

ETHICAL BRANDING

MEJO 476



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MEET THE TEAM



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Branding Youth Tournaments



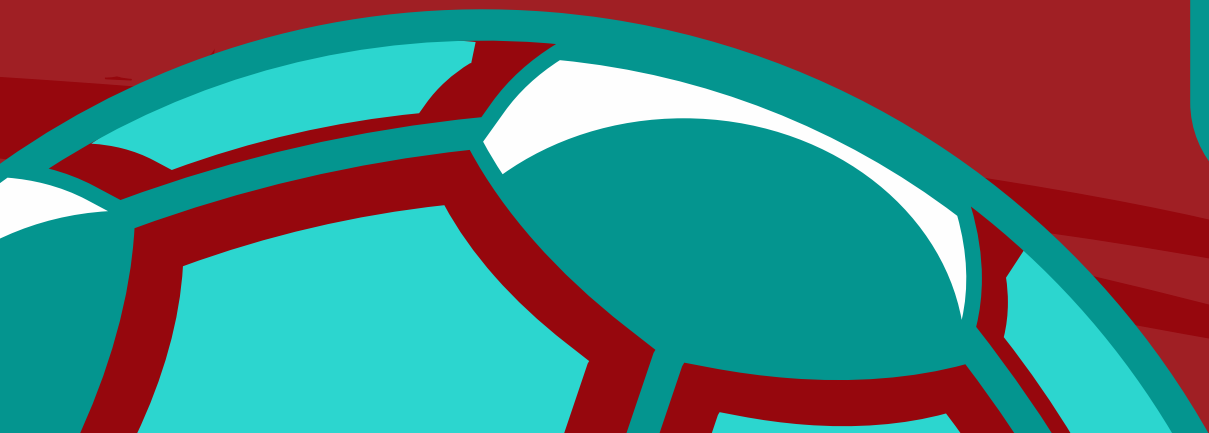
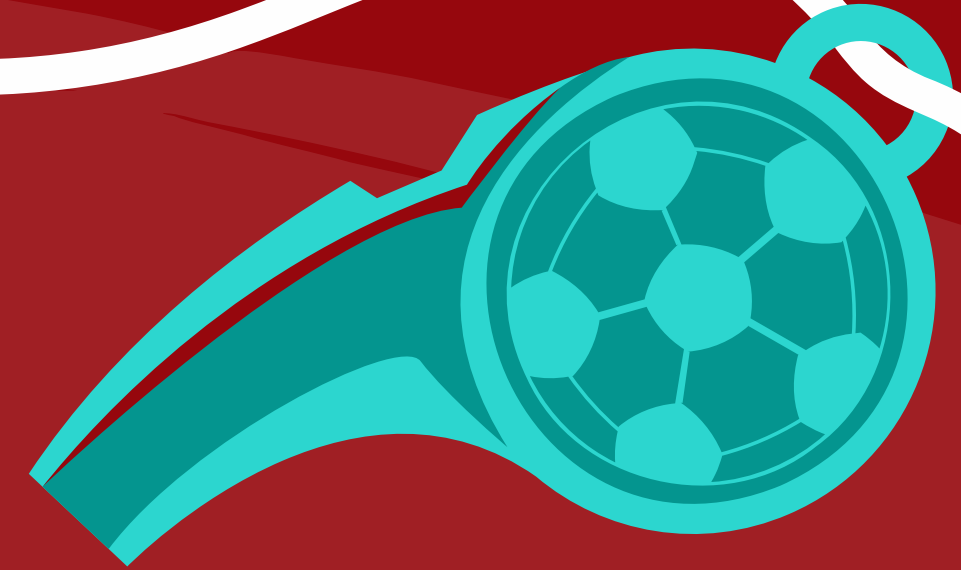
The initiative we were tasked with for our ethical branding report was “branding youth tournaments”. Through creating a comprehensive branding plan, we can work to increase CFK’s digital presence, obtain sponsorships, further unite various communities through sport.

Problem Statement: CFK Africa lacks a cohesive and compelling branding strategy for its youth tournaments, resulting in limited digital presence, reduced opportunities for sponsorship, and missed potential to connect and engage diverse communities through sport.

SUGGESTIONS

1. Implement More Strategic Partnerships
2. Create a Mentorship Program With Professional Players
3. Create a Youth Tournament Tab on the Website
4. Enhance Tournament Coverage
5. Offer Global Sponsorship Opportunities for Youth Athletes/ Teams

Goal: Bring more Awareness to CFK Africa's Youth Tournaments through ethical branding



#1



**IMPLEMENT MORE
STRATEGIC PARTNERSHIPS**

PARTNERSHIP'S WITH US YOUTH SOCCER ORGANIZATIONS

Girls Academy League

The Girls Academy League has an advisory panel comprising girls from different teams across the United States. The club and team representatives allow their voices to be heard to implement change throughout GA and beyond.



Opportunity

Partnering with US youth soccer clubs that currently have a panel of youth leaders provides the opportunity for fundraising efforts for field renovations and equipment. Through these renovations, funding for CFK Africa can be put in other “buckets,” such as education opportunities, mentorship programs, etc., instead of being used to replace equipment on a weekly basis.

Dissemination Process

Create a proposal booklet on how a partnership with CFK Africa would be mutually beneficial to the Girls Academy League in enhancing community outreach and or their service-orientated mission → Reach out to the GA Executive Board → Hold a meeting to further discuss implementation of partnership



#2

**CREATE A MENTORSHIP
PROGRAM WITH
PROFESSIONAL PLAYERS**



Mentorship programs help athletes build a positive image by showing their commitment to leadership, community, and the growth of the sport



They increase visibility and awareness through media coverage, social media, and public engagement



Consistent mentorship fosters trust and loyalty by demonstrating a genuine investment in the sport's future

Kenyan programs like Uweza Soccer academy and Moving the GoalPosts empower young girls through football by providing mentorship, equal opportunities, and life skills, especially in underprivileged communities



Goal alignment: Gender Equity, Quality Education, Reduced Inequalities

A group of young women, likely a soccer team, are huddled together on a dirt field. They are wearing dark jerseys with bright yellow-green accents. The back of their jerseys features the text 'HON. NIXON KORIR' and some numbers. They have their arms around each other's shoulders in a supportive gesture. In the background, there are trees and a building under a slightly overcast sky.

#3

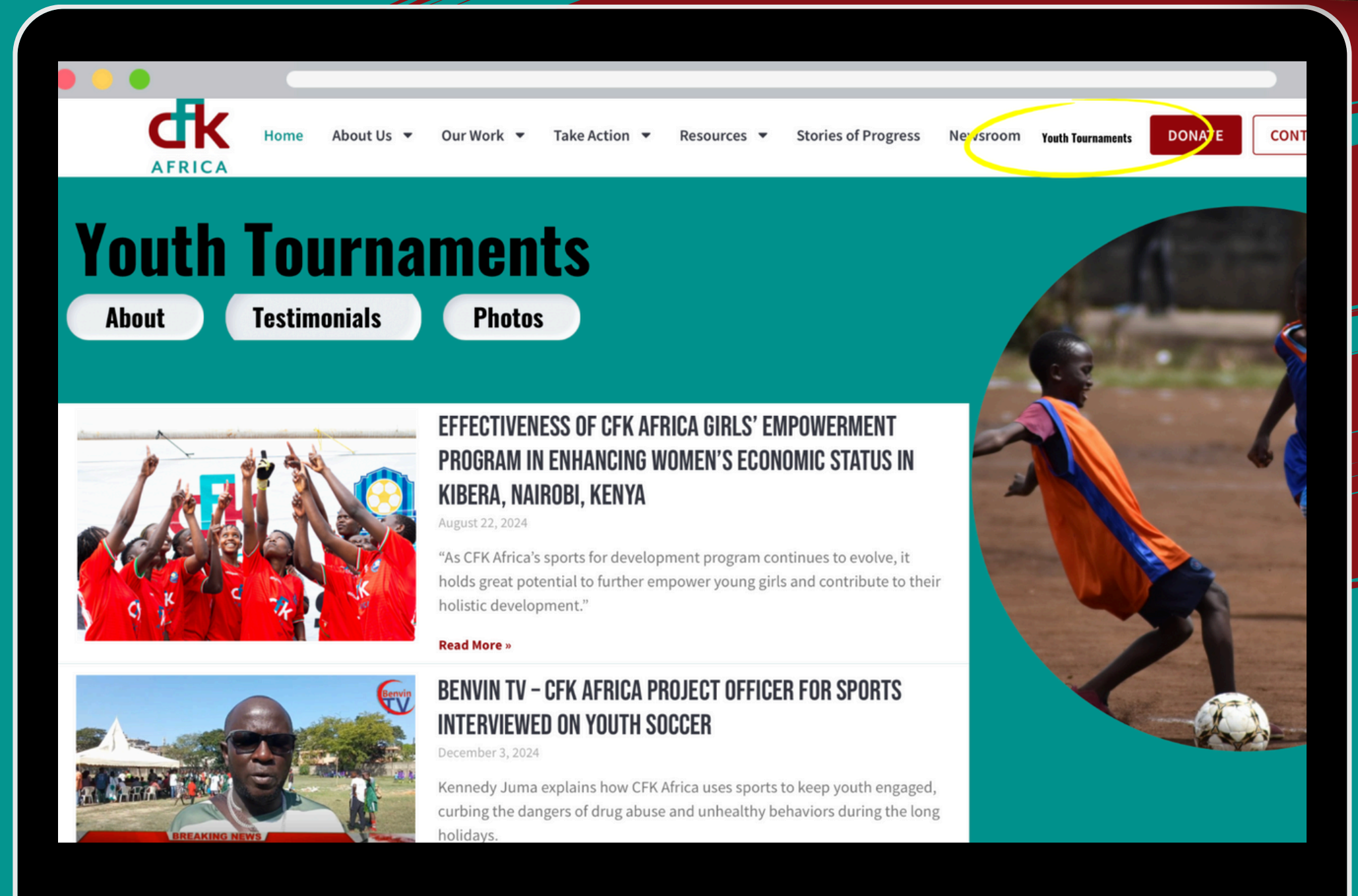
**CREATE A YOUTH
TOURNAMENT TAB ON
THE CFK AFRICA WEBSITE**

One primary way to raise awareness about and promote CFK Africa's Youth Sport Tournaments is through its website.

This could be through

- Videos
- Photos
- Information
- Testimonials

Goal Alignment: Good Health and Well Being, Quality Ed



#4



**ENHANCE TOURNAMENT
COVERAGE**

STRATEGIC OPPORTUNITIES FOR TOURNAMENT SPECIFIC CONTENT

- Share timely press releases with the media about CFK Africa's involvement with Youth tournaments.
 - Before each tournament to bring awareness
 - After each tournament talk about the success
 - Throughout the season to emphasize what CFK Africa is doing for the Kenyan Community
- Highlight community and national partners and sponsorships.
- Post-tournament recaps that celebrate the winner's success but also emphasize how CFK Africa is combating violence between ethnic groups through teamwork and sportsmanship
 - “Documentary” style short-form videos (Reels, TikTok, Etc.)
- Aligns #10: Reduced Inequalities and #16 Peace, Justice and Strong Institutions

DISSEMINATION PROCESS

- Traditional Media
 - Kenyan/ African outlets, American outlets, and European outlets
- Digital Media
 - Instagram, TikTok, and Facebook
 - Bloggers and Influencers
- Ethical Considerations
 - Avoid exploitation
 - Foster a community of transparency and trust
 - Maintain cultural sensitivity



A background photograph showing three young athletes running on a dirt field. They are wearing blue and orange athletic gear. The athlete in the foreground is running towards the right, while two others are slightly behind him. The background is blurred, showing some greenery and a building.

#5

**OFFER GLOBAL SPONSORSHIP
OPPORTUNITIES FOR
YOUTH ATHLETES/ TEAMS**

Expand Awareness Through Global Sponsorships

- Youth teams, clubs, or individuals in the U.S., UK, etc., “adopt” a CFK Africa youth team.
- Dual Purpose: Fundraising and Global Engagement
 - They provide funding for things like uniforms, tournament entry, or meals.
 - In return, they receive photos, letters, or match updates to stay engaged
- Builds cultural exchange and long-term engagement beyond a one-time donation
- Aligns #10: Reduced Inequalities and #17 Partnership for the Goals



DISSEMINATION PROCESS

- **Develop Sponsorship Framework**
 - Tiered sponsorship levels (ex: \$50 jersey kit, \$250 cleat kit, etc.)
- **Create a Global Outreach Campaign**
 - Launch a social media and email campaign targeted at youth soccer clubs and families
- **Produce Digital Sponsorship Kit**
 - Create a booklet highlighting CFK Africa's impact through youth stories and explain how the funds will be utilized
 - Include a QR code for signing up
- **Maintain Ongoing Sponsorship Engagement**
 - Quarterly or biannual updates for sponsors (thank you cards, tournament updates, etc.)
 - Spotlight sponsors on CFK Africa's social media

