





We believe in the immense power of sports to transform people's lives especially the lives of the youths and the community for the better.

We believe **Africa** is a special place – a home to extraordinary people full of talented young and vibrant Boys and Girls.

Day-by-day, the outreach of our work is growing, and truly exciting things are happening at **Sports Skills & Africa Foundation.**

Come and be part of our story!



Shola Opaleye
founder
@sholaopaleye



@skillsnafrica

WHO WE ARE

We are Sports Skills & Africa Foundation (SS&A), the official charity arm of City Sports Group. **We believe in the immense power of sports to transform people's lives especially the lives of the youths and the community for the better.**

We work hard every day to deliver our mission to inspire, support and deliver change to communities across Nigeria, African and World cities. Our work is channeled into Six(6) key areas: **Sport**, **Education**, **Leadership**, **Mentorship**, **Social Inclusion** and **Community Facilities**.



OUR MISSION



We are a registered Foundation with a mission to support, inspire and deliver positive changes in challenging communities. This is achieved through the delivery of three objectives:

- To work with individuals and organizations to establish strong partnerships which helps us develop and deliver worthwhile and beneficial community project and programmes including positive advocacies.
- To provide tangible community outcomes across our key themes of work including sports participation, education, leadership, mentorship, social inclusion and community facilities.
- To be a self-motivated, viable charity embedded organization within its values of Discipline, Integrity, Excellence, Teamwork, Perseverance, Leadership and Courage.



BE A PARTNER

SS&A Foundation delivers Sports, Health, Education and Social Inclusion projects to over 27,000 people across Nigeria.

We aim to inspire, support and deliver change in our local community and your business can be a part of that.

Whether you have a Corporate Social Responsibility (CSR) agenda to meet, employees to nurture and develop or you just want to give back to engage with the community you trade in, we have the right program for you.



COMMUNITY SPORTS CAMPS



We organize sports camps three times a year (at intervals) which engage the youths in various communities in Nigeria. These camps are free to all (intending participants are not required to pay) and comprise both sporting segments and classroom sessions.

Our team of coaches and instructors engage the youths of the communities in on-the-field trainings and talk sessions for personal and community development. The different activities and sessions aim to teach the participants valuable life lessons that would have lasting impacts outside of the camps.

So far, we have organized 11 sporting camps with over 3,000 participants across the country.

2021 Community Sports Camps Dates

Easter: April 7-9

Summer: July 14-16

Christmas: December 8-10



BUDGET N6,500,000

BENEFITS AS A SPONSOR

- Company Logo crested on the event Jersey and sign boards and posts
- Maximum Promotion of your Products and Services
- Your company's Adverts crested on the pitch panels
- You will enjoy the benefit of naming the Project's Title as a Sponsor
- You will equally enjoy a massive growth in the awareness of your brand or products
- You have the opportunity to suggest additional proposals that suits you during the project preparation
- High Level Products Interactive Session (PIS)
- Access to multiple and full Media Integration
- Access to participants for possible future prodigy programmes

BETTER LIFE FOR THE PHYSICALLY CHALLENGED

Disability in Africa is viewed as a curse, and so, people discriminate against persons with physical disabilities, even within the family, especially children with physical disabilities.

The resultant culture has really denied these people of their rights to the dignity of the human person and to the development of their full potential to participate in the developmental process of continent.

The vacuum that exists provides an opportunity for the Sports Skills & Africa Foundation partnering with other Foundations to intervene and champion a cause that narrows the equality gap between the physically challenged and provide an outlet/platforms to access, curate and share the experiences of the physically challenged through vigorous advocacy, with the ultimate aim of achieving significant level of social integration.



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BETTER LIFE FOR THE PHYSICALLY CHALLENGED

GOAL – To narrow the equality gap that exists between the physically challenged and the society, thereby providing an outlet to access, curate and share the experiences of the physically challenged through vigorous advocacy, with the aim of achieving significant level of social integration.

BUDGET N15,500,000

BENEFITS AS A SPONSOR

- Company Logo crested on the event Jersey
- Maximum Promotion of your Products and Services
- Your company's Adverts crested on the pitch panels
- It increases or drives excitement around your brands, products or services
- You will enjoy the benefit of naming the Project's Title as a Sponsor
- High Level Products Interactive Session (PIS)
- Access to massive audience which result in a correlatively high ROI.
- Access to multiple and full Media Integration
- Access to participants for possible future prodigy programmes
- You can suggest additional proposals that suits you during the project preparation

2021 Dates

March 14 - 20

July 25 - 31

November 14 - 20



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FIRE



We believe that inside of everyone is a seed of purpose waiting to bloom and grow; an all-consuming passion that must find expression for that individual to make a positive and lasting impact in his/her community or area of influence.

FIRE is a platform (Empowering Project) that brings together young people with different talents or gifts that plan to have a career in sports or other areas.

We organize conferences, trainings and mentorship sessions, among other events, for young people to discover that inner voice of ambition, nurture and direct that passion towards making them well-rounded individuals with leadership capabilities.

We have over 2,500 participants in our last projects and we have success stories that may also interest you after each program including private and government companies.



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GOAL To identify and ignite that zeal (fire) in young talents to blossom

BUDGET N6,500,000

BENEFITS AS A SPONSOR

- Company Logo crested on the event Jersey
- Maximum Promotion of your Products and Services
- Your company's Adverts crested on the pitch panels
- It increases or drives excitement around your brands, products or services
- You will enjoy the benefit of naming the Project's Title as a Sponsor
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2021 FIRE Conference Dates

February 27, May 29, September 25



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LEADERS through SPORTS



This program focuses on young individuals within the age range of 15 – 25, utilizing events such as mini-league competitions (such as 5 A-side matches), talk sessions, lectures and conferences on leadership skills and other events to teach them core values of Dedication, Leadership, Excellence, and Integrity among others, as part of the developmental process. As part of the process, we continuously carry out evaluations during the periods of engagement to determine which participants benefitted the most from a particular session, what programs and sessions drive the best outcomes, etc.; and adjust our approaches to achieve greater impact.

We have built trustworthy leaders in the future and we will continue to develop and focus on building more leaders.

2021 Event Dates

May 4 – June 29



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GOAL To build trustworthy community future leaders through sport

BUDGET N10,500,000

BENEFITS AS A SPONSOR

- Company Logo crested on the event Jersey
- Maximum Promotion of your Products and Services
- Your company's Adverts crested on the pitch panels
- It increases or drives excitement around your brands, products or services
- You will enjoy the benefit of naming the Project's Title as a Sponsor
- High Level Products Interactive Session (PIS)
- Access to massive audience which result in a correlatively high ROI.
- Access to multiple and full Media Integration
- Access to participants for possible future prodigy programmes
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OMODELIG

BOYS & GIRLS



OMODELIG is a 5-A-side football competition for grass-root teams which provides kids with a platform to showcase their talents. The competition hosts over 750 kids annually between the ages of 7 and 15 years old to identify, develop and nurture talents. Since its inception in 2011, the competition has engaged about 4,000 children from all over the country.

At the end of every competition, the best players get professional contracts and scholarships to further their education.

As education has been proven to be one of the best legacies one can bequeath to kids, **OMODELIG** ensures that the participants do not just develop talents and skills on field but also provides opportunities for formal education to contribute to the development of well-rounded individuals who will make positive contributions to their communities.





GOAL To build trustworthy community future leaders through sport

BUDGET N10,500,000

BENEFITS AS A SPONSOR

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- Maximum Promotion of your Products and Services
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- Access to multiple and full Media Integration
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2021 Event Dates

Easter: April 10 & 17

Summer: July 17 & 24

Christmas: December 11 & 18

THE AMBASSADOR'S CUP

The Ambassador's Cup is an annual soccer tournament in honor of professionals who give back to the community via several platforms. It has also been an avenue for young talents and aspiring professionals to showcase their skills; get counselling sessions from role models and sports personalities that have set records and achieved great things in different sporting endeavors. It gives them real-life examples of people they can emulate and aspire to be like or even surpass!

This tournament seeks to encourage and develop upcoming athletes and would-be professionals on the pitch and off the field via talk and mentorships sessions from icons and personalities who have at one point been in similar positions. Even though, there will always be levels of degrees of skills exhibited during the course of the tourney, every participant walks away a winner.

2021 Event Dates

June 7 - 11



GOAL To identify and ignite that zeal (fire) in young talents to blossom

BUDGET N15,500,000

BENEFITS AS A SPONSOR

- Company Logo crested on the event Jersey
- Maximum Promotion of your Products and Services
- Your company's Adverts crested on the pitch panels
- It increases or drives excitement around your brands, products or services
- You will enjoy the benefit of naming the Project's Title as a Sponsor
- High Level Products Interactive Session (PIS)
- Access to massive audience which result in a correlatively high ROI.
- Access to multiple and full Media Integration
- Access to participants for possible future prodigy programmes
- You have the opportunity to suggest additional proposals that suits you during the project preparation



OTHER BENEFITS AS A SPONSOR



- [INCREASED CREDIBILITY AS A BRAND](#) We will help you to drive serious awareness about your brand. We will also inspire respect and admiration about your organizations and its products and services. Thus, event sponsorships are a great way to drive positive PR and build credibility. You can also use our sporting events to position your brand in your niche accurately and also cast alongside heavyweights.
- [PLATFORM FOR POST-EVENT INTERACTIONS](#) We create an enabling platform for you with our sporting events to build a long interaction with other participants. Maybe events are short-lived but the relationships you build last a long while. Be sure to grab the opportunities for post-event meet-ups and conversations with other companies and organizations.
- [DIRECT ACCESS TO IDEAL CUSTOMER PROFILE \(ICP\) DATA](#) As an event sponsor, you'll have stronger opportunities to learn more about your ICPs. We gather enough data for you from our survey activities, ticket sales, and social media activity. You can't get enough of these so demand them at the onset.
- [HIGHLIGHTING A PRODUCT OR SERVICE OFFERING](#) You can use our events to launch your new product or updates to an existing feature. Likewise, if you run a pre-promo social media campaign announcing swag/other incentives, that'll only bring you more users, clients and customers boosting your sales and awareness.
- [ENHANCED VENDOR RELATIONSHIPS](#) Certainly, potential leads and warm prospects are not the only ones attending our sporting events and programmes. We have lots of competitors, companies, private institutions, government agencies, the media, vendors, and other ecosystem players also attending our recurrent events. This is an opportunity for you to build meaningful and long-lasting industry/community relationships.
- [ADVANTAGE OVER ABSENTEE RIVALS](#) As an event sponsor, you gain a competitive advantage over other competitors who are absent. For that reason, go in with a game plan and outshine competitors on the sidelines. Enjoy all the avenues we created for you and advertise your products or services.
- [DIRECT FACE TIME WITH POTENTIAL PROSPECTS](#) Another pro-opportunity as our sporting event sponsor is in-person interactions with all our guests and invitees who will eventually become your customers. Our events create fantastic opportunities for you to drive a connection between your brand and ICP. This is your chance to create personalized experiences with demos/emails/swag, etc. to boost your client base.

2021 Sports Skills & Africa Foundation Activities

January						
Su	Mo	Tu	We	Th	Fr	Sa
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

February						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
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11	12	13	14	15	16	17
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May						
Su	Mo	Tu	We	Th	Fr	Sa
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

June						
Su	Mo	Tu	We	Th	Fr	Sa
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

September						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30		

October						
Su	Mo	Tu	We	Th	Fr	Sa
31					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

November						
Su	Mo	Tu	We	Th	Fr	Sa
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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Train the Trainers	OmodeLig	Amb Cup	Community Sports Camp	Sports Parenting Conference	Leaders Thru Sports	FIRE	Better Life for PC
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