



**Hoffnung
International
Football
Academy**

SPONSORSHIP PROPOSAL FOR HOFFNUNG INTERNATIONAL FOOTBALL ACADEMY

(Ideas for Today and Tomorrow)

www.hifa.com.ng

INTRODUCTION

- Nigeria is the biggest and most populated country in West Africa. Although, Nigeria is greatly and naturally blessed with human and material resources, More than 80% of its total population of over 160 million, live on less than \$1 daily. This makes it almost impossible for the majority to afford themselves basic needs such as good food and quality education not to mention of affording to register with a football academy.
- For majority of young people, growing up especially in the impoverished areas, the pressure to become involved in gangs can be immense, but we at ***HOFFNUNG International Football Academy (HIFA)***, believe that young people can choose a different future capable of changing the lives of their members of their communities.



About HIFA

HIFA is a partially residential youth football academy in Lagos, Nigeria. It started its activities in 2014. The academy focuses on the development of youths between the ages of 12 and 18. The academy focuses on three vital points which are Education, Football and Character development. At HIFA, we only admit students who believe in the importance of education, we believe we can manage only the willing but all candidates must be willing to go to school, train hard and ready to imbibe good morals, manners and behavior.



THE ACADEMY



- Admission into the academy will fully base on selection criteria as the students are to be granted up to 70% scholarship while 30% will be borne by theme.



- The HIFA project is more than a football academy, this is because of the intent to give HOPE to a whole lot of children who have what it takes to show the zeal, passion, aspiration, attitude and most especially exceptional football skills and talents needed to be one of the best in the few years to come.



THE HIFA EXPERIENCE



THE PROJECT

Our aim at HIFA is to provide the best facilities, coaching and games programme to create a perfect environment for players to develop and reach their full potentials. We aim to develop players to play in the first team of different clubs in every parts of the world as professionals and our admission process is rigorous and on a continuous basis as more talented qualified students are discovered and invited to join the academy.

A lot of talents are being wasted due to non-availability of the needed support to make it as professional footballers; and being able to make a life for themselves and their families, leading to more economic hardship and frustration which often leads to robbery, prostitution, drug abuse, kidnapping and other crimes.

It is for this reason that HIFA have decided to help with the transformation of aspiring talents to become the best they can be.



PROJECT OBJECTIVES



- This project is going to be beneficiary to talented footballers, families, communities, Nigeria, Africa and the global world.
- As it is, with any start up charitable organization like HIFA, we require financial and material help for the start up and running of the Academy.
- The major areas needed for sponsoring and funding are Team wears, Training Equipment and Facilities



OUR STRATEGIES

- To ensure a steady source of income for the academy to resourcefully run her programmes, the following strategies will be put in place:
 - Soliciting for support from well meaning public spirited individuals that shares in our dreams of giving hope to the impoverish kids on the streets that are talented and require a platform, which we are offering at HIFA to harness their God's given talent.
 - Personal resources from the proprietors, their families and friends.
 - Marketing and sales of trained players to Local clubs in Nigeria as well as foreign league clubs
 - Participations in international youth tournaments across Africa and Europe to expose academy best legs and gives them a chance to be scouted.
 - Participations in locally organized competitions and leagues.



OUR TEAM

The true strength of **Hoffnung International Football Academy (HIFA)** lies in its strong, talented and rich management team, Instructors and Coaches. People power is the main reason for the unparalleled achievement of the academy so far. Our team of coaches and staff assumes any challenge that players brings and do their best to always bring out the best in them and our dynamic team is producing some outstanding talents already.



OUR REQUIREMENT

As with most humanitarian organizations, we require material and financial assistance in running the academy and giving hope to more child:

- Training material: football boots, Jerseys and training kits for various sports, cones, soccer hose (socks), shin guards, footballs, first aid medical facilities, nets, and all other sports equipment and materials. To his regards, we intend to partner with established football clubs to donate their used items as mentioned above. This will shared among HIFA related academies which are expected to be spread across the country.
- Necessity for GREEN Training ground A reasonable capacity stadium and running track, and other sports facilities is the dream of HIFA and our future endeavours would focus on the calibre of talents it has been able, and continue to groom.



OUR REQUIREMENT (Cont)

- Transport: To help HIFA to transport the youngster from the various locations and townships around, to our intended sport centres across the country and will also help to transport our players to and from organised matches around Nigeria.
- Academy Building (The Future): We have been able to secure a vast land measuring about 20 acres in the outskirts of Lagos, Nigeria. We hope to start major work on it by the fourth quarter of 2017. The master plan for the academy includes: School building, Students lodge, gym, staff quarters, sand pitch, grass pitch and artificial pitch.



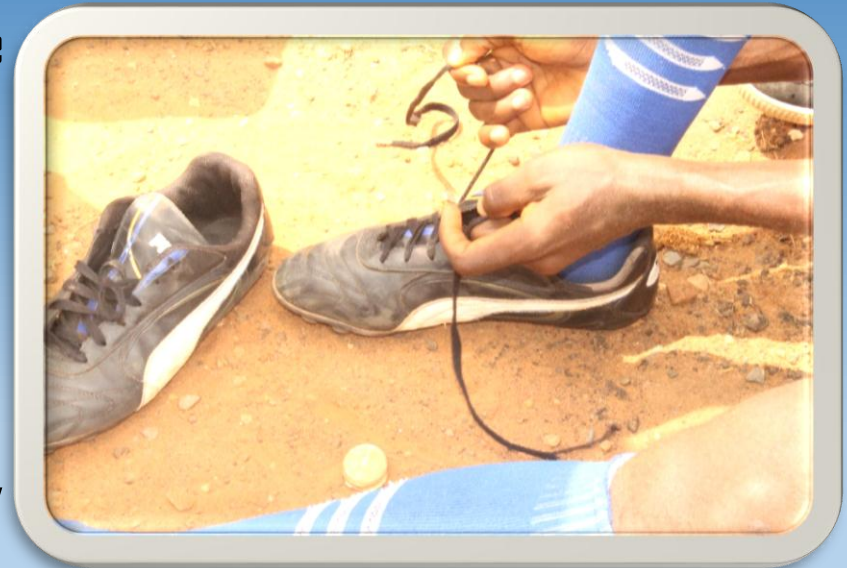
HIFA JUNIOR & SENIOUR TEAMS



BENEFITS OF PARTNERSHIP/ SPONSORSHIP

By becoming a Partner and a Sponsor at HIFA;

- You are helping to make Nigeria, Africa and the world a better place.
- You are giving HOPE to the Hopeless.
- Supporting excellence in sport – achievement.
- Helping to provide opportunities for children.
- Advertising to a growing audience.
- Your brand exposed on program material, shirts and on our web site.
- As a club, you are sure of getting the best players from Nigeria



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