

FASU games attracts support from sponsors



The Local Organizing Committee receives support from Christine Kisos, Director, Access Supply Solutions.

The Local Organizing Committee (LOC) for the Federation of African University Sports (FASU) games 7th edition has received support from various sponsors. The support will help bridge the gap in financing the games.

Today, July 1 2014, LOC led by the Chairman, Deputy Vice-Chancellor, Student Affairs, Prof. Isaac Mbeche received support of Kshs. 250,000 from Access Supply Solutions. In addition, the company will brand the LOC members, members of the University Management Board as well as the Kenyan team with T-shirts during the official opening ceremony of the games scheduled for July 10th, 2014. Access Supply Solutions will also be part of the team that sponsors the cocktail party for the officials as well as supply the official energy drink during the fete. LOC has also received donations of medals and trophies from Evolution Sports House and Primewood Supplies.

Partners can sponsor the games at the following levels: Corporate sponsor Ksh.10 million, Gold sponsors- Ksh. 5 million, Silver sponsors- Ksh. 1 million, Bronze sponsors- Ksh. 250 thousand. Sponsors shall have an opportunity to sponsor and partner in the following areas; official branding, branding of venues, trophies and medals, equipment, referees payments, cocktail- gala dinner night, snack/ lunches and water provision, Public Address System, health services, among others. At one point, sponsors can go behind the scene to meet the athletes, their coaches and managers and capitalize on the games in a way that only the chosen privileged can. The sponsors can gain premium access to the opening ceremony, gala night events and international conferencing. This definitive moment of access and interaction will leave an indelible mark in the memory of local sponsors, and their stakeholders.

The Games which will be held between 11th and 18th, July, 2014 at the University of Nairobi will see 16 African countries participate.



LOC Chairman, Deputy Vice-Chancellor, Student Affairs, Prof. Isaac Mbeche receives support from Christine Kisos, Director, Access Supply Solutions.