In 2017, **Watoto Read's** goal is to build 10 schools in refugee camps in Chad, Sub-Sahara Africa. **Watoto Read** is partnering with Jesuit Relief Service (JRS), a well-established humanitarian organization, to implement educational projects in refugee camps in Sub Sahara. JRS currently oversees the administrative needs of a large number of refugee camps globally and has infrastructure in place to provide for education; however, it is grossly under-resourced.

Most refugees in Chad camps have fled violence in neighboring Sudan. An estimated 1.5 million refugee children in Chad alone are without access to education. The largest barrier is the lack of adequate shelter and sanitation. At present, children attend school outdoors under harsh sun with high temperatures, dusty winds, and occasional rain. Many parents are reluctant to send their children to school without proper shelter or sanitation facilities (bathrooms).

The Opportunity

By supporting the golf event, sponsors not only support the work Watoto Read is doing to provide education to vulnerable children in Sub-Sahara, Africa but they also have the opportunity to promote their business and products to an audience of 128 golfers residing in the Columbus Area.

EVENT OVERVIEW:

2017 is **Watoto Read's** Inaugural Annual golf outing. The golf event was developed as a fundraising as well as a networking opportunity for **Watoto Read** potential donors and business partners. This one day event can accommodate 128 players.

The day starts with registration followed by a shotgun start, with teams of four players completing 18 holes. Play concludes at about 6:30pm followed by a presentation, dinner, and social event at the club house.

Date and times: Saturday, October 7, 2017

EVENT DETAILS:

Tee-Off 1:30 p.m.
Presentation, Dinner, and Awards Ceremony at 6:30 p.m.

Location: Bent Tree Golf Club, 350 Bent Tree Rd, Sunbury, OH 43074

Attendees: 32 teams of four including Donors, Business/Networking Contacts, Friends of **Watoto Read**

Cost: Cost is \$400 per team (This cost is waived Gold, Silver, & Bronze Level Sponsors)

Transport: Attendees need to make their own way to and from the course.

EVENT MARKETING PLAN:

Due to the fundraising nature of this event, paid marketing is kept to a minimum. Instead, it is **Watoto Read's** preference to garner editorial support from the local media, use low-cost social media, and utilize **Watoto Read's** and sponsors' existing networks.

Publicity

Watoto Read has in-house marketing and media staff who have designed a campaign targeting both general and niche media. This campaign will kick off in May with regular media releases being sent out to local radio, TV, and print media.

Website and e-marketing

Watoto Read's Inaugural Golf Outing is listed on the home page of the website starting in June and all sponsors are listed on the dedicated Golf Day web page with links to their businesses. This event will also be advertised with paid Facebook ads targeting people in the Columbus area interested in golf and/or refugee issues.

Watoto Read will also attempt to leverage their relationship with Jesuit Refugee Services, a global organization with whom we are partnered, to utilize their local & regional contacts.

EVENT SPONSORSHIP:

There are several levels of sponsorship for **Watoto Read's** inaugural annual golf outing event.

The following categories will hold the highest profile; and as such, will be provided with premier showcasing and leverage opportunities.

Category	Investment
<p>GOLD PACKAGE</p> <p>GOLD SPONSORSHIP PACKAGE: Corporate Signage displayed at 2 tees</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • Team entry of 8 players (2 teams) including 4 carts and buffet dinner • Acknowledgement on the day • Opportunity to include promotional materials or samples in 'gift bag' • Opportunity to display company banner • Display of Corporate logo on Watoto Read's website under golf event • Acknowledgement and profile in Watoto Read's e-newsletter • Framed Certificate of Appreciation 	<p>\$2000</p>
<p>SILVERPACKAGE</p> <p>SILVER SPONSORSHIP PACKAGE: Corporate Signage displayed at 1 tee</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • Team entry of 8 players (2 teams) including 4 carts and buffet dinner • Acknowledgement on the day • Opportunity to include promotional materials or samples in 'gift bag' • Display of Corporate logo on Watoto Read's website under golf event • Acknowledgement of support in Watoto Read's e-newsletter • Framed Certificate of Appreciation 	<p>\$1500</p>
<p>BRONZE PACKAGE</p> <p>BRONZE SPONSORSHIP PACKAGE: Corporate Signage displayed at 1 tee</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • Team entry of 4 players (1 teams) including 4 carts and buffet dinner • Acknowledgement on the day • Opportunity to include promotional materials or samples in 'gift bag' • Display of Corporate logo on Watoto Read's website under golf event • Acknowledgement of support in Watoto Read's e-newsletter • Framed Certificate of Appreciation 	<p>\$1000</p>
<p>HOLE SPONSORSHIPS</p> <p>Benefits Include:</p> <ul style="list-style-type: none"> • Corporate signage displayed at 1 tee • Display of Corporate logo on Watoto Read's website under golf event 	<p>\$200</p>

Watoto Read Inaugural Annual Golf Outing Sponsorship Booking Form

Organization Details

COMPANY NAME		Contact Number:	
Business Number:		Cell Phone Number:	
Address:			
City:	State:	Zip Code:	
Email Address:			

Sponsorship Options:

- GOLD SPONSORSHIP PACKAGE**
- SILVER SPONSORSHIP PACKAGE**
- BRONZE SPONSORSHIP PACKAGE**
- HOLE SPONSORSHIPS**

PAYMENT DETAILS			
VISA		Card Number:	
MASTERCARD		Expiration: M: YR:	Name on Card:
AMERICAN EXPRESS		Signature:	
CHECK			
Money order/Check payable to Watoto Read , Attention Claudine Leary, PO Box 672, Lewis Center, OH 43021			

Donations

- Please contact Claudine.Leary@watotoread.com if you are interested in making a donation or learning more about **Watoto Read**

<p>WHAT YOU CAN EXPECT ON THE DAY....</p> <ul style="list-style-type: none"> 18 holes of golf with a cart Authentic African appetizers served after 9 holes Generous buffet dinner Brief dinner presentation on Watoto Read Prize Drawing, Golf Contests, & Gift Bags Beverages available for purchase during play 	<p>WATOTO READ GOLF OUTING PRIZES</p> <ul style="list-style-type: none"> 1st, 2nd, 3rd and Last Place Teams Closest to the Pin, Longest Drive Men/Women, Longest Putt <p>Player Registration</p> <ul style="list-style-type: none"> Fee - \$400.00 per team of 4 (included in sponsorship packages)
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Thank you for sponsoring the Watoto Read Inaugural Annual Golf Outing! Your donation will go directly towards providing education for the most vulnerable children in Sub-Saharan Africa.