

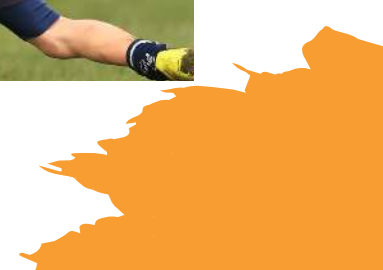


AfriForum
SPORT

Sponsorship opportunity:

AfriForum Sport





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OUR VISION

We want to establish a platform to identify and develop sports talent so we can offer solutions to current shortages and

challenges in the sports arena and in so doing ensure a merit-based and just future for sports talent in South Africa.

OUR MISSION

We want to empower sports bodies, sports talent and sports communities by -

- making resources more obtainable;
- offering solutions to current shortages and challenges;
- making high-quality coaching and training obtainable;
- serving as middleman for private sector buy-in in financial support for professional athletes; and
- creating a home for the community to unite on a social level with sports as vehicle.

INTRODUCTION

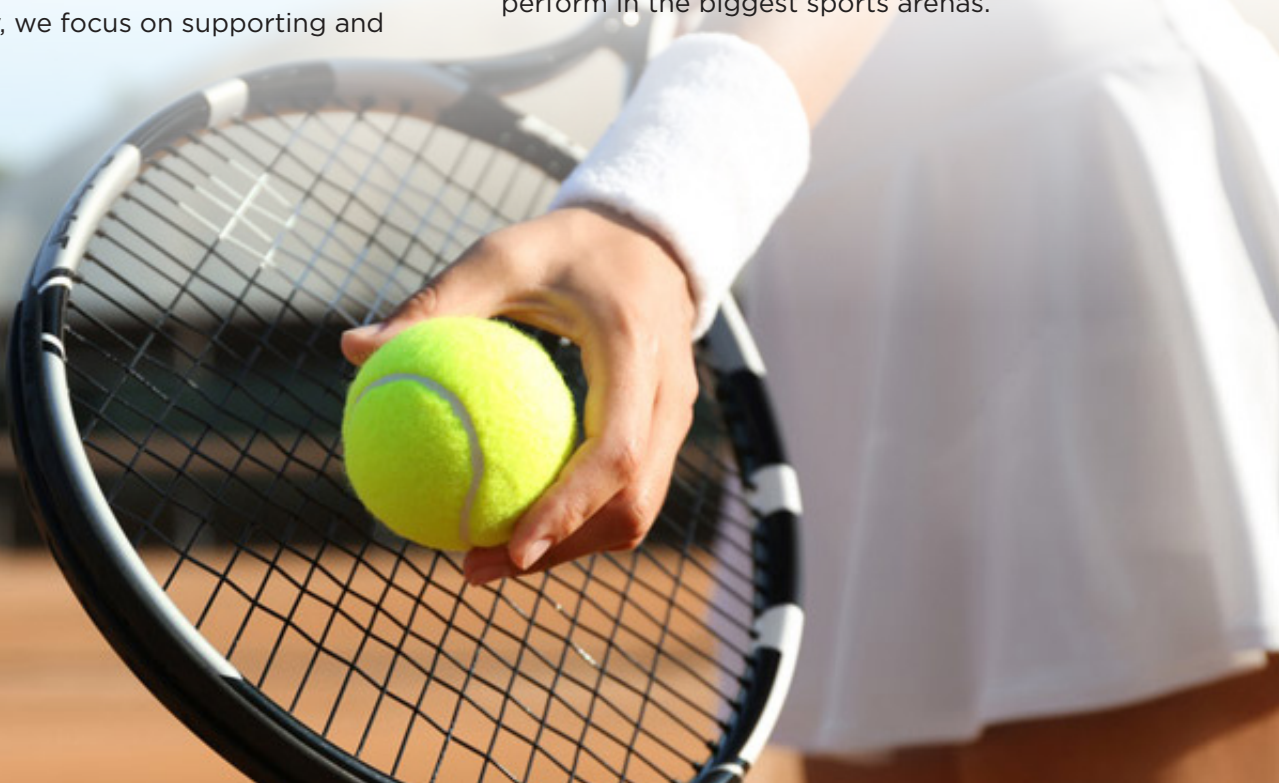
Sport is part of who we are and is part of our story. No matter what happens - sport will always remain a core element of our communities. Therefore, we also know that we are never alone. And this is where our strength lies.

AfriForum Sport's focus or starting point is threefold. Firstly, we focus on making resources accessible to our members, their children and school sports coaches by organising and hosting training opportunities, development projects and sports congresses.

Secondly, we focus on supporting and

further developing sports in communities. We are all aware that sports bind communities and therefore we are going to create opportunities to bring people together and at the same time further develop sporting talent and opportunities.

The third focus is to act as middleman and facilitator between the private sector and professional athletes. In this way, we can create a vehicle through which these athletes can receive well-earned and adequate support to achieve their full potential and to be able to participate and perform in the biggest sports arenas.



REASON FOR EXISTENCE

The aim of our initiative

South Africans have a passion for and a love of sport that are difficult to subdue. Without a doubt, sport is one of the biggest platforms (if not the biggest) that unite communities. Our initiative is aimed at creating a self-reliant platform through which we can give communities access to resources and opportunities and in this way develop South African sport. This aim can be achieved only by establishing strong partnerships with sports suppliers, the private sector and athletes who are prepared to join us in developing this initiative.

At AfriForum we are constantly focusing on creating a future, self-management and self-reliance, and when we talk about these concepts, sport cannot be excluded as a critical focus point. Sport is part of our culture and of who we are. It therefore is our responsibility to create a platform where our present and future athletes and sports lovers can flourish, exercise and develop their talents, and get fair opportunities.

We must apply self-management and ensure that something that is part of who we are is not taken away from us or alienated. We must ensure that our descendants will also be able to experience and exercise this part of our culture and the passion we have for it, without feeling ashamed about it.

What does it entail?

We are planning a sports network that will identify, develop and support sports talent, and that will prioritise and activate the

development of school sports coaches. This is a network where sporting legends can plough back their skills and knowledge into our next generation and can do so in their mother tongue. And it is a network that supports and further develops merit-based sports, performance and progress.

What is it not?

It is not a reactive initiative trying to prove the current system wrong or aimed at directly tackling politics in sport.

What is our highest ideal?

We want to establish a self-reliant sports network where resources are readily accessible and affordable, offering equal opportunities and putting passion back into sports.

What is our primary reason for existence?

1. Establishing strong partnerships with sports suppliers, professional athletes and coaches, and the private sector.
2. Establishing and developing a sports platform where knowledge and experience may be transferred, sports mentoring may take place and talent is developed and celebrated.
3. Supporting, developing and organising high-quality sports events where merit is the sole criterion for selection.

AfriForum Sport was founded in 2021 and since then has established many strong networks in the sports arena. Knowledgeable people such as Duitser Bosman, Vlok Cilliers, Roedolf van der Westhuizen, Chris Lombaard, Niel du Plessis and Erin Burger are only a few of AfriForum Sport's network partners.

AfriForum Sport already has succeeded in getting key role-players in the sports industry, such as PVM, POLAR and Braven Performance, involved in projects and opportunities.

OUR TEAM



Ronald Peters – Manager



Marné Buys – Sports Officer

FOCUS PROJECTS FOR 2023

1. #VirHoop fun run event at the Voortrekker Monument

Each month we hold a #VirHoop fun run at the Voortrekker Monument. This project offers communities an opportunity to get together, establish new support networks and escape from the demands of their daily hurried life. The project also serves as fund-raising vehicle for other projects that are aligned with AfriForum Sport's objectives and values.

2. AfriForum Sport's forum for athletes

We established AfriForum Sport's forum for athletes. This forum should serve as a protection and development vehicle for professional athletes and fight for support for athletes and fair treatment at federation level. At the same time the forum, through partnerships with the private sector, should create a parallel support component so we ourselves can take ownership of our athletes' optimal development and performance. This

forum is launched through AfriForum Sport's #YsterSlypYster project, and more information in this regard may be found on our website at www.afriforumsport.co.za.

3. Compass

We are also developing and growing AfriForum Sport's compass project. This is a cooperation project where knowledgeable role-players such as Dr Chris Lombard, Lynette Beer, PFM, Braven Performance and the team of WIRED share pioneering information on the optimal development of children through sport, with parents, school coaches and children.

4. AfriForum Sport congress

We are also planning AfriForum Sport's annual congress. Through this congress, AfriForum Sport gives school sports coaches and organisers access to some of the country's top experts in sports development and coaching. This project was launched in 2022 and already in its

first run, it was in great demand from schools and sports experts.

5. Junior golf development

AfriForum Sport also focuses on junior golf development in collaboration with iPlayiCare. With this project, we identify children with a natural talent for golf. We help them develop and we offer them access to the necessary resources and opportunities to ensure optimal development and performance.

6. Community exercising opportunities

We also offer our communities social joint exercising opportunities. To deal with challenges such as crime and unsafe exercising spaces, AfriForum

Sport is attempting, together with other role-players, to create opportunities where AfriForum Sport members can exercise a healthy lifestyle with one another by means of running and cycling groups, among other things.

7. Sport events and opportunities based on merit

Finally, we develop and support merit-based sports meetings and projects. AfriForum Sport is proud of being involved in various top-quality sports events such as, among others, the Super12 schools' series, the VlokSkop Foundation's annual cycling tour, iPlayiCare's junior golf development, Kobus Wiese's under-13 rugby and netball super series and many more.

BENEFITS FOR DONORS

As a donor, you are supporting not only a cause that will have a real impact on communities and the future of sport in South Africa. Because AfriForum is registered with the South African Revenue Service as a non-profit company, your donation also has a tax benefit for you.

In terms of section 18A of the Income Tax Act 58 of 1962, you may deduct up to 10% of your taxable income that is donated to a charity or a non-profit company, for income tax purposes. AfriForum will issue a section 18A certificate for any donation made by you.

In addition, donors and sponsors will receive marketing opportunities on among others AfriForum Sport's website, and also at any meetings or projects where AfriForum Sport is the organiser.

We are therefore asking you to consider entrusting us with this part of your money that you otherwise would be paying to a collapsing state every year. In exchange, we promise to make an actual difference.

If you want more information, feel free to contact Ronald Peters at [079 527 4303](tel:0795274303) or ronald.peters@afirforum.co.za.

Become part of a sports community that build together and take ownership of our own future. Become part of AfriForum Sport.

