

**CALL FOR
SPONSORSHIP**



...taking the lead in grassroot sports development



CROSS RIVER STATE GOVERNOR'S CUP 2024

Theme:
**BUILDING GRASSROOT TALENTS
FOR YOUTH EMPOWERMENT**

1st Nov. - 13th Dec. 2024

Venue: UJ Esuene Stadium Calabar,
Odukpani Stadium, Ikom Stadium, Ogoja
Stadium, Obudu Stadium, and Other Designated
Fields in Cross River State

Organized By: **Cross River State Football Association**
in collaboration with **Office of the Governor of Cross River State**

The Cross River State Governor's Cup revived by HE. Sen. Prince Bassey Otu in 2023 after a 24 years hiatus, represents a significant step towards revitalizing sports and the community engagement in Cross River State.

This competition is design to yield numerous benefits for the state and its residents as follows:

- **Fostering Unity:** Bringing together participants from 18 LGAs.
- **Cultural Showcase:** A platform to celebrate the rich cultural heritage of the state.
- **Grassroots Talent Identification:** Nurturing young talents and providing exposures.
- **Skill Development:** Develop skills through competitive play.
- **Boosting Local Economy:** Stimulating economy activities in Sports and Tourism
- **Investment In Infrastructure:** Promoting investments in sports infrastructures
- **Long Term Vision:** Restoring Cross River's reputation in sports
- **Support From Sponsors:** Calling support from cooperate and private business leads



KEY OBJECTIVES

- To boost grassroots talent identification and development
- To enhance sport skills development
- To promote unity
- To sustain cultural celebration
- To Stimulate local economy
- To drive investment in sports infrastructures
- To regain Cross River's sports lost glory
- To maintain government commitment in sports development



TARGET AUDIENCE AND COMMUNITY IMPACT

TARGET AUDIENCE

- Local youths
- Community members
- Sports enthusiasts
- Cooperate/provide sponsors and partners

COMMUNITY IMPACT

- Social cohesion
- Youth empowerment
- Economy revitalization
- Cultural promotion
- Long term sports development
- Sports business development and infrastructure upgrade



CROSS RIVER STATE GOVERNOR'S CUP 2024

PARTNERS



SPONSORS' BENEFITS:

Brand Visibility: Exposure across multiple stadia, with prime exposure at the UJ Esuene Stadium in Calabar.

Engagement: Access to youth and football fans across the state.

Community Impact: Association with grassroots talent development, social inclusion, and community building.

Media Exposure: Press, television, social media, and community channels.

Customizable Sponsorship Packages: Naming rights, brand placements, promotional opportunities (i.e., halftime events, banners, branded footballs, etc.)

Government Business Relations: Sponsors' establish direct business relation with government of Cross River State in areas of investment and other community development businesses.

SPONSORSHIP TIERS

HEADLINE SPONSOR – ₦50,000,000

- **Logo Placement:** Your logo will be featured on all promotional materials, team jerseys, and event venues across the all **five (5)** stadia as Headline Sponsor.
- **Media Coverage:** Extensive media coverage across **State** and **National** platforms, including television, radio, and online media.
- **VIP Access:** Exclusive VIP access and hospitality at all matches, with opportunities for your executives to engage with key stakeholders.
- **Private Dinner:** Invitation of **five (5)** of your executive to be part of the award/dinner night with His Excellency, the Executive Governor of Cross River State, enhancing your corporate relationships.

- **Extended Exposure:** Continuous brand visibility through the 2024 Calabar Carnival.

PLATINUM SPONSOR: NGN30 MILLION

- **Logo Placement:** Your logo will be featured on all promotional materials, team jerseys, and event venues in **three (3)** mini stadia.
- **Media Coverage:** Extensive media coverage across all State platforms, including television, radio, and online media.
- **VIP Access: Three (3)** VIP access and hospitality at all matches, with opportunities to engage with key stakeholders.
- **Private Dinner:** Invitation of **three (3)** of your executive to be part of the award/dinner night with His Excellency, the Executive Governor of Cross River State, enhancing your corporate relationships.
- **Extended Exposure:** Continuous brand visibility through the 2024 Calabar Carnival.

GOLD SPONSOR: NGN20 MILLION

- **Logo Placement:** Your logo will be featured on all promotional materials, team jerseys, and event venues in **two (2)** mini stadia
- **Media Coverage:** Extensive media coverage across all State platforms, including television, and radio.
- **VIP Access: two (2)** VIP access and hospitality at all matches, with opportunities to engage with key stakeholders.
- **Private Dinner:** Invitation of **two (2)** of your executive to be part of the award/dinner night with His Excellency, the Executive Governor of Cross River State, enhancing your corporate relationships.
- **Extended Exposure:** Continuous brand visibility through the 2024 Calabar Carnival.

SILVER SPONSOR: NGN10 MILLION

- **Logo Placement:** Your logo will be featured on all promotional materials, team jerseys, and event venues in **one (1)** mini stadia
- **Media Coverage:** Extensive media coverage across all State platforms, including television, and radio.
- **VIP Access: One (1)** VIP access and hospitality at all matches, with opportunities to engage with key stakeholders.
- **Private Dinner:** Invitation of **one (1)** of your executive to be part of the award/dinner night with His Excellency, the Executive Governor of Cross River State, enhancing your corporate relationships.

PRIVATE SPONSOR: OPTIONAL AMOUNT

This sponsor tier is available for Sports Lovers and Elites who wishes to support the vision of restoring Cross River's sports lost glories through this grassroots talent development initiative of the Governor's Cup.



CROSS RIVER STATE GOVERNOR'S CUP 2024



CONSULTANT ENGAGEMENT



CROSS RIVER STATE FOOTBALL ASSOCIATION (AN AFFILIATE OF NFF)

Ref:.....

23rd September, 2024
Date:.....

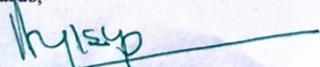
The Managing Director,
Edulumen Nigeria Ltd.
1 Benson Lane Ikom,
Cross River State.

Dear Edulumen Team,

SUBJECT: ENGAGEMENT AS PRINCIPAL CONSULTANT FOR THE 2024 CROSS RIVER STATE GOVERNOR'S CUP

1. We are pleased to formally engage Edulumen Nigeria Ltd. as the Principal Consultant for the organization of the 2024 Edition of the Cross River State Governor's Cup. This prestigious Competition will encompass football teams from the eighteen local government areas of Cross River State and a number of private teams.
2. The Competition is scheduled to commence with preliminary activities in October 2024, culminating in the finals during November and December 2024. As the Principal Consultant, Edulumen Nigeria Ltd. will have the pivotal responsibility of scouting for sponsorships, to ensure the financial robustness of the event. Furthermore, you will be tasked with packaging the overall organization of the Competition, ensuring it reflects a high level of professional presentation that befits this significant sporting event.
3. We anticipate this collaboration will enhance the quality and outreach of the Governor's Cup, ultimately elevating the standard of football in Cross River State.
4. The payment for the services rendered by Edulumen Nigeria Ltd. in this capacity shall be detailed in the Engagement Agreement that will be established, pending your acceptance of this appointment.
5. Please address all correspondence related to this appointment to the Office of the Chairman, Cross River State Football Association.
6. We look forward to your positive response and to a fruitful partnership that will contribute significantly to sports development in Cross River State.

Best regards,


Rt. Hon. (Apostle) Essien Ayi,
Chairman
Cross River State
Football Association.

Chairman: Rt. Hon. (Apostle) Essien E. Ayi
☎ +234 (0) 8033486856

Secretary: Talabi Oke
☎ +234 (0) 8034072191

Secretariate: U.J Esuene Stadium Complex, CRS Sports Commission, Calabar, CRS
Bankers: GT Bank, First Royal Micro Finance Bank, Calabar
Email: crossriverfa3@yahoo.com

HOW TO SPONSOR **CROSS RIVER STATE GOVERNOR'S CUP**

Step 1: Select your preferred sponsorship tier and communicate same by email to edulumen@crossriverfa.com.ng

Step 2: An invoice will be raised by the Cross River FA through Edulumen Nigeria Ltd corresponding to your selected sponsorship tier.

Step 3: Pay and notify by email to edulumen@crossriverfa.com.ng

Step 4: You will receive (1) confirmation of payment receipt, (2) a certificate of sponsorship corresponding to your sponsorship tier and (3) an invitation to the award/dinner night with His Excellency, The Executive Governor of Cross River State.

NB: For all correspondences, kindly write to edulumen@crossriverfa.com.ng copying: chairmanfa@crossriverfa.com.ng, admin@crossriverfa.com.ng, secretaryfa@crossriverfa.com.ng, dr.samjeh@crossriverfa.com.ng, Otunba.fapohunda@crossriverfa.com.ng

2024 CROSS RIVER STATE GOVERNOR'S CUP COMPETITION

TAGGED:

SWEET PRINCE CUP

Planing Meeting With Consultant (EDULUMENT Nig. Ltd)	23rd - 30th Sept. 2024	FA Office
Submission of Letters	1st - 04th Oct. 2024	L.GA/MIN LGA
Registration / Affiliation with CRSFA	14th - 24th Oct. 2024	FA Office
Preliminaries/Qualifying Matches	28th - 30th Oct. 2024	Designated Centres
Meetings with Consultation/ Sponsors	1st Nov. 2024	FA Office
Return of Registration Forms / Licences	2nd - 3rd Nov. 2024	FA Office
Draws	5th Nov. 2024	U.J Esuene
Censtisation Workshop for Stakeholders/ Cooperate Awareness Campaign	5th - 6th Nov. 2024	U.J Esuene
Kick Off /Opening Match	14 Nov. 2024	U.J Esuene
Preliminary Matches	17th - 22nd Nov. 2024	Designated Centres
Second Round Matches	24th Nov. 2024	Designated Centres
Quarter Finals Matches	27th - 28th Nov. 2024	Designated Centres
Semi Finals	3rd - 4th Dec. 2024	U.J Esuene
CRSFA AGA	13th Dec. 2024	Calabar
3rd Place Final	13th Dec. 2024	U.J Esuene
Grand Finale	14th Dec. 2024	U.J Esuene
Award Night/Executive Dinner with His Excellency, the Governor of Cross River State	15th Dec. 2024	Calabar
Submission of Technical Report	23rd Dec. 2024	U.J Esuene



WHY SUPPORT THE CROSS RIVER STATE GOVERNOR'S CUP

Unmatched Visibility: The Cross River State Governor's Cup will attract extensive media coverage, offering your brand unparalleled visibility and engagement opportunities.

Community Impact: By supporting the Cross River State Governor's Cup, you will contribute to the empowerment of the youth.

Networking Opportunities: Engage with key stakeholders, government officials, and industry leaders, enhancing your corporate network and influence.

Corporate Social Responsibility: Strengthen your company's commitment to CSR by supporting an event that fosters community development and supports aspiring athletes.

Extended Exposure: Benefit from continuous brand visibility through the Calabar Carnival, an event that captures the nation's attention, with live coverage on DStv and other major channels, concluding in the U.J. Esuene Stadium.



JOIN US IN **MAKING HISTORY**

Support the Cross River State Governor's Cup and be part of a movement that celebrates and empowers women and youths through grassroots sport talent hunt/development

This expanded brochure provides comprehensive details of the sponsorship opportunities and benefits, highlighting the extensive exposure and engagement sponsors can achieve. It underscores the importance of supporting community development while offering significant networking and visibility benefits.

Edulumen Lead Consultants:

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Otunba Adisa Tobi Fapohunda (+234 704 351 6214 | Otunba.fapohunda@crossriverfa.com.ng)