

RUPARELIA FOUNDATION

PAYMENT VOUCHER

PAYMENT NO 490

Date: 25-Jan-2018

PAY M/S SILVERFIN ACADEMY

CHQ. NO. 88 DATED 25/1/18 AMOUNT UGX 5,000,000/-

(IN WORDS) UGX Five million only

BEING Payment made towards swimming club sponsorship for Silverfin Academy


PREPARED BY 

AUTHORISED BY

SANCTIONED BY 

RECEIVER'S SIGNATURE

Sam Kenny
25/01/2018


Ruparelia
25 JAN 2018
RECEIVED

SPONSORSHIP PROPOSAL 2018



SILVERFIN ACADEMY



PROSPECTIVE SPONSOR: RUPARELIA FOUNDATION

CONTACT PERSON: DR. SUDHIR RUPARELIA

DESIGNATION: CHAIRMAN



January 24, 2018

The Chairman
Ruparelia Foundation
Kampala - Uganda

Dear Dr. Ruparelia,

Silverfin Academy (SFA) is a non profit, competitive swimming Club incorporated and registered with the Uganda Swimming Federation (USF) in Uganda in October 2015. SFA now has 86 registered swimmers ranging from 3yrs and above .

SilverFin Academy invites you to partner with them through your corporate sponsorship of of the club in order for us to meet our objectives of teaching and growing the sport of swimming in Uganda for all children who have an interest in swimming be it competitively, or as a hobby.

We are currently relying on annual subscription and membership fees from swimmers as our main source of funding for the operations and running of the academy,. As mentioned earlier, the academy is a non profit making institution, and has no other funding from any other sources.

The academy's coaching team have identified highly talented swimmers, who are not necessarily able to afford the training fees, but we feel are ready to represent Uganda at regional and International meets, and rigorous training is currently underway to make sure that the swimmers are on top form for the competitions lined up this year. We have no doubt we will achieve great success with the recent recruitment of our professional coach and former International swimmer Ms. Rosa Rodriguez from the Phillipines. It is in light of this that we humbly request for your support.

Your generous sponsorship will help us achieve our objectives, and ensure the sustainability and success of Silverfin Academy. Enclosed please find more information and a proposal as well as the budget breakdown.

Please do not hesitate to contact me for further details should the need arise.

Yours Sincerely,



Judy Kyanda
Chairperson - SFA
+256 752 790 019

1. Background

SFA came into existence on the 1st October 2015 with 11 swimmers who have since grown to 86 in ten months. The Academy went on to participate in the KSF National Age Group and Open Swimming Championships, 23 – 25 October 2015, in Mombasa; then in April 2016 in the CANA Zone 4 event held in Mauritius where Uganda was represented by 9 swimmers 4 of whom were from Silverfin Academy. The swimmers put up a good show with better times posted. SFA also participated in the Kenya Junior Championship held in May 2016 where our 14 swimmers put up an impressive show bagging 14 medals. SFA also participated in the USF Nationals and we came second overall. On the 6 of August 2016 we had a swimmer in the EGA winter gala No.3 in South Africa. On the 13-20 Feb 2017 we had a team of 4 swimmers representing Uganda in Bulawayo-Zimbabwe. On the 27-30 March 2017 we had a swimmer compete for the country in the Africa Junior Championships held in Egypt. In April 1-2, 2017 we took 28 swimmers to the Dolphins gala where we won 39 medals and came second overall making us the most efficient team. On 19-21 May 2017, a team of 26 junior swimmers participated in the Kenya Junior Championships and came 2nd overall out of 26 teams. This exceptional level of achievement is due to the talent and commitment of our members and the coaching team of the Academy.

The Academy has recruited five professional coaches, four of whom are FINA approved and certified. In its bid to grow and become the leading swimming academy in the region, Silverfin Academy has embarked on an ambitious plan to recruit and retain a professional swim Coach as the head coach - Ms. Rosa Rodriguez is a former international swimmer from the Philippines with over 25 years coaching experience.

Our home training pool is the Kampala International School Uganda (KISU) swimming pool, and our training hours are from 4.30pm – 7.30pm Monday to Friday and holiday Camps which are from 7.00am – 9.00am Monday to Friday. SilverFin academy is working towards producing swimmers who will compete at a national, regional and international level, including the Olympics. We are confident that Uganda in general and Silverfin Academy in particular has excellent swimmers for whom this should not be difficult to achieve.

Our coaching team has already identified the club swimmers who are ready for competitions at a national and regional level, and they are currently training rigorously in preparation for the next upcoming regional meets which are:-

1. Kenya Swimming Championships in Mombasa (March 2018)
2. Uganda National Open Swimming Championships (May 2018)
3. Africa Senior Championships (November 2018)
4. CANA Zone 3 in Dar es Salaam (December 2018.)

2. Preamble

Silverfin Academy is a swimming club that is committed to nurturing and growing the sport of Swimming in Uganda, with a focus and commitment to giving the less privileged swimmers an opportunity to receive professional training and a chance to compete competitively at national and international events. It is in this regard that we are kindly requesting **Ruparelia Foundation** to partner with us through a sponsorship agreement which will be beneficial to both parties and most importantly the children who are our future.

The Academy kit worn by swimmers, coaches and parents includes T-shirts, swimming costumes, swimming bags, Swimming Caps, Track suits which will be worn both at competitions and Training. The club proposes to print the your logo on all items of their kit (where feasible) as well as providing a subsidised item of compulsory kit to be worn at all competitions. Thanks to our diverse membership **Ruparelia Foundation** will receive exposure both nationally, and regionally at all competitions we participate in.

4. Mileage and Traction

The Academy is one of the largest in the Country, with extremely talented swimmers of different ages and backgrounds, and this sponsorship is critical to our growth and success as well as ability to sponsor and support the less financially able, yet talented swimmers who could miss their calling in life. We are prepared to distribute promotional material throughout all the Events that we organise or attend throughout the year.

We are aware that word of mouth is by far the most powerful and trusted form of advertising. Through our extensive social media platforms and forums, we are in a strong position to advertise and give mileage to your brand at all the events .

A) Events

Silverfin Academy will be organising several events throughout the year, including an annual Invitational Swimming Gala, which should attract other participants from Zone III (covering East Africa), and Zone IV (which covers South Africa, Zambia, Botswana, Zimbabwe, Angola and Mauritius.) In addition to distributing promotional material at the event, a post-gala social event would provide excellent exposure for the organisation to promote its vision, and objectives. Alternatively, we could provide every competitor with a free event T-shirt, displaying your logo. Representatives from **The Ruparelia foundation** would be invited to attend these events, giving an opportunity to meet club members and be part of the award / medal giving ceremonies as sponsors .

5. Merchandising Material

The club will display banners of all shapes and sizes clearly branded with the **your** logo prominently featured to display at all local and national competitions attended.

6. Print Media

The club regularly features in various forms and channels of print media .We would ensure The Foundation gains additional exposure through this medium.

7. Cost Implications

Due to the lack of our own swimming pool, the club spends in excess of 40 million per year on pool hire costs which the club members must bear. With other costs such as kit and transport to International meets added in the cost of the club, membership fees become prohibitively high especially for our talented and yet less financially able swimmers who the club has to subsidise or in most instances fully sponsor.

In exchange for the high level of exposure offered by the club we would appreciate any assistance which **Ruparelia Foundation** can offer.

SILVERFIN ACADEMY ANNUAL BUDGET JAN-DEC 2018

EXPENSES

Club Expenses

	Unit	Amount(Ugx)	Total(Ugx)
Head Coach Salary	Monthly	10,800,000	129,600,000
Age Group Coaches	5	800,000	48,000,000
Professional Development	1	22,200,000	22,200,000
Insurance	6	450,000	2,700,000
Coaches Accommodation	12 (months)	2,100,000	25,200,000
Total Annual-Coaching Needs			228,140,000

Swimmers Needs

Clinics / Camps	2	7,000,000	14,000,000
Tracksuits	86	300,000	25,800,000
Swim caps	86	30,000	2,580,000

Total Annual- Swimmers Needs	42,380,000
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Pool Rental Per Month

Pool	30,000,000
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<u>Total</u>	<u>300,520,000</u>
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9. Why Sponsor SilverFin Academy?

We are one of the largest swimming club in the Country with potentially high exposure from the skill of our swimmers and are destined for greater heights given the times they are currently posting.

Sponsorship would enable the club to grow and be able to meet its obligations, and most of all, support the less financially able yet extremely skilled swimmers, without compromising on the quality or frequency of training that we can afford to give them through subsidies.

10. Contact

We hope this proposal has been of interest to you and we look forward to building a successful partnership with **The Ruparelia Foundation**.



Judy R. Kyanda
Chairperson
Silverfin Academy

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KIRA ROAD BRANCH



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Date 24-Jan-2018

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Pay **Silverfin Academy** or order
Five Million Only
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Ush 5,000,000 =

A/C 218 131161 1 6111 0 THE RUPARELIA FOUNDATION

Cheque Number Bank Code Account Number

Authorised Signatory Above

⑈000083⑈ 01⑈ 271847⑈ 1311615111⑈ 11

Sam Kanny
25/01/2018



Sam Kenyi

Emp No: KFU 002
Holders signature

Sam Kenyi



*Sam Kenyi
28/01/2018*



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