

Character Development Partner



Referred to as: Character Development Partner

Duration: 2 years

\$ (USD): \$5,000 Per Annum

At Chigoli, we believe in developing the whole person, not just the footballer or student. Therefore, in addition to advanced football coaching and private school scholarships we run a Character Development curriculum. Created over two decades by Right to Dream Academy, Ghana (Africa's most successful football academy) the curriculum is built around 7 units (Initiative, Give Back, Winning, Passion, Social Intelligence, Integrity and Self Discipline) to help nurture young boys and girls into balanced, effective and responsible global citizens and role models.

These 7 units are delivered on a two-year cycle and aimed at 3 key phases of development (11-13 Years, 14-15 Years, 16-18 Years) with age specific content for each group. Chigoli delivers whole Academy core lessons and breaks the messages down into phases through smaller mentoring groups.

This personal development programme is vital for our players to represent themselves, Chigoli and Malawi well as they access future opportunities moving forwards and to act appropriately and effectively in different environments and cultures.

The sponsorship covers the annual costs of delivering the character development programme in terms of staffing, resources and experiences. A fund (circa \$1000) is created out of the sponsorship for players to apply for for funding for player-led give back projects into their own communities. For example players could give back to their community by cleaning a local community centre or running a coaching workshop for local primary school children. In this case they could apply for cleaning materials or some training cones to leave as a legacy gift for the school to continue using beyond their session.

Key benefits to Character Development Partner:

- Logo on Homepage and 'Our Partners' webpage - www.chigoli.org
- Referred to in relevant areas (i.e. Character Development pages of website, brochure etc) as 'Character Development Partner' in all Chigoli materials.
- Initial press release, plus one press release a year regarding partnership impact. Distributed to Chigoli media list (and for Character Development Partner to distribute as required).
- Regular social media (Facebook, Twitter, Instagram) coverage.
- Feature in Chigoli newsletters (Dedicated newsletter to announce partnership, then annual feature).
- Brand association with Chigoli and other partners.
- Exclusivity – no other business from your market sector can be a Chigoli sponsor for duration of your sponsorship.

