

Women in Sport festival

Introduction

The Women in Sport festival is an annual event organized by Sport leaders of the Mutare-Haarlem Sport leaders project, under the aegis of the city of Mutare through the city link charter and with the technical support of the MHS stakeholders, who are the Ministry of Education, Sport and Culture, Sport and Recreation Commission, Dutch Volunteers and Sport Development Advisor and different sport associations.

The Women in sport festival is one of the biggest sporting events in Mutare and is in its 4th year running, it is organized solely for women to bring together female clubs and individuals from all over Zimbabwe to compete in seven sports.

This year we to organize a platform for women to discuss and share the problem they face in a society that is dominated by males. We also hope that this will provide women with a chance to come up with solutions to the problems they face especially in view of the HIV/Aids pandemic. We seek to achieve women empowerment. This is one of the MHS goals of the recently launched campaign with the theme **“Women Empowerment through Sport”**.

The women in sport festival is an initiative of the sport leaders who are trained to administer and organize sport activities for the Mutare community and Zimbabwe at large, after realizing the following problems:

- ❖ Lack of competition and exposure among female clubs around Mutare
- ❖ Lack of talent identification and nurturing especially for women.
- ❖ Lack of equipment and opportunities to play in organized sport events.
- ❖ Lack of socialization and relaxation within the ordinary residents in Mutare
- ❖ In view of the deadly HIV and Aids, there was need for a multi sectoral approach in HIV and Aids education.

With these problems in mind we came up with the idea of the Multi sport festival.

OBJECTIVES OF THE WOMEN IN SPORT FESTIVAL

- ❖ To have the most successful sport event in Zimbabwe.
- ❖ Bring sport to the female community of Mutare and thereby bring the highest level of competition.
- ❖ Tackle factors that contribute to the spread of HIV and Aids and discrimination of women especially in sport by providing knowledge, life skills and access to service and a supportive environment.
- ❖ To increase recognition of the Mutare – Haarlem Sport leaders among the sport organizations in Zimbabwe.
- ❖ Build and improve sport networks and partnership with all sport associations, social and business community.
- ❖ Identify and nurture sport talents so that we can build sport from grassroots to higher levels.
- ❖ Bringing people together as a form of relaxation

Facts about the Women in Sport Festival

History of the Women in Sport Festival

The inaugural edition of the women in sport festival was held in 2003 at Chikanga Sports Complex which has since become the traditional venue for the festival.

SPORTS TO FEATURE ARE:

- ❖ Handball
- ❖ Athletics
- ❖ Volleyball
- ❖ Hockey
- ❖ Basketball
- ❖ Netball
- ❖ Soccer

Facilities

- ❖ Chikanga Sport complex
- ❖ Murahwa Primary School

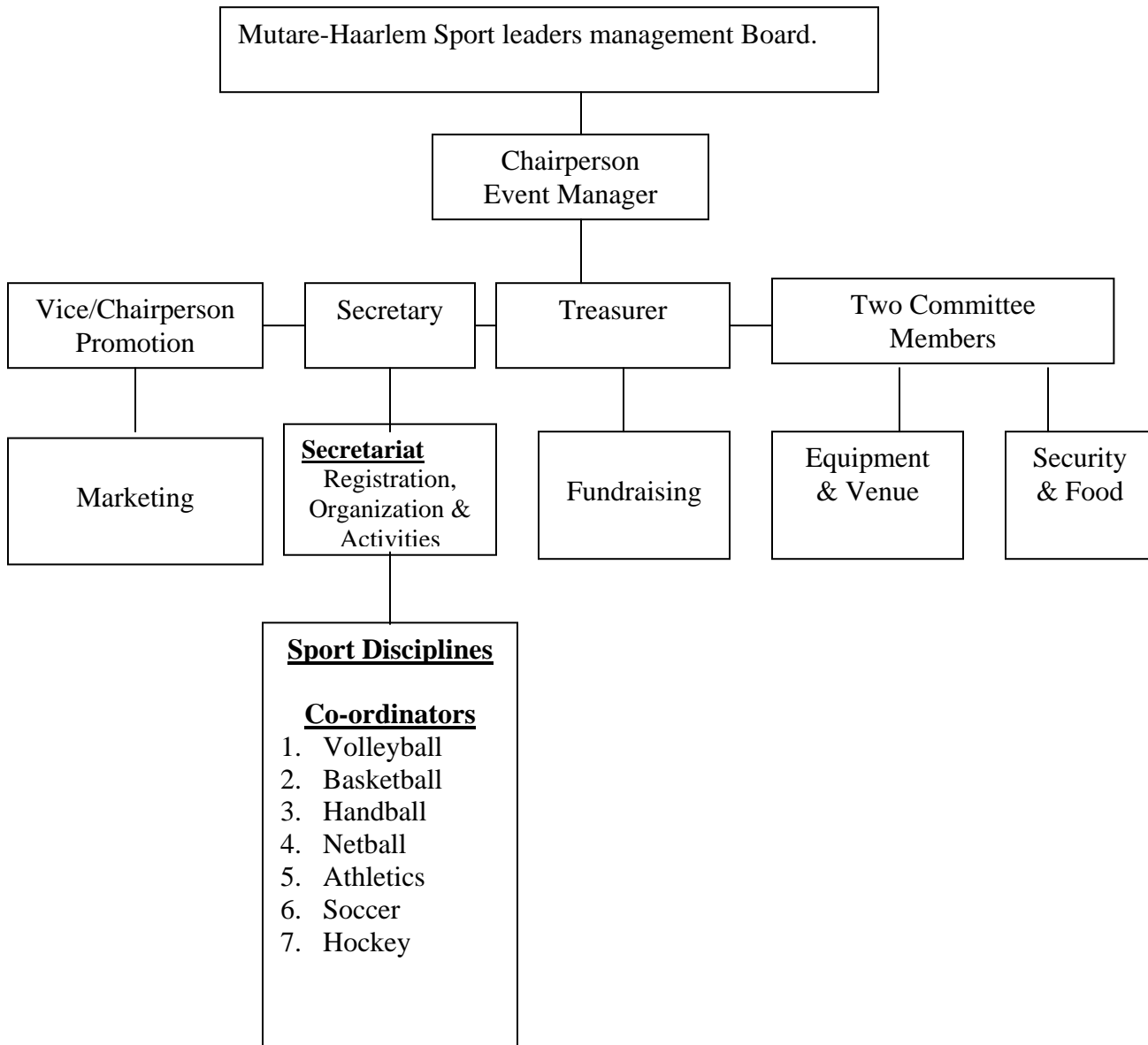
Stakeholders/ partners

- ❖ City Of Mutare
- ❖ Sport And Recreation Commission
- ❖ Ministry Of Education Sports And Culture
- ❖ LA 21 Foundation
- ❖ Youth Alive Zimbabwe
- ❖ TEEN HIV/ Prevention Programme
- ❖ Sport Associations
- ❖ Media (Print and Electronic)
- ❖ Co – Operate Entities
- ❖ Mutare Women in Sport Action group.

Unique features

- ❖ Unique festival in Mutare that is organized solely for women.
- ❖ Social event that brings women together and offers them a chance to interact among themselves sharing and discussing the problems they face as women in a society that has been dominated by their male counterparts in a friendly environment.
- ❖ Helps in identifying and nurturing female sport talent in Mutare and Zimbabwe at large hence contributing to sustainable development.
- ❖ An event organized and managed by youths.
- ❖ A vehicle for disseminating HIV/Aids information and encouraging gender equality by providing an equal opportunity for women to participate in sport.
- ❖ Encourages women to form clubs and hence have a career in sport.
- ❖ The involvement of the corporate world.
- ❖ Gives females equal access to sport thus allowing them to enjoy their social freedom and realize their full potential in sport.

ORGANISING COMMITTEE STRUCTURE



SPONSORSHIP CATEGORY

MAIN SPONSOR

1. Category A – The whole Women in Sport Festival
 - To have the festival named after sponsor
 - Kit for the entire games teams that reach the finals in all the disciplines.
 - Produce T – shirts for all participants and Sport leaders
 - Produce banners and adverts in both print and electronic media without limitations.
 - Right to market company products throughout the event
 - Mentioning of sponsor in our the MHS website
 - 10 minute speech during the opening and closing ceremony.

2. Category B Sub – Sponsor
 - 8 banners to be placed at strategic points in the city two months before the event.
 - Logo on the newspaper advertisements
 - 3 logos on the opening and closing ceremony platform
 - 5 minute speech during official opening and closing ceremony
 - Right to market company products during the games in form of flyers, magazine and any other form agreed by the organizing committee of the women in sport festival.
 - Enter 5 teams in branded kits

3. Category C Adopting 6 Disciplines
 - Right to have the discipline named after sponsor e.g. “Mt Inyangani women in sport handball tournament”
 - 3 (1.5m x 6m) banners to be placed at that discipline venue.
 - Right to market company products at that games venue.
 - Right to produce branded T – shirts for Sport leaders and Athletes
 - Enter 2 teams in branded kits
 - Mentioning of sponsor in our press release
 - 10 minute speech at that discipline’s venue

SUPPLY SPONSOR

- 1 (1.5m x 6m) banner at Beithall where the official opening and closing ceremonies are going to take place
- Mentioning of sponsor ‘roll call’
- Produce branded T – shirts for Sport leaders and officials.

SPONSORABLE ITEMS

- Stationery
 - Bond paper, flip charts, pens, mighty markers, book and stiki – stuff.
- Prizes
 - Cash, vouchers, balls, shield, trophies, uniforms
- General
 - T – Shirts, caps, shield, trophies, uniforms.
 - Medical needs (first Aiders, ambulance, first Aid kit)
 - Entertainment – PA system
 - Transport during the games
 - Publicity space
- Catering
 - Food for the guest of honour, dignitaries, Sportleaders.
 - Refreshments for athletes in the 10km road race
 - Accommodation for athletes

NB: All cash donations may be deposited into the Mutare-Haarlem Sport leaders Zimbank Savings account Number 4532-369396-101 or the MHS Zimbank foreign currency account number 4191-369396-100

Documentation

Post event

- Ensure that results are recorded and post to sponsor.
- All committees should submit a report stating any problems and recommendations for future events
- Budget will be finalized and reported to sponsor
- Thank you notes will be sent to sponsor and volunteers
- Pictures of different activities will be taken during the course of the event and to be sent to sponsors

Conclusion

This event is already recognized at national level whereby most of the teams and clubs from all corners of Zimbabwe will be always expecting to take place every year. We (Sportleaders) feel proud to put our project on the map of the country through this event. We also strive to add more recipes on how events are managed in more professional manner, as well as to portray an idea that young sport manager are capable of managing big sport events.

We also wish if one team from Haarlem will come and participate in any one of the seven sport disciplines of this magnitude and it will be a marketable event right through Zimbabwe and internationally. The Women in Sport Festival also improves our networks and partnership with different sport boards such as sport association and social

development organizations, NGOs and Ministry of Education, sport and culture. Not forgetting our motherboard the City of Mutare.