Sponsor K4L’s delegation to Festival 16!

This summer a team of young people from Lesotho will travel to the 2016 UEFA European Championship to take part in Festival 2016 – a groundbreaking event that will celebrate the power of football to change the lives of young people.

**We are seeking sponsorship of £5,000 ($7,500)** to cover the cost of enabling our delegation of four participants, a young leader and a group leader to attend Festival 2016, giving them an incredible opportunity to travel, develop new skills and engage with peers from around the world. For the young people involved, most of whom have never left Lesotho before, it has the potential to be a life-changing adventure.

Organized by streetfootballworld, Festival 16 will bring together 500 girls and boys from disadvantaged communities from all over the globe, chosen not for their skills on the pitch but rather their commitment to changing the world through football. At the core of the event is an exciting football3 tournament - a unique way of playing the game that incorporates key life lessons into every match. Educational workshops and cultural workshops will also feature prominently, enabling the young participants to develop new skillsets and apply them in their local communities. The festival will take place in the heart of Lyon over ten days and will include the chance for the young people attend a knock out match during the tournament.
Kick4Life’s delegation

Our delegation includes two girls and two boys who have shown commitment to our programmes over the last year, with support from delegation leader, Chris Bullock, Kick4Life’s Director of Football, and young leader Relehobile Mokemane. Two of the participants talk below about their expectations from the trip, and you can also hear from them all here: [https://www.youtube.com/watch?v=IUk8Zszvk8w](https://www.youtube.com/watch?v=IUk8Zszvk8w)

Manman

“Hi, my name is Motlatsi Molomo. I currently reside in Lesotho, in the street shelters of Ha-Mafa. Since I stay on the streets where living a healthy normal life is a major challenge, I like playing football because it clears off my mind especially when I come to think of my living situation. I get to share my life experiences with my peers and we together give advices to one another. As a growing football player, going to France is a great opportunity because I believe playing with people from other countries, there are some basics I will learn in the football world. Also I am curious to learn about the style of living from other parts of the world so taking part in the festival will give me a chance to know about all that.”

Mats’ukulu

“I am Mats’ukulu Motloheloa from Ha-Tsolo, Lesotho. I play football because it keeps me busy to even think of using drugs, disrespecting my elders and being involved in criminal activities. It also gives me a chance to meet new people in my life. I am looking forward to establishing new friendships at the streetfootballworld festival when I reach France, being exposed to the lives of people from other countries and sharing our football experiences together with every participant. I am a shy person but football is really helping me cast away all that. The good thing is that I now play with my friends both at home and school thereby making my life a lot easier as I get to share my problems and happiness with my fellows. I just want to have a bright future and become a qualified teacher so that I can help my upcoming brothers and sisters in their studies.”
Sponsorship package

As well as giving the Kick4Life team the chance to travel to Lyon for this incredible experience, you’ll receive the following sponsor benefits:

- Branding on our team t-shirts. Photos and videos of the team will be taken before and during the event.
- Stories on the Kick4Life website in the build up to and during Festival 16, including care studies of the young people involved.
- Social media coverage through our various channels with over 10,000 users on Facebook, Twitter, Instagram and YouTube.
- Press releases produced by our media team and distributed through various media channels in Lesotho, the UK, the USA and internationally. We can work with you to tailor a media campaign for your organization.

Next steps

More information is available on our website at: http://www.kick4life.org/news-media/news/k4l-delegation-selected-festival-16-lyon/

To sponsor our team or to find out more, please get in touch:

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USA, Pete Fleming, pete@kick4life.org

Below: the Sport dans la Ville facilities in Lyon where Festival 16 will take place.