

halfmarathon.usiu.ac.ke

A man with a beard and a white and blue long-sleeved shirt is running in the foreground. He is wearing a race bib that says '105' and '10 KM'. The background shows other runners in similar shirts, slightly out of focus.

USIU-AFRICA HALF MARATHON

MILES FOR EDUCATION

SPONSORSHIP & PARTICIPATION PROPOSAL

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PURPOSE & VISION

USIU-Africa is pleased to invite your organization and/ or its employees to partner in the USIU Half Marathon. The marathon is being integrated into the university calendar as an annual scholarship initiative that gives a chance to bright needy students.

In 2025, USIU-Africa held its inaugural half marathon and raised KES 2.3 million towards scholarship/ financial aid. This amount was added to other institutional financial aid, and enabled 134 students to receive modest financial aid. This year, with your support, we would like to raise full 4-Year tuition and living expenses for a need student(s) to join USIU-Africa on full scholarship. Our target us to achieve at least triple value of the inaugural marathon achievement.

Beyond the charity mission, the Marathon promotes healthy lifestyles, community engagement, and responsible corporate citizenship. The inaugural edition of the Marathon attracted about 2,000 participants, mobilized KES 4.41 million in cash contributions, and secured over KES 4 million in in-kind support, demonstrating strong institutional credibility, partner confidence, and execution capacity.

The 2026 edition builds on this momentum, with a larger target audience, deeper institutional and corporate partnerships, and a clearer, more compelling value proposition for sponsors, focused on impact, visibility, and meaningful engagement.

EVENT SNAPSHOT

Event: USIU Half Marathon 2026

Date & Venue: Sunday, 26 July 2026 / USIU-Africa Campus

Participants: Over 5,000 runners, walkers and PWD

Audience: University employees, students, alumni and their families, pro athletes, the public and corporate teams.

Reach: On-campus visibility, earned media exposure, and digital amplification before, during, and after the event.



SPONSORSHIP PHILOSOPHY

Sponsors are positioned as strategic partners
Sponsorships are categorized into various tiers
Each partnership is designed to deliver:

- Targeted audience alignment
- Meaningful brand engagement
- Measurable exposure and participation
- Authentic social impact through education

Flexibility is built into every sponsorship tier to align with partner objectives

WHY PARTNER WITH USIU-AFRICA FOR THE HALF-MARATHON?

- Direct access to a highly educated, values-driven, and economically active audience
- Strong alignment with education, youth empowerment, health, sustainability, and community impact
- Brand visibility that goes beyond logos into engagement, participation, and goodwill
- Association with a credible, well-governed institution led by the Vice Chancellor
- Opportunity to support tangible, measurable scholarship outcomes

SPONSORSHIP TIERS (CASH DONATION)

PLATINUM SPONSOR

KES 1,000,000



- Premium recognition as Title / Presenting Partner
- Top-tier logo placement across all marathon assets (start/finish zones, T-shirts, media, digital platforms)
- Category exclusivity
- Speaking or ceremonial flag-off role on race day
- Dedicated branded experiential presence at the start/finish line
- Agreed on-campus engagement opportunities (up to 6 pre/post event activations), between 2026 - 2027
- VIP engagement including access to a VC-hosted luncheon or scholarship impact briefing (up to five representatives)
- Prominent year-round association with the scholarship impact supported, including co-branded impact storytelling
- Complimentary participation package for executives and staff
- Priority consideration for future marathon editions



GOLD SPONSOR

KES 500,000

- High-visibility branding across key event materials
- Strategic brand placement at major race points
- Interactive booth or activation space on race day
- Corporate team participation package
- Pre/post-event engagement opportunities - 4 agreed touchpoints/activations (2026-2027)
- Recognition in official communications and post-event reports



SILVER SPONSOR

KES 250,000

- Logo visibility on selected event assets
- Brand presence at designated race touchpoints
- Staff participation opportunities
- 2 USIU-Africa pre/post event Activations (2026-2027)
- Recognition during event announcements and digital mentions



BRONZE SPONSOR

KES 100,000

- Entry-level brand exposure
- Inclusion in marathon communications, acknowledgments, and sponsor listings
- 1 USIU-Africa pre/post event Activation (2026-2027)



CEO CHALLENGE

KES 20,000

The CEO Challenge invites organizations to enter a team of four C-suite executives and compete (CEOs, Managing Directors, etc.) in a 10 km race against other organizations. This event fosters peer-to-peer competition and provides a unique networking opportunity with other business leaders. The entry fee is KES 20,000 per team, and each participant will receive a complimentary t-shirt.



CORPORATE CHALLENGE

KES 50,000

For an entry fee of KES 50,000, companies can enter a team of 10 participants in the Corporate Challenge to compete in a 10 km race against other organizations. Your team will receive 10 complimentary t-shirts.



IN-KIND PARTNERSHIP

Benefits based on value:

- Recognition equivalent to monetary tier
- Product/service integration into event
- Branding opportunities
- Complimentary entries
- Social media recognition



VENDOR OPPORTUNITIES

We invite vendors to participate in our upcoming marathon and showcase their products and services to a large, diverse, and highly engaged audience. This presents an excellent opportunity to enhance brand visibility, engage directly with participants and spectators, and build meaningful business connections.

Participating vendors will benefit from:

- A designated booth space at the event venue
- Inclusion in the official event program and selected promotional materials
- Direct interaction with runners, supporters, partners, and the wider community
- Opportunities for product showcasing, sampling, sales, and lead generation
- Complimentary event merchandise for vendor representatives

Vendor participation terms are flexible and open for discussion.



SCHOLARSHIP-FOCUSED SPONSORSHIP OPTIONS

Sponsors may choose to align their contribution with:

- **General Scholarship Fund:** Supporting a student(s) across academic program(s)
- **Named or Themed Sponsorships:** Sponsoring a defined number of students with visible recognition

Each option offers a clear linkage between contribution, student impact, and sponsor recognition.



ENGAGEMENT & ACTIVATION OPPORTUNITIES

- Corporate and executive team challenges
- Staff wellness and team-building participation
- On-site engagement with participants and spectators
- Brand visibility that continues before, during, and after race day through digital and institutional platforms

IN-KIND SPONSORSHIP

USIU-Africa welcomes in-kind support for event-critical needs, including but not limited to:

- Water and hydration services
- Medical and first-aid services, supplies
- Portable toilets
- Tents and event infrastructure - Start/ Finish Arc, dais, sound system etc.
- Participant support services
- Medals.
- Trophies.
- Prize money.
- Gifts (brands that wish to gift the winners).
- Certificates.
- Bib numbers and/ or Safety pins.
- Energy products - drinks or glucose.
- Placards, signage.
- Start/ End finish banners.
- Kids entertainment - bouncy castle, face painters etc.
- Digital billboard, TV, newspaper and radio ads.

All in-kind contributions are:

- Mapped to an equivalent cash value
- Matched with appropriate visibility, recognition, and acknowledgment benefits





WHAT SPONSORS RECEIVE

- Consistent, high-frequency brand exposure
- Positive association with education, transformation, and social impact
- Engagement with students, staff, alumni, and the wider community
- Recognition through certificates, awards, media mentions, and official acknowledgments
- A partnership that is credible, purposeful, and impact-driven



CALL TO ACTION

- Sponsorship packages are flexible and customizable
- We welcome a conversation to align this partnership with your organization's strategic objectives
- Together, we can transform lives through education while creating shared value



CONTACT INFORMATION

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