

RUPARELIA FOUNDATION

URGENT

PAYMENT VOUCHER

PAYMENT NO 608

Date: 12-Nov-2018

PAY M/S Ampropen Company Limited

22 NOV 2018

CHQ. NO. ....

DATED .....

AMOUNT UGX 2,000,000/-

(IN WORDS) UGX Two million Only

BEING Payment made towards contribution to the event "Dance of the Lions" scheduled on 26/12/2018 at Kabale

PREPARED

AUTHORISED

SANCTIONED

BY [Signature]

BY [Signature]

BY [Signature] RR

Chq No : 194 Chq Date : 19/11/18

Chq Prepared By : [Signature]

Signature : [Signature]

RECEIVER DETAILS

NAME: MUGUME AMON

DATE: 23<sup>rd</sup> Nov. 2018

ID TYPE: COMPANY ID

SIGN: [Signature]

Ruparelia Group MD'S OFFICE 21 NOV 2018 RECEIVED BY: [Signature]

Ruparelia Group ACCOUNT 2 (A/C) RECEIVED 19 NOV 2018 IN/OUT NAME/SIGN: [Signature]

Processed for Payment 13 NOV 2018 HOD ACCOUNTS GM/AGN [Signature]



# AMPROPEN CO. LTD.

6<sup>th</sup> November, 2018

The Management  
Ruparelia Foundation

Dear Sir/ Madam,

**RE: Mr. Matsiko Alex Ndyareba (World Kickboxing Champion)**

On behalf of Mr. Matsiko N. Alex and his management, we would like to convey our heartfelt gratitude on the good work you render to Uganda. We would also like again to introduce to you Mr. Matsiko N. Alex who is the reigning World Kickboxing Federation (WKF) International and Intercontinental champion in Kickboxing whom you have supported before in his career. He has represented Uganda across the globe and coming with only wins as Uganda's representative in countries such as Hungary, Greece, Germany, Malaysia, China, Thailand and within Uganda.

Mr. Matsiko Alex is organizing a kickboxing event 'Dance of the Lions' (DOL) in his home town of Kabale where he will be challenged by Mr. Mako McCullough, the Ireland champion on Boxing Day (Wednesday of 26<sup>th</sup> December, 2018) at Kabale Municipal Stadium. The main aim of this event is to encourage the youth especially that talent/sports can help you achieve your dreams and contribute to growth and pride of your nation.

The event will also have a charity arm of giving back to Buhare Health Centre. We therefore would like to request for your help and support upon this World Athlete for his upcoming training and fight.

Your support would help us immensely in our noble cause of "Celebrating Our Ugandan Talent". Thank you for your time and consideration.

Faithfully,

**Mugume Amon**

Matsiko's Professional Manager

0701512555 / 0774510991

[amon@acl-ug.com](mailto:amon@acl-ug.com)

[www.acl-ug.com](http://www.acl-ug.com)

Plot 6, Kira Road, P.O Box 33334, Kampala Uganda

Tel: +256-774-510-991

E-mail: [info@acl-ug.com](mailto:info@acl-ug.com)

Web: <http://acl-ug.com>



Guaranty Trust Bank (Uganda) Ltd

Plot 56 Kira Road

PO Box 7323 Kampala, Uganda

Tel: +256 414 233 833 | +256 417 718 500

Email: bankingug@gtbank.com | www.gtbank.co.ug

NOT EXCEEDING UGX 2,000,000/-

KIRA ROAD BRANCH

Guaranty Trust Bank (Uganda) Ltd

11 27-18-47

000194 1311615111

Date 19-Nov-2018

Ampropen Company Limited

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Two Million Only

Uganda Shillings

Not Negotiable  
A/C Payee only

UGX 2,000,000/-

AVC 218 131161 1 5111 0

THE RUPARELIA FOUNDATION

Cheque Number

Bank Code

Account Number

Authorised Signatory Above

⑈000194⑈ 0100271847⑈ 1311615111⑈ 11

Received by  
Mukunad Amon  
23/11/2018



**VS**  
**DANCE OF THE LIONS**



**SPONSORSHIP PROPOSAL**

**FOR: MATSIKO ALEX NDYAREBA**  
**"THE LION HEART"**  
KABALE STADIUM 26TH DECEMBER 2018

# EVENT SPECIFICATIONS

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**Event:** Dance of the Lions (DOL)

**Sport:** Kickboxing

**Date:** Boxing Day (Wednesday 26<sup>th</sup> December, 2018)

**Venue:** Kabale Municipal Stadium, Kabale Town

**Main Acts:** Matsiko Alex Ndyareba "The LionHeart" (UG) VS UK

**Charity Activity:** Bubare Health Center

**Organizers:** Ampropen Company Ltd (ACL) and Partners

**Budget:** UGx. 81,235,000/-

# EXECUTIVE SUMMARY

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AMPROPEN COMPANY Ltd (ACL) is a home-based Nature, Talent and entertainment company located in Kampala Uganda, with the aims of managing talent and providing high end entertainment services to clients and the general public. The purpose of this proposal is to foster the above goal by introducing “Dance of the Lions” kickboxing Show that is headlined by World Kickboxing Champion, Mr. Matsiko Alex Ndyareba ‘LionHeart’ whose fight is scheduled for Wednesday 26<sup>th</sup> December, 2018 (Boxing Day) at Kabale Stadium, Kabale Town.

Matsiko N. Alex “LionHeart” is the reigning WKF International and WKF Intercontinental Champion (Welterweight). As an International Kickboxer, he has managed to achieve international accolades in kickboxing and defend them while winning with smart Knock-Outs (Kos). Recently, he has been on a tour in Asia courtesy of MTN Uganda and other supporters where he trained and had several fights in Malaysia, China and Thailand. He won all his fights and some of them with nice Knock-Outs, now standing at a record 19fights with 15W:4L: 7KO.

“Dance of the Lions” Show is expected to reassure Ugandans that kickboxing has taken a leap to the next level of real martial arts entertainment in the country. This event also is aimed at bringing the sport to the main Athlete’s home ground and this also associates it with Dance of the Lions as a region. Promotion and sponsorship of this show will provide excellent associated marketing and branding opportunities, tagged to the Ugandan and global prominence of the WKF Champion whose records are brightly sounding.

Supporting DOL show provides your brand/Organization or personality a competitive edge to supporting Kickboxing as well as sports in Uganda and Uganda’s image in the international scope as one of your core values. We are living in an age where more and more new talent is being introduced into the sporting mainstream. Our kickboxing sport promotion will differ from the traditional fight promoters because of our added personal touch and Champions whose association with will become a world Image.



# MATSIKO N. ALEX'S FLASHBACK



Matsiko N. Alex's "LionHeart" recent shows snapshots where he won the WKF International and Intercontinental Titles and China Shaolin Temple fights. The captions bring about the preparatory, event d-days activities and celebrations. The WKF supervisor Mr. Rozman Istvan was from Hungary for Uganda ROG I and ROG II events IN December 2016 and May 2017 respectively.

# CONCEPT

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"Dance of the Lions", a Uganda Kickboxing Federation (UKF) sanctioned challenge is a major Ugandan as well as International contest which will be held in Kabale, Uganda. The contest will display gift-wrapped kickboxing entertainment and skills from Uganda and an extraordinary sporting extravaganza by few of the best fighters in kickboxing of this generation on the world scope. Uganda's sons and daughters will display their hard earned kickboxing skills to the world.

# PROPOSAL

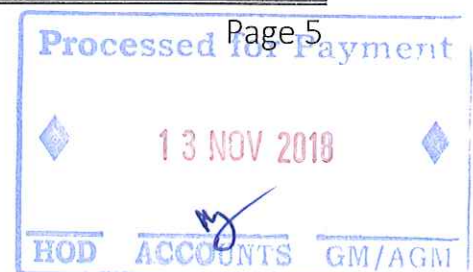
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ACL invites your company/ organization and/or individual support or sponsorship to "Dance of the Lions" which is scheduled for Wednesday 26th December, 2018 at Kabale Municipal Stadium, Kabale town. The Champions will promote your brand and earn exposure to thousands of kickboxing and sports Lovers, locally as well as globally due to the Main fighters' international image.

We request consideration of your brand's participation in the sponsorship of our Ugandan Champion. We will work closely with you to make your brand participation with us a pleasant experience.

Ampropen Company and partners plan and organize every event and program to ensure that your financial contributions return the highest possible value to you, and the general public. We will work with you to maximize your sponsorship contribution through strategies that achieve your goals, connect you effectively with potential customers/audience and strengthen your relationship with existing customers/audience.

Wide electronic coverage will be an attractive aspect and an added benefit to promote your brand's image. Media coverage and management by Ampropen Company, as event and Athletes promoter, signifies the event and its attractions that your brand will share.





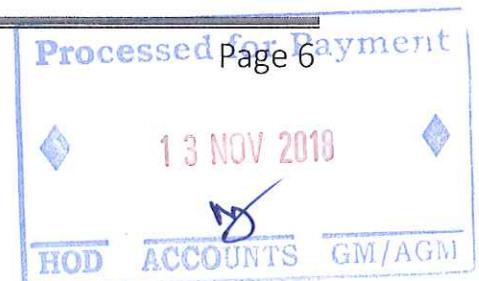
# Benefits of sponsorship

This show will without any grain of doubt live up to its billing as the contest was deservedly dubbed "Dance of the Lions". In a bid to ensure that our athletes produce high quality fights while in good shape and with the required personnel at this challenge in the kick boxing fraternity; we hereby seek sponsorship to make it a success. We will incur costs ranging from training, event production and management, and Air tickets for the 2-member team to Uganda, feeding and accommodation while in Uganda, and upkeep for the team.

We appreciate your interest in this event and any assistance you may be able to offer. We invite you to become part of our winning team in any possible capacity, as a means of increasing your brand mileage especially by encouraging sports in Uganda.

Amropen Company Ltd and Partners will provide your company value in especially the areas of media exposure and branding but also through the following;

- Branding at press conference(s) for the Champion and at the show
- Recognition and display of sponsors before and after the fights
- Mention in all media releases and news letters
- Branding the Champions
- Running of the sponsors' logos and product information on ACL website and social media platforms.
- Dedicated space at show
- Complimentary delegate passes
- Recognition on all branding and promotional materials
- Opportunity to distribute promotional items at the show



# Management

Professional Athlete management by Ampropen Company Ltd (ACL) and Partners assures quality and dedication towards the execution of the event with the major interest that our Ugandan and the invited international champions participate in the event as planned. We strive to produce unique ideas and maintain innovative thinking to remain up-to-date with new trends in Event and Talent Management. Ampropen Company and Partners are committed to producing and promoting events and talents of a unique nature, opening up fresh and attractive avenues for brand promotion. The planning process of events with close collaboration of sponsors enables us to build opportunities to communicate your key messages and helps build long term relationships.

## Timeline

Period	Activity
<b>August - October</b>	<ul style="list-style-type: none"> <li>• Official inquiry of interest of international Kickboxers to participate in the Ugandan event</li> <li>• Initiate communication with potential sponsors and the Uganda sports fraternity</li> <li>• Presentation of proposal to potential sponsors</li> <li>• Intensive training for the Ugandan champions</li> <li>• Receipt of sponsors' pledges</li> <li>• Launch Press conference</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Intensive training for the Ugandan champions</li> <li>• Receipt of sponsors' pledges</li> <li>• Book event management services</li> <li>• First Press conference</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Second Press conference and intensive media campaign about the fight</li> <li>• Clearing sponsorship pledges that would be pending</li> <li>• Arrival of foreign fighter in Uganda on Sunday 23<sup>rd</sup> December, 2018</li> <li>• Fighters weigh-In press conference &amp; Charity Activities at the Health Center on Monday 24<sup>th</sup> December, 2018</li> <li>• "Dance of the Lions" kickboxing show on Wednesday 26<sup>th</sup> December, 2018</li> </ul>



# BUDGET



**Brand:** Dance of the Lions (DOL)  
**Activity:** Kickboxing Show  
**Promoter:** ACL Promotions  
**Event Date:** Wednesday 26<sup>th</sup> December, 2018  
**Venue:** Kabale Municipal Stadium, Kabale

COST BREAKDOWN	No. of Activations	Quantity	Unit Cost	Total Cost
<b>Sanctioning fees</b>				
UKF	1		1	2,000,000
Supervisor	1		1	1,435,000
<b>Sub Total:</b>				<b>3,435,000</b>
<b>Event Production/Management</b>				
Press conferences	1		4	600,000
Communication & coordination	30		4	20,000
Trass with lights	1		1	2,000,000
Generator and Fuel	1		2	500,000
PA system	1		1	1,000,000
Refreshments	1		100	20,000
Barricades	1		200	10,000
Backdrop and Roadside Banners	1		10	100,000
Videography	1		2	750,000
LED Screens	1		2	3,000,000
Posters and fliers (design +print)	1		3	500,000
Security(Police & Bouncers)	1		30	100,000
Venue	1		1	5,000,000
Ring Hire and Assembly	1		1	2,500,000
Carpet Hire and corner pad covers	1		1	900,000
Venue Decor and branding	1		1	1,000,000
Ushers and Ring Girls	1		20	70,000
MC and Ring Announcer	1		2	1,000,000
Advertising	2		10	150,000
Entertainment	1		4	1,000,000
Ambulance + Medical team	1		1	1,000,000
<b>Sub Total:</b>				<b>47,600,000</b>
<b>Internationals</b>				
Air Tickets from & to Dublin, Ireland	1		2	4,200,000
Return travel from Kampala- Kabale	1		8	400,000
Accommodation	6		6	100,000
<b>Sub Total:</b>				<b>15,200,000</b>
<b>AWARDS</b>				
Major fighter's purse	1		2	5,000,000
Undercards Cash Prizes	5		2	500,000
<b>Sub Total:</b>				<b>15,000,000</b>
			<b>G. T:</b>	<b>81,235,000</b>



# Conclusion

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Ampropen Company Ltd (ACL) feels that the sporting and entertainment sector are potentially significant contributors to the growth of brand loyalty by the public. The sporting industry is a critical component of our cultural industry, because sports bond and communicate through a universal language, fronting brands associated with them and has the distinctive ability to break through the constraints of cultural boundaries.

“Dance of the Lions” is going to be the first Kickboxing event of its own kind organized in Kabale Town in South-western Uganda and specifically outside Kampala town featuring the World Champion Mr. Matsiko N. Alex ‘LionHeart’. The show is purely Western Uganda show of power and loyalty.

Ampropen Company and Partners working methodology assures attendance of each event detail which helps achieving high standards. The working process of ACL and Partners is filtered through various teams comprising of the Creative, the Marketing and promotions and the event and production teams.

Ampropen Company has assumed this moral obligation, but it is only by working together with the stakeholders and supporters of the sports industry, that we will realize effective execution of the champion’s show, starting with delivering a high quality training for our talented champion and effectively participating in the slated show. We hope that the above meets your approval.

**For more information on this event or in case of any clarifications, please contact any of the following without hesitation;**

**ACL** on +256 774510991 or [ampropen@gmail.com](mailto:ampropen@gmail.com) OR [info@acl-ug.com](mailto:info@acl-ug.com)

**Mugume Amon** on +256 701512555 or @ [ammeamon@gmail.com](mailto:ammeamon@gmail.com) [amon@acl-ug.com](mailto:amon@acl-ug.com)

[www.acl-ug.com](http://www.acl-ug.com)

<https://facebook.com/ampropenco/>



# CONFIDENTIALITY AGREEMENT

The undersigned **client** acknowledges that information provided by **AMPROPEN COMPANY LIMITED (ACL)**, in this talent proposal of "Dance of the Lions (DOL)" is confidential; therefore, **client** agrees not to disclose it without the express written permission of **AMPROPEN COMPANY LIMITED**.

It is acknowledged by **Client** that information to be furnished in this talent proposal is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of the same by the **client** may cause harm or damage to **AMPROPEN COMPANY LIMITED**.

All information in this document, names, titles and figures are the sole and exclusive property of **AMPROPEN COMPANY LIMITED**.

Upon request, this document is to be immediately returned to **AMPROPEN COMPANY LIMITED**.

**Drafted by;**

Adam Byarugaba

Advocate

**Witnessed by;**

Mugume Amon

Director

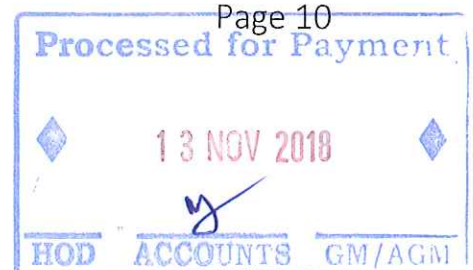
**On behalf of**

AMPROPEN COMPANY Ltd

**Dated**

13<sup>th</sup> September, 2018.

This is a talent proposal. It does not imply an offering of securities, unless interest in the talent is shown by the client.





AMPROPEN COMPANY LIMITED

IDENTITY CARD



Name: MUGUME AMON A.T

Designation: CEO

Date Of Issue: 25/01/2018

Expiry Date: 25/01/2021

ID NO: ACL 001

Holder's Sign: