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CEO Athletics Kenya



Overview of this presentation



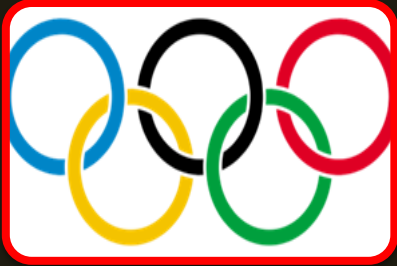
Where we have come from



Where we are going

And what this means for our current & future partners

AK: Track Record



The Olympic Games

- Athletics Kenya athletes have won 79 of Kenya's 86 medals



IAAF World Championship Events

- Kenya has won 112 medals at the IAAF World Champs
- Kenya are third in the overall medal table



The Commonwealth Games

- Kenyan athletes have won 144 of Kenya's 195 medals

Athletics Kenya: Track record of success

Since the 1960s, Athletics Kenya has produced more world class athletes, more world record holders and more Olympic & World Championship medalists (in middle and long distance running) than any other country in the world!



AK strategy in ONE slide!

Area of focus	Primary objective
1. Brand	<ul style="list-style-type: none">• To establish AK as the most popular sports brand in Kenya
2. Events	<ul style="list-style-type: none">• Create & own world class events that grow interest in the sport• Position AK to host major IAAF events – <u>Ongoing Bidding for WYC 2017</u>
3. Broadcast	<ul style="list-style-type: none">• Reach new & existing audiences via local, continental & global broadcasting deals
4. Sponsorship	<ul style="list-style-type: none">• Create long term partnerships on a global and local basis
5. Digital & Social media	<ul style="list-style-type: none">• Grow a passionate and engaged fan base on social media

AK: Brand persona and messages





Event strategy

Event Strategy: Focus on premium events



Premium Events

AK Commercial Focus on Premium Events:

1. AK owned **ELITE** events
2. AK owned **MASS PARTICIPATION** events
3. Major **IAAF** events

Current AK Schedule

(Cross Country, Track & Field and Road Running)

AK Events: Calendar

Cross Country: November to February



Relays Series: February to May



Track & Field: May to August

Big Marathons: September to November

A close-up photograph of a red athletic jersey. The word "KENYAYA" is printed in large, white, block letters across the chest. Above the letters, a white Nike swoosh logo is partially visible. To the right of the text is a rectangular patch of the Kenyan national flag, which features horizontal stripes of black, red, and green, with white borders and a traditional Maasai shield and spears in the center. The jersey fabric has a fine, textured pattern.

KENYAYA

Event by Event Review

AK Events: Cross Country (4 + 1)

Weekend Cross Country regional meets (4 in total)



Culminates in the National Championship in Nairobi in February (Also - IAAF Permit Meet)

AK Events: Relays (4 + 1)

Weekend regional meets (4 in total)



Culminates in the National Championship in Nairobi (which doubles up as national trials)

AK Events: Track & Field (4 + 1 + 1)

Weekend regional meets (4 in total)

Culminates in the National Championship in Nairobi
(which doubles up as national trials)

IAAF Track and Field Permit Meet / Night of the stars
(May)

AK Events: Marathons and Half Marathons

1. National Half Marathon Championships / National trials

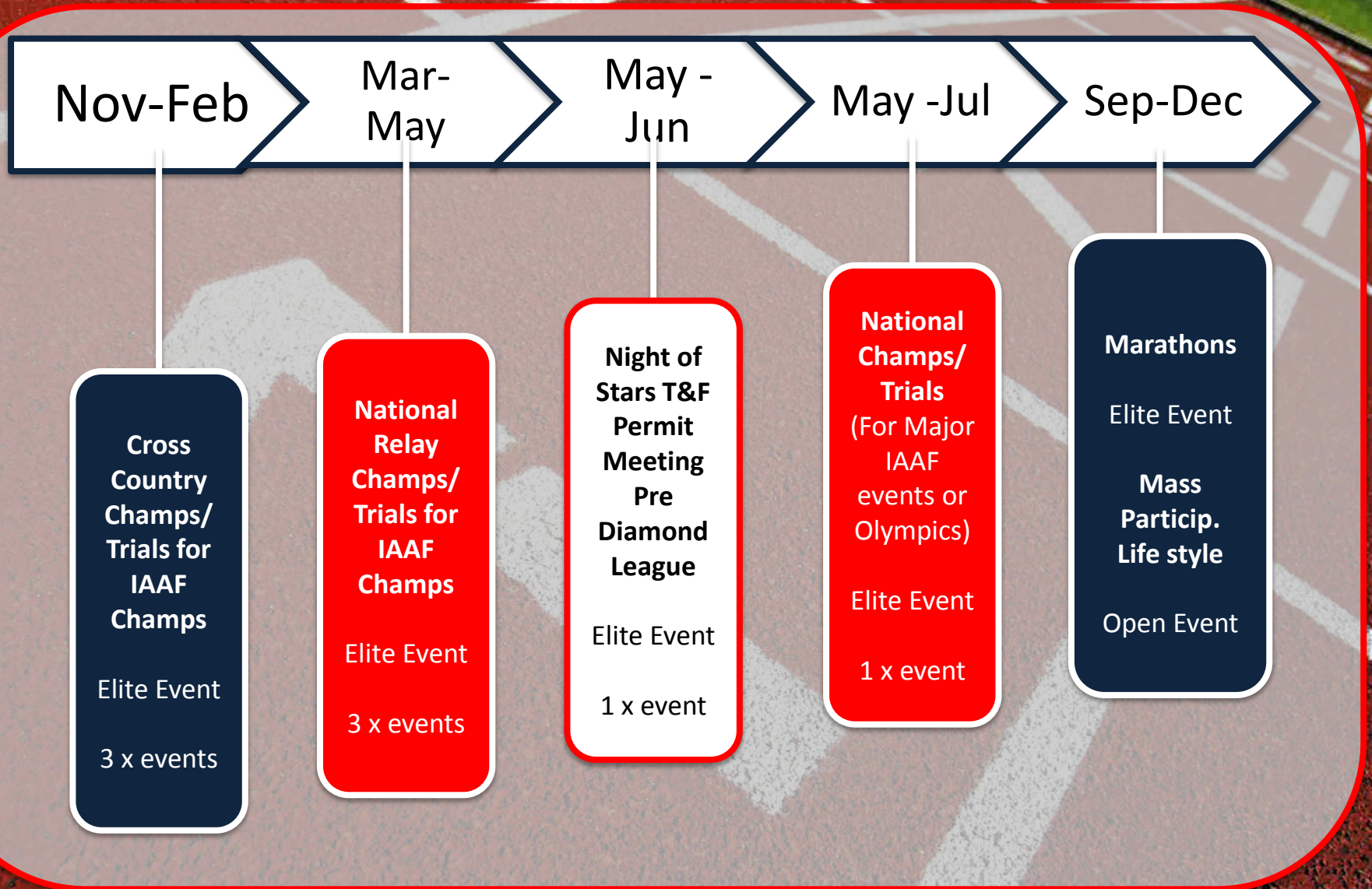
2. National Marathon Championships

Launch and position Mombasa Marathon as Kenya's flagship

Day 1: Half-Marathon Champs

Day 2: Marathon Champs

Big events: 2015 calendar





2013

FINAL

RANK	NAME	COUNTRY	HT	SB
1	Bohdan BONDAARENKO	UKR	2.36	
1	Heo UNHOV	KOR	2.36	
3	Mihail ESTE	BUL	2.36	SB
4	Erk KYMARD	CAN	2.36	
5	Donald THOMAS	USA	2.36	SB
6	Robert GRABARZ	BEL	2.36	SB
7	Robert GRABARZ	BEL	2.36	SB
8	Guoguo ZHANG	CHN	2.36	

Event rules, identities & sponsor rights

Some key event principles

Build a consistent event structure

- Create a simple set of rules across events
- Easier to manage and communicate
- Easy for potential sponsors to understand

4+1 Regional & National Champs Structure

- Create consistent high profile regional events
- Ensure the national championships are the pinnacle of that discipline
- Ensure the biggest names run in national championships

Creating a consistent look and feel



Night of the stars international athletics series



Official Sponsor of National Relay Championships

Getting the youth back to athletics events

Learn from the biggest youth orientated brands in the world

Partner with youth influencers (such as DJs)

They would become ambassadors, use their social media networks and appear at relevant events

Increasing value for new & existing sponsors

1. Live Broadcast coverage of major events

2. New sponsorship rights

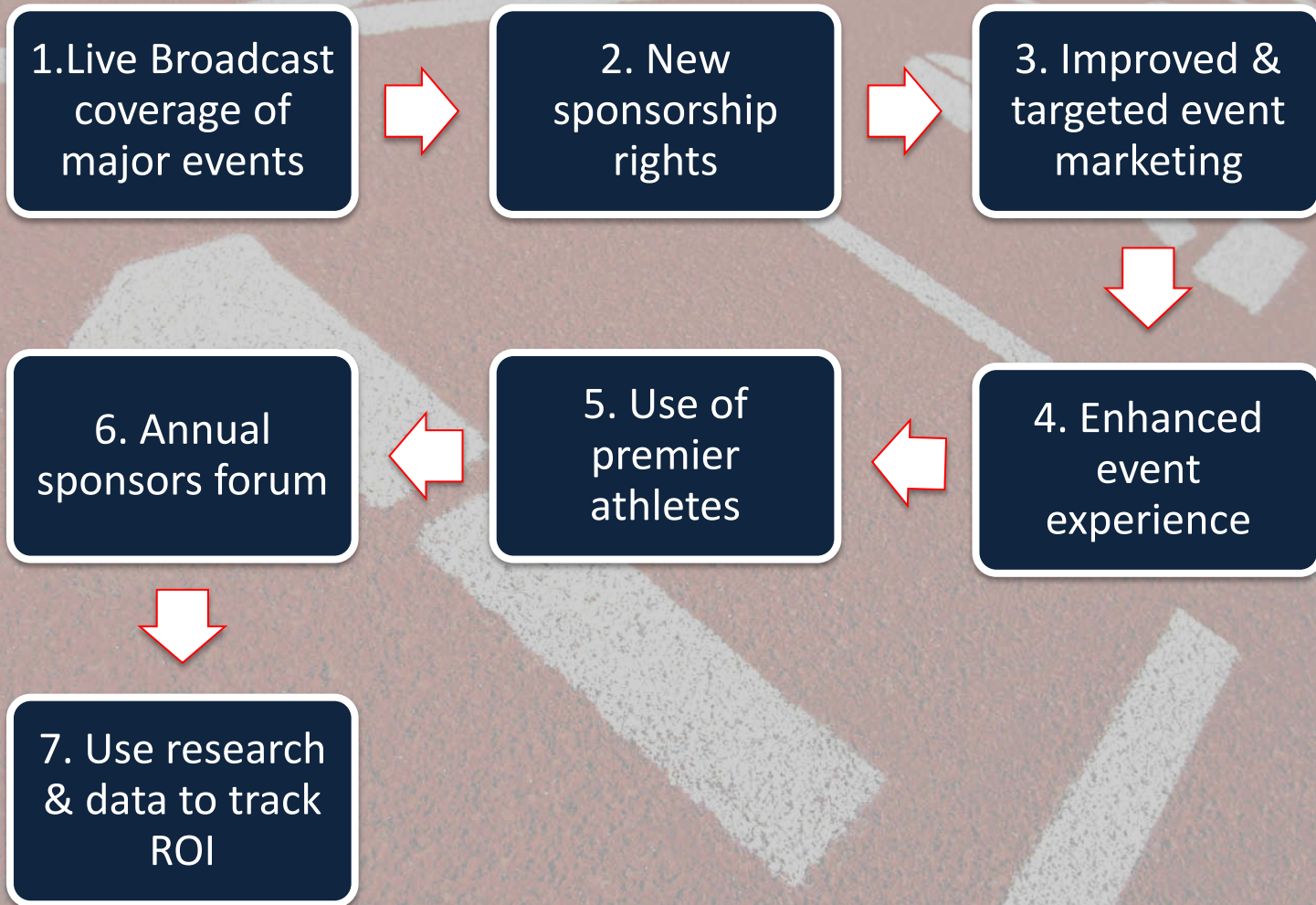
3. Improved & targeted event marketing

6. Annual sponsors forum

5. Use of premier athletes

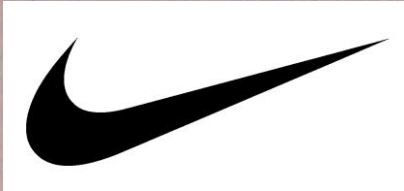
4. Enhanced event experience

7. Use research & data to track ROI



Sponsors we are currently talking to:

Existing partners



Possible new partners



The real AK brand is about great stories!

These stories will now be told better by AK!



Celebrating AK's history

Explaining what makes Kenya's the world's best



Demonstrating why Kenyans should be proud of AK

Showing where AK is going



IAAF
CHERONO
BAHAMAS 2014

IAAF
KIPYEGON
BAHAMAS 2014

IAAF
JELAGAT
BAHAMAS 2014

IAAF
OBIRI
BAHAMAS 2014



Thank you
Questions?

