



ZFH
CHARITYCUP

SPONSORSHIP PROPOSAL

INTERNATIONAL SOCCER
TOURNAMENT 2024
HOUSTON, TEXAS





OUR STORY

ZAIN for HEARTS was founded in 2019 in memory of Zain Akber, the founder's son, who passed away at a young age due to cardiac arrest. The organization's mission is to continue Zain's legacy by spreading joy and love and improving lives in need. Since its inception, ZAIN for HEARTS has positively impacted millions of people in Pakistan through medical camps, food drives, education, and other initiatives.

OUR MISSION

The mission of **ZAIN for HEARTS** is to improve the lives of people in need and work towards the betterment of communities globally.





OUR VISION

Our vision is that each child has the right to have a bright future.

OUR TEAM



MAHJABEEN ZAIDI

CHAIRMAN OF THE BOARD

CEO, MJ DURABLE MEDICAL
EQUIPMENT LLC
COMMISSIONER FOR
PAKISTAN 2006 TO 2016
ETHNIC ENRICHMENT
COMMISSION OF KC



MARTI WILSON

DIRECTOR

EXECUTIVE BOARD MEMBER
COMMISSIONER FOR INDONESIA, ETHNIC
ENRICHMENT
COMMISSION OF KANSAS CITY.
COMMUNITY ADVOCATE FOR THE ASIAN
AMERICAN CHAMBER OF
COMMERCE KANSAS CITY.
BOARD MEMBER OF THE GREATER
KANSAS CITY PEOPLE



MASOOM KHAWAJA

DIRECTOR

MASTER OF FINE ARTS IN
GRAPHIC DESIGN FROM
SAVANNAH COLLEGE OF ART
AND DESIGN, GA, USA.
PRESENTLY WORKING AT
GRAPHIC DESIGN FACULTY, PARK
UNIVERSITY KANSAS CITY, MO.,
USA.



ANDREA KHAN

DIRECTOR

CDP, CDT COO, BARAZA
AFRICAN CULTURES
CENTER ALT
COMMISSIONER FOR
KENYA, EECKC OUTREACH
DIRECTOR, ETHNIC
ENRICHMENT
COMMISSION OF KC

OUR VALUES

Dedication
Perseverance
Patience



WELCOME TO THE WORLD OF DREAMS

This tournament will fulfill the dreams of those kids who are passionate for football but have never been able to make to the best sporting facilities.



8 Teams (under 16)

Boys

Two teams from South Asia, one from South East Asia, two from Africa, two teams from Europe and one from South America.



6 Teams (under 16)

Girls

Two teams from Asia, two from Africa, one team from Europe and one from South America.



THE FIRST-EVER INTERNATIONAL SOCCER TOURNAMENT FOR THE UNDERPRIVILEGED CHILDREN HOUSTON, TEXAS

ZAIN for HEARTS, a non-profit organization, is excited to host the first-ever international soccer tournament for underprivileged children in **Houston, Texas**.

Zain for Hearts Charity cup is a first of it's kind annual football tournament for underprivileged children of various regions of the world, to be held in Houston Texas, United States of America. This will bring together 8 teams of under 16 boys and six teams of under 16 girls in exciting encounters for the title.





**"WE ARE ON A MISSION
TO LET THOSE PLAY
WHO CANNOT**

CHAIRMAN ZFH SPORTS

A soccer ball is shown hitting a goal net. The background is a clear blue sky. The net is white and the ball is black and white. The text is overlaid on the left side of the image.

BRINGING 8 YOUTH TEAMS FROM 8 NATIONS TOGETHER

We are thrilled to present a proposal for the **ZAIN for HEARTS** International soccer Tournament 2024 through the universal language of football to bring together youth soccer teams from **Europe, Africa, Asia, and the America**, fostering inspiration and positive change.

SETTING THE NEXT STAGE

The tournament will raise awareness and funds for education in diverse nations from Pakistan to Mexico and Nigeria to Brazil. The tournament will be open to all children under 16 years, and will have teams from eight nations participating including the United States.

Through this tournament, we will build on our work of assistance to over 200 vulnerable communities, where we provided support and resources to empower people and build resilience.






INCLUSIVITY FOR THE 2024 WORLD CUP USA

The **ZAIN for HEARTS International Soccer Tournament** is increasing awareness of Education and promotion of the World Cup in the United States in 2026.

Our mission is driven by the values of inclusivity, respect, and education, all in the name of a remarkable young man – Zain, my young son, who passed away due to cardiac arrest whilst playing the sport he loved.





OBJECTIVE

1-PROMOTE WELL-BEING

The tournament will prioritize the well-being of children and youth, creating a platform where they can experience the joy and camaraderie of playing football while emphasizing the importance of physical and mental health.



OBJECTIVE

2-FOSTER INCLUSIVITY

Our goal is to bring together teams from diverse backgrounds, promoting inclusivity and breaking down barriers. By encouraging collaboration and understanding, we aim to cultivate an environment that celebrates cultural diversity and fosters mutual respect.



OBJECTIVE

3-EDUCATION & EMPOWERMENT

Alongside the tournament, we will organize educational workshops and initiatives to empower participants. These programs will focus on life skills, leadership development, and social awareness to equip young individuals with tools to succeed both on and off the field.



OBJECTIVE

4-STRENGTHEN COMMUNITY BONDS:

The tournament will serve as a platform to unite communities and build lasting connections. By engaging local stakeholders, fostering dialogue, and creating networking opportunities, we aim to strengthen the social fabric of the participating communities.

THE PROCESS



WELCOME TO USA

A grand welcome dinner will be arranged by the ZFH for teams and officials on their arrival in USA, one week prior to the event, followed by other events during week long activities.

TEAMS

Teams will be selected through open trials in all the selected countries through approved local football clubs and bodies under the supervision of our management



TOURNAMENT

Teams of boys and girls will compete for the title on play-off basis in their respective categories.



MENTORSHIP

Once the teams are selected, we shall appoint mentors and trainers for their training and grooming before reaching to the United States of America for the final event.



WEEK LONG EVENT

The **ZAIN for HEARTS** International Soccer Tournament will be a week-long event that will feature a variety of activities, including :

- **A Football Tournament**
- **A Cultural Festival**
- **A Fundraising Gala & Awards Dinner**

The tournament in Houston, Texas is expected to attract a large number of participants and spectators





NUMBERS SPEAK A LOT

WHY WE CHOSE FOOTBALL FOR THIS CAUSE?

We wanted to give best mileage and outreach to our generous donors and supporters, therefore football made the perfect sense.

Being the most followed and loved sports worldwide, we want to capitalize on creating more opportunities for the underprivileged so they could shine on the global scale through their favorite sport.



25 Billion

Viewer hours

It is estimated that since 2018 till 2022, TV media received 25 billion viewer hours for football matches globally.

**3.5
Billion
Fan Base**

Almost half of the world's population follows football.

211

**Member
Associations**

FIFA, the global governing body of football has 211 members, which is the largest for any single sport.

500

**Million
Followers**

Christiano Ronaldo, the most followed athlete on social media in any form of sports is a synonym to football.



TOURNAMENT LOGISTICS

We will collaborate with local authorities, sports facilities, and accommodations to organize a well-structured and safe tournament. Stringent safety measures, including medical support and COVID-19 protocols, will be implemented to safeguard the well-being of all participants.

EDUCATIONAL WORKSHOP

In conjunction with the tournament, we will conduct educational workshops, focusing on topics such as leadership, cultural exchange, and community engagement.

These workshops will provide valuable learning experiences for participants, empowering them to become agents of positive change.





LEGACY INITIATIVES

To ensure the lasting impact of the tournament, we will implement legacy initiatives in participating communities. These initiatives will include the establishment of football academies, mentorship programs, and community projects that address local challenges and contribute to sustainable development.

IMPACT

The tournament will raise awareness of educational challenges internationally, and it will raise awareness and connect some of the participants to professional clubs and scouts which potentially can offer scholarships to some of the young players.

The tournament will also promote understanding and cooperation between the United States and seven nations on a direct people to people basis with ongoing promotion of the 2026 World Cup in the United States through its bespoke coaching programme.





FUNDING

To support the **ZAIN for HEARTS**, we seek Financial contributions from corporate sponsors, philanthropic organizations, and Government entities. These Funds will be allocated towards tournament logistics, educational workshops, legacy initiatives, and community development programs.

The estimated cost of the **ZAIN for HEARTS International Soccer Tournament is \$4 million**. The cost will be covered by a combination of ticket sales, sponsorships, and donations.



TIMELINE & YOUR INVOLVEMENT

The **ZAIN for HEARTS International Soccer Tournament** will be held in 2024. The tournament will be organized by a team of volunteers who are passionate about education, have a background in football and events planning.

You can also get involved in the **ZAIN for HEARTS International Soccer Tournament** by:

- **Donating**
- **Volunteering**
- **Sponsoring a team or a player**
- **Spreading the word about the tournament**





GIVEAWAYS PLAN

FOR THE PARTICIPATING TEAMS

FOR ALL TEAMS

- Sports Gear: Include items like soccer balls, jerseys, water bottles, and sweatbands.
- Healthy Snacks: Provide a selection of nutritious snacks to keep the players energised.
- Personalised Note: Add a heartfelt note of encouragement and gratitude for their participation.
- Hygiene Kit: Include items like travel-sized toiletries, hand sanitisers, and sunscreen.
- Local Souvenirs: Items that represent our (US) country's culture or landmarks.
- Certificates of Participation: Recognise their involvement with certificates.





FOR WINNERS

- Trophy or Medal: A special token to celebrate their achievement.
- Gift Cards & Cash Prize: Offer gift cards to sports stores or online retailers, and giving cash prizes.
- Team Photo Frame: Frame a memorable team photo as a keepsake.
- Premium Sports Equipment: Consider providing higher-quality soccer gear.
- Inspiring Book: Include a book about sportsmanship, teamwork, or personal growth.
- Exclusive Merchandise: Offer unique branded items from your organisation.



PRODUCTION & BROADCAST



ZFH CHARITY CUP 2024

TV BROADCAST

We shall be doing International standard production and shall broadcast to more than 75 countries on TV channels.

LIVE STREAMING

Major streaming platforms, other than our own social accounts will show live stream of the tournament.

PRINT MEDIA PARTNERS

UNITED KINGDOM

**The
Guardian**

**THE
Sun**

Evening Standard.

THE  TIMES

Daily  Mail

PAKISTAN

DAWN

INTERNATIONAL
THE NEWS

THE EXPRESS
TRIBUNE


THE NATION

DP
پاکستان

UNITED STATES

The New York Times

Los Angeles Times

 **USA TODAY**

INDIA



TOI

DECCAN
Chronicle


दैनिक भास्कर

PRINT MEDIA PARTNERS

INDIA



TOI

DECCAN
Chronicle


दैनिक भास्कर



SPONSOR BENEFITS

DONATION LEVEL PACKAGE

WHY TO SPONSOR

Football is more than just a game; it's a global phenomenon, with an estimated 4 billion fans worldwide and over 270 million participants. The ZFH Charity Cup offers sponsors/donors and supporters an unparalleled access to this passionate global audience, providing a unique platform to engage with consumers and drive brand awareness, affinity, and loyalty.

Football Statistics

International Outreach

Authentic Engagement

Positive Impact

Future Stars

These children will be the stars of future in the football world. Being the earliest supporter will have long-run positive impact on your brand.

Sustainability

ZFH Charity Cup is a sustainable business model as it is an annual event and has year-long activities around the world with the teams in their respective countries

Players Development

We shall start a players' development program to groom and train shortlisted players at top level football academies in the world.



Sponsorships	Platinum	Gold	Silver	Corporate
Digital Branding Opportunities:				
Website & Social Media				
Sponsor logos on the website (both zainforhearts.org & zfhsports.com)	✓	✓	✓	✓
Banners on event-related websites (both zainforhearts.org & zfhsports.com)	✓			
Microsite for sponsors	✓	✓	✓	
Regular social media posts and updates featuring sponsors (on ZFH org platforms)	✓	✓	✓	✓
Exclusive sponsor mentions in posts about the teams and players.	✓	✓		
Sponsor mention in online promotional materials / blogs and newsletters.	✓	✓		
Live Streaming:				
Sponsorship of live streaming of matches.	✓			
Logo placements during live broadcasts.	✓			
Shout-outs to sponsors during the commentary.	✓	✓	✓	
Email Campaigns:				
Sponsor logos in event-related emails.	✓	✓		
Sponsor-focused emails .	✓	✓	✓	✓
	✓	✓	✓	✓

Sponsorships	Platinum	Gold	Silver	Corporate
On-Ground Branding Opportunities:				
Day 1 - Opening Ceremony				
VIP guest seating for 5 company representatives.	✓	✓		
Company logo displayed on the stage before the event begins.	✓	✓	✓	✓
Company advertisement displayed at the start of the event.	✓	✓	✓	
Company logo/products or services projected between each performance.	✓			
Company owner/representative has the opportunity to address the guests.	✓			
Company logo/products or services displayed before the event ends, with an information/endorsement by the emcee.	✓			
Company logo on the photo pop-up wall at the entrance.	✓	✓	✓	✓
Company logo and contact information featured in the event brochure for the guests.	✓	✓	✓	✓
Nationwide and international exposure through event media coverage.	✓	✓		
Recognition as a sponsor for the first event of its kind in Sugar Land, Houston, Texas.	✓	✓	✓	

Sponsorships	Platinum	Gold	Silver	Corporate
On-Ground Branding Opportunities:				
DAY 1: 8 SPORTS TOURNAMENT				
Company logo placed along the perimeter during all matches.	✓	✓	✓	✓
Company logo on the T-shirts of participating teams.	✓	✓	✓	✓
Company brand pointers announced during the matches.	✓			
Interview of the company owner/representative on stage, heard by all guests.	✓			
Opportunity for company representatives to hand out trophies and certificates to winning teams.	✓			
Company logos featured on sponsor's wall, DJ, and performance stage.	✓	✓		
VIP guest seating for 5 company representatives.	✓			
Company logo projected on the stage before the event begins.	✓	✓		
Company logo/products or services displayed before the event ends, with an endorsement by the emcee.	✓			
Company logo on the photo pop-up wall at the entrance.	✓	✓	✓	✓
Company logo and contact information in the event brochure for the guests.	✓	✓	✓	
Nationwide and international exposure through event media coverage.	✓			
Sponsor will receive recognition for being part of the inaugural event of its kind in Sugar Land, Houston, Texas	✓	✓	✓	
Sponsor will get an international exposure and expected 500+ guest of Houston will attend the event.	✓	✓	✓	✓
Access to the event's professional video footage via YouTube	✓	✓		
The company will receive event photographs to enhance its professional portfolio	✓	✓	✓	

Sponsorships	Platinum	Gold	Silver	Corporate
On-Ground Branding Opportunities:				
Ground Branding:				
Large banners and standees featuring sponsor logos at the event venue.	✓	✓	✓	
Sponsored enclosure at the stadium	✓			
Signages featuring sponsors throughout the tournament area.	✓			
Sponsored practice area for the teams	✓	✓	✓	
Sponsored locker room	✓	✓		
Player Interviews:				
Sponsorship of post-match player interviews with branding.	✓			
Half-Time Shows:				
Sponsorship of entertaining half-time activities with branding.	✓	✓		
Logo visibility during on-field performances.	✓			
Total Cost	\$200,000 USD	\$90,000 USD	\$60,000 USD	\$15,000 USD

JOIN US

The ZAIN *for* HEARTS present a unique opportunity to harness the power of football for the betterment of vulnerable communities worldwide.

By prioritizing well-being, fostering inclusivity, and emphasizing education, our initiative aims to inspire positive change and create lasting connections among youth from diverse backgrounds. We invite potential partners and sponsors to join us in this noble endeavour and make a meaningful difference in the lives of children and youth globally.

Together, we can use football as a catalyst for empowerment, unity, and social progress.



CONTACT US

To get involved please
contact Mahjabeen Zaidi

Office: 1 (913) 701 4214
Cell: 1 (913) 940 9823

Houston, Texas
United States of America