



Capital-Plus International
March 2017

Rock City Marathon (RCM)

Rock City Marathon is one of the biggest sporting events in Tanzania, under the ownership of Capital-Plus International Ltd (CPI), a fully-fledged public relations, events, project management and promotional marketing company in operation since 1997. For the past eight consecutive years, the marathon has been held in the Great Lake Region city of Mwanza.

This event has been key in promoting sports by helping tap talents from young runners from the East African Community (EAC) member states as well as attracting participants from Europe, Asia, USA and various parts of Africa.

Why Mwanza Region

Mwanza region is a hub for commerce, transport, regional cooperation and economic development in the Lake Zone. The region is situated on Lake Victoria, one of the biggest freshwater lakes in the world, at the crossroads of trade between Tanzania and neighboring countries of Uganda, Kenya, Rwanda, and Burundi. Mwanza has huge potential for growth due to upward trend in industrial development and tourist attractions. The theme of the Marathon is to promote tourism through sports.

Being a region with a promising future for tourism and business, Mwanza offers enormous investment opportunities with abundant unique natural features. Mwanza is one of the unique destinations in Tanzania that has yet been discovered by many. It is a land of much wonder holding an unparalleled diversity of Fauna, Flora and many natural features. The wonders of rocks, the scenery, topography and very friendly people harbor the growth of excellent cultural tourism beach holidays, game hunting, infrastructure ventures, historical and archaeological ventures- and certainly the best wildlife photographic safaris on the continent. Mwanza region offers the best gateway to the Serengeti National Park, one of the best tourist destinations in Tanzania.

The marathon provides a brilliant opportunity for individuals from various areas to come and explore the region's opportunities, including its best tourist destinations.



Competitors during one of the past Rock City Marathon Events

Carnival, Entertainment and Tourism

A carnival and entertainment is organized as part of the event, whereby different vendors from the beverage and food industries showcase their best service and flavors while participants listen to some of the country's best musicians. This carnival atmosphere makes the event more colorful and remarkable.



The Rock City Marathon and barbeque feast. All yummy yummy.

Achievements

Since inception, the Marathon has been attracting participants and stakeholders from different disciplines, both local and international. Our sponsors are diverse and come from sectors including health, transport, communication, mining, food, social security funds, government agencies, beverages as well as hotels. This provides an opportunity for them to network, share their experiences and subsequently showcase their products across the spectrum.

Sponsors

In the past years, the Marathon has been sponsored by Air Tanzania Company Limited, Precision Air, NSSF, TANAPA, New Africa Hotel, Coca-Cola, PPF, Tanzania Tourist Board (TTB), Acacia Mining, TSN Group, Sahara Media Group and New Mwanza Hotel, PUMA, TIPER, and NMB. This year we anticipate having more sponsors that will make the event even more remarkable.

We are excited to welcome you to join the team and become a sponsor of this event. The marathon will provide significant mileage to your organization by promoting your products and services while promoting the Greater Lake Region as one of the best tourists' destinations in the country. This year, the event will be held on **29th October 2017**.

Objective

The marathon is an initiative to assist the government's efforts in promoting local tourism through sports, a sector that contributes immensely to the country's economic growth. The region boasts of many tourist attractions, including but not limited to The Saa Nane Islands; The Ukerewe "Dancing rocks"; and The Lake Victoria.

Key Stakeholders to the success of the Rock City Marathon

- Sponsors
- Athletic Tanzania

- Mwanza Athletic Association
- Ministry of Information, Youth, Culture and Sports
- Media – Print Media, Electronic Media and Blogs
- Mwanza Municipal Council
- Mwanza Regional Traffic Office
- Mwanza Regional Police Office

Race Category

MEN

- 1 Full Marathon - 42 km
- 2: Half Marathon- 21km
- 3: Classic Race (for corporate)- 5km
- 4: Race for runners with physical disabilities (3km)
- 5: Race for elders-3km
- 6: Race for children- 2km

WOMEN

- 1: Full Marathon - 42 km
- 2: Half Marathon- 21km
- 3: Classic Race (for corporate)- 5km
- 4: Race for runners with physical disabilities (3km)
- 5: Race for elders- 3km
- 6: Race for children- 2km



Winners of the Rock City Marathon 2015; NSSF was the main Sponsor



Event Plan

A. Press – Grand Launch

- The grand launch will be held in Mwanza in **May**
- The following key stakeholders to be present;
 - Sponsors
 - Officials from the Government
 - Mwanza Athletic Association
 - Media (Print, electronic and blogs)

B. Cheque handovers – Dar es Salaam

- Cheque handovers from various sponsors will take place in Dar es Salaam.
- Key stakeholders during the Cheque handovers will include;
 - Sponsors
 - Officials from the Government
 - Athletics Tanzania
 - Media (Print, electronic and blogs)

General Sponsor's PR Objectives

- Position sponsor as the organization or company that genuinely cares and support efforts in promoting sports and tourism around the great Lake Victoria.
- Enhance sponsor's corporate and brand image as well as credibility in the eyes of the general public through positive media coverage.
- Enhance good working relationship between sponsor and its stakeholders.
- Highlight sponsor's brand and participation in the welfare of Tanzanians.



Sponsorship Categories

i) Platinum Sponsor - Main Sponsor

Qualification

Main sponsor has to be the one offering the greater portion of sponsorship of the entire budget compared to other sponsors. The main sponsor has to meet 60 percent of the entire event Budget.

Specific Benefits

- To host a special press conference during Cheque handover.
- Main sponsor to assume title of 42 km race category.
- Get more branding rights including on T-Shirts for 42 km runners.
- Mentioned at all times as the marathon's main sponsor.
- Appear in all communications such as TV/Radio promo, posters, fliers, backdrop banner etc.
- Awarded a certificate of participation.
- To get strategic branding spaces that offers high visibility in all event aspects.
- Exclusive right to brand crew costume.

ii) Gold Sponsors

Qualification

The Gold Sponsor category offers the second best Sponsorship. The Gold Sponsor has to meet 40 percent of the entire event Budget.

Specific Benefits

- The sponsor will cover specific activities of the whole event.
- To be provided with spaces for brand advertisement and visibility in all event aspects.
- Corporate name and logo printed, 2nd tier position on all event printed materials.



- Will be allowed to put banners and carry out promotions in all our promotion activities.
- Will have the right to sell and exhibit products and service during the marathon.
- Will be mention on a radio jingle and TV.
- Will be awarded a certificate of participation.

iii) Silver Sponsors

Qualification

The Silver Sponsor category offers the third best Sponsorship. The Silver Sponsor will meet 25 percent of the entire event Budget.

Specific benefits

- Will be provided with spaces for brand advertisement and visibility in all event aspects.
- Corporate name and logo will be printed, 3rd tier position on all event printed material.
- Will be awarded a Certificate of participation.
- Have the right to sell and exhibit products and service during the marathon.
- Mention on a radio jingle and TV.

iv) Service Provider

Qualification

Will provide amenities or in-kind support for the event.

Specific benefits

- Will be awarded a Certificate of Participation.



- Will get mentions in the marathon’s promotions.
- Mention in post-marathon communications.
- Will be given a limited opportunity to display their products/services display/services
- Appear in all promotional communications on TV, Radio, posters, fliers and backdrop banners.

Target Media Outlets: National/Community

No	Main Stream Print Media	Electronic Media	Blogs
	<ul style="list-style-type: none"> • Daily News • The Guardian • The Citizen • The African • Mwananchi • Nipashe • Habari Leo • Majira • Mtanzania • Tanzania Daima • Mwanaspot • Bingwa • Championi • Uhuru 	<p>Mainstream:</p> <ul style="list-style-type: none"> • ITV • Channel Ten • Star TV • Kiss FM • TBC1 • Radio One • TBC Taifa • Clouds FM • Radio Free Africa <p>Great Lake Zone Community Media:</p> <ul style="list-style-type: none"> • City FM • Victoria FM • Maswa FM • Radio Kwizera • Jembe FM • Barmedas TV 	<ul style="list-style-type: none"> • Full Shangwe blog • Issa Michuzi Blog • Othman Michuzi • Corporate Digest <p>Great Lake Zone Community Blogs:</p> <p>G’sengo Blog Jiachie</p>

LET’S WORK TOGETHER.

ASANTE

