THE KAALOMATES CUP FOOTBALL TOURNAMENT

CONCEPT NOTE
Kaalomates Cup
Nawanyago

WELCOME HOME, TUSANGAIRE
Apr - Dec 2019
Kaalomate Community Development Agency was founded in Nawanyago Subcounty, Kamuli District by Rtd. Head Teacher, Mr. David Richard Mutekanga, with the following noble intentions;

**VISION:** United, Responsible and Proud Communities.

**MISSION:** To inspire Kaalomates (community members) to Unite for Holistic, Sustainable Development.

**OBJECTIVES:**

1. Create and/or strengthen platforms that build common interests among community members
2. Utilize established platforms to mobilize, sensitize & empower effective response to social and economic issues
3. Challenge the community to develop locally relevant solutions to their challenges and opportunities
4. Expose the community to relevant avenues that provide support and solutions to community challenges and opportunities
5. Leverage successful community models to inspire fellow community members to realize collective community growth
6. Develop and promote talent, especially in the disciplines of sports and performing arts
As part of its inception activities, Kaalomate has organized a talent tournament intended to cover sports (Football) & Performing Arts in pilot year 1, with plans to expand & organize parallel Women/Girls Tournaments in year 2.

Kaalomate received support from MashRoom Arts & Entertainment, a creative label under WEKOnnect Group, with interests in Recognizing, Appreciating & Supporting Talent.

Owing to the common interests and strategic opportunities, MashRoom will support the tournament in the capacity of a Branding Partner.
Kaalomate owns the tournament

Mashroom is a Branding Partner

Nawanyago Sub County
The tournament shall cover and be played within Nawanyago Sub county, Kamuli District.

Total Population: 23,839 (2014 Census)

- Female: 12,587
- Male: 11,252

Primary Target Audience: 15-29 years = 6,139
Tournament Format

16 Teams, drawn into 4 Groups

48 Home & Away Matches at Group Stage

14 knockout Stage Matches (Quarter, Semi, Losers Match, Final)

Total Number of Matches, 62
Inception Meetings, Concept Development & Branding, League Committee Establishment, Partnerships with Key Stakeholders, Registration & Draw, Launch Preparations

Launch (Easter Sunday, Apr 21st), 1st Round of Group Matches (24 Matches)

Break

2nd Round of Group Matches (24 Matches)

Break, Transfers

Knockouts (Quarter, Semi, Losers, Final – 25th Dec) (14 Matches)
Incentives & Rewards

To create interest, excitement & motivation to take part in the competition, the following incentives are secured:

**Grand Prize(s)**
The Champion shall win:
- A Bull
- Branded Trophy
- Cash Prize(s) – worth 1 Million Ugx

**Footballs**
Two footballs have been provided to each of the 16 teams

**Jerseys**
Each team will receive a playing kit (Shirt & Short)

**Branded Merchandise**
Branded merchandize shall be made available for purchase
Achievements
(April)

With the support from MashRoom, we’ve been able to realize the following:

**Administrative**
- Established a 7 member league committee headed by Mr. Waiswa Moses
- Registration of 16 participating teams
- Established Key Operational Partnerships

**Logistics & Others**
- Designed & Fabricated an Original Trophy
- Purchased & Branded Jerseys for the 16 teams
- Purchased 2 Footballs per team
- Conducted a Professional Photoshoot
- Recorded a Tournament Jingle
- Held a Successful Launch Event with an estimated audience of 2500 – 3000 people
- 8 Matches played with anticipated fan turn up of +/- 500 realized
Tournament Opportunities

Engagement/Reach:

- Direct: 6,139 – Primary Audience, Youth 15-29 years. Overall Nawanyago sub county population, 23,839. More so, a wider spill over reach is a certainty
- Average Crowd per game, 500 - 1000
- Media Exposure (Organic &/or Sponsored)
- Each game will feature local on-ground commentary and thus opportunities for brand mentions & messaging
- Major Events – Opening Ceremony (21\textsuperscript{st} April), Closing Ceremony (25\textsuperscript{th} December)
- Branding & Visibility
- Other Linkages e.g. to Trade/Market, etc.

Key Anticipated Outcomes:

- Talent Identification & Promotion
- Productive Engagement for Youths
- Behavioral Promotion, utilizing the platform for promotion of desirable Social Behavior
- Brand & Product Promotion & Equity through Sponsorship Opportunities
- Corporate Social Investment/Responsibility
Sponsorship Needs

To realize the full potential of the platform & opportunities presented by this tournament, there still remain areas of need including among others:

- Team Facilitation; player allowances, travel & refreshments
- Administrative Compensations
- Production of Visibility Items for Tournament Promotion
- Media Coverage
- First Aid & Health Cover
Branding Gallery
Tournament Theme

WELCOME HOME

Tusangaire,
Welcome Home,
Welcome Home,
Tusangaire!
Tubagainhe!
Tusangaire!

It’s The Place Of My Dreams,
The Place Of My People,
The People That Love Me So Much

Eno Ne Waiffe,
Mwidhe Twegaite,
Tusagambe Ku Kaalo Ke Milaala

My Kaalomate, My Team Mate
Tugemere Walala, Mwena Mwena Mwidhe
Tusangaire, Welcome Home
Tusangaire!
It's finally here. 
Katandiika Butandiike!

BODABODA FC vs BUKULUBE FC
21st April, 2019 4:00pm Nawanyago Primary School

BUSHULI FC vs NAWANTUMBI FC
21st April, 2019 2:00pm Nawanyago Primary School
MATCH DAY/WEEK 1 RESULTS

**GROUP A**

<table>
<thead>
<tr>
<th>Team</th>
<th>Result</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSUULI FC</td>
<td>6-0</td>
<td>21 APRIL, 2PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAWANTUMBI FC</td>
<td>0-0</td>
<td>21 APRIL, 4PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>BODA BODA FC</td>
<td>3-0</td>
<td>23 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>BUKULUBE FC</td>
<td>0-1</td>
<td>25 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>ITUKULU FC</td>
<td>1-0</td>
<td>26 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>KAAKOF C</td>
<td>1-0</td>
<td>27 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NALINAIBI FC</td>
<td>0-0</td>
<td>27 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>BUWAGI FC</td>
<td>0-0</td>
<td>28 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAMULIKYA FC</td>
<td>1-0</td>
<td>29 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAWANYAGO COLLEGE</td>
<td>0-0</td>
<td>30 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>MUKISA FC</td>
<td>0-0</td>
<td>01 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
</tbody>
</table>

**GROUP B**

<table>
<thead>
<tr>
<th>Team</th>
<th>Result</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUWAGI FC</td>
<td>0-1</td>
<td>21 APRIL, 2PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>ITUKULU FC</td>
<td>1-0</td>
<td>21 APRIL, 4PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>KAAKOF C</td>
<td>0-0</td>
<td>23 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NALINAIBI FC</td>
<td>1-0</td>
<td>25 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>BUKULUBE FC</td>
<td>0-1</td>
<td>26 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>BUWAGI FC</td>
<td>1-0</td>
<td>27 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>IYF BUWANGO FC</td>
<td>0-0</td>
<td>29 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>BUKULUBE FC</td>
<td>1-0</td>
<td>30 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
</tbody>
</table>

**GROUP C**

<table>
<thead>
<tr>
<th>Team</th>
<th>Result</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUWAGI FC</td>
<td>0-1</td>
<td>21 APRIL, 2PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>KAAKOF C</td>
<td>1-0</td>
<td>21 APRIL, 4PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NALINAIBI FC</td>
<td>0-0</td>
<td>23 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAMULIKYA FC</td>
<td>0-0</td>
<td>25 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>NAWANYAGO COLLEGE</td>
<td>1-0</td>
<td>26 APRIL, 4:30PM, BUPADHENO P/S</td>
</tr>
<tr>
<td>MUKISA FC</td>
<td>1-0</td>
<td>27 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAWANYAGO COLLEGE</td>
<td>0-0</td>
<td>28 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
<tr>
<td>NAMULIKYA FC</td>
<td>1-0</td>
<td>29 APRIL, 4:30PM, NAWANYAGO P/S</td>
</tr>
</tbody>
</table>

**GROUP STANDINGS**

<table>
<thead>
<tr>
<th>Pos</th>
<th>Team</th>
<th>MP</th>
<th>W</th>
<th>D</th>
<th>L</th>
<th>GF</th>
<th>GA</th>
<th>GD</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BUSUULI FC</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>ITUKULU FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**GROUP B**

<table>
<thead>
<tr>
<th>Pos</th>
<th>Team</th>
<th>MP</th>
<th>W</th>
<th>D</th>
<th>L</th>
<th>GF</th>
<th>GA</th>
<th>GD</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>ITUKULU FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**GROUP C**

<table>
<thead>
<tr>
<th>Pos</th>
<th>Team</th>
<th>MP</th>
<th>W</th>
<th>D</th>
<th>L</th>
<th>GF</th>
<th>GA</th>
<th>GD</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ITUKULU FC</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>ITUKULU FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>BUWAGI FC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Thank you

Contact Us:
Francis Mutekanga,
+256 783 449 291
mfrancis@wekonnectgroup.com