

KIGALI CITY CUP YOUTH EDITION

A partnership prospectus for brands ready to own African youth football.

U10–U20 • BOYS & GIRLS • KIGALI, RWANDA • ANNUAL, MID-JULY

The Opportunity

Africa has the youngest population on earth and one of football's deepest talent pools — yet no home-grown youth tournament matches the scale of Sweden's Gothia Cup, which alone drew 1,956 teams from 78 nations and injected roughly US\$95M into its host city in one week. Kigali City Cup International — Youth Edition closes that gap.

WHY PARTNER NOW

- **First-mover advantage** — Founding partners lock in a category before the tournament scales into Africa's flagship youth event.
- **Purpose-driven brand story** — Direct association with youth development, girls' football, and pan-African unity.
- **Rwanda as a stage** — Hosting inherits the credibility of BAL, Tour du Rwanda, and the 2025 UCI Road World Championships.
- **Multi-week activation window** — 7–9 competition days plus scouting, coaching clinics, and business forum activations.

AUDIENCE & REACH

11 Age Categories	2 Divisions (B/G)	7–9 Days of Play	Global Invitational Clubs
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Touchpoints

- Opening & Closing ceremonies at Amahoro National Stadium
- On-pitch LED and perimeter branding across all match venues
- Player kit & warm-up top branding rights (tier-dependent)
- Broadcast + livestream branding on Kigali City Cup channels
- Fan & Culture Village activation booths
- Scouting Showcase and Sports Business Forum branding
- Digital reach: tournament website, social media, press releases

PARTNERSHIP TIERS

Tier	Investment	Headline Benefits
Title Partner	On request	Exclusive naming rights across all tournament platforms · Maximum visibility · Presenting billing on all branded assets · Category exclusivity · VIP hospitality suite
Platinum Partner	On request	Premium branding on kit, LED, and venue · Full activation rights in Fan Village · Sports Business Forum keynote · VIP hospitality access
Gold Partner	On request	Tournament-wide branding · Sustained media presence · Age-category presenting rights · Business Forum panel · Hospitality tickets
Silver Partner	On request	Digital and venue branding package · Website & social recognition · Standard hospitality

OFFICIAL PARTNER CATEGORIES

- Banking Partner
- Telecommunications Partner
- Airline Partner
- Hotel Partner
- Medical Partner
- Media Partner

ACTIVATION PLAYBOOK

A guided activation calendar co-built with your team, covering: pre-tournament announcements, opening ceremony reveal, matchday content, scouting-showcase presence, coaching-clinic sponsorship, closing gala, and 12 months of post-event story assets.

CSR & LEGACY

- Girls' Football Fund — supports Girls' divisions and grassroots pathways
- Coaches Academy Scholarship — sponsors licensed coaching clinics for local coaches
- Kit for Kids — retired match kit donated to local youth academies

LET'S BUILD IT TOGETHER

Contact	Partnerships Team, Kigali City Cup International
Email	info@kigalicitycup.com
Phone	+250 728 468 549
Website	www.kigalicitycup.com