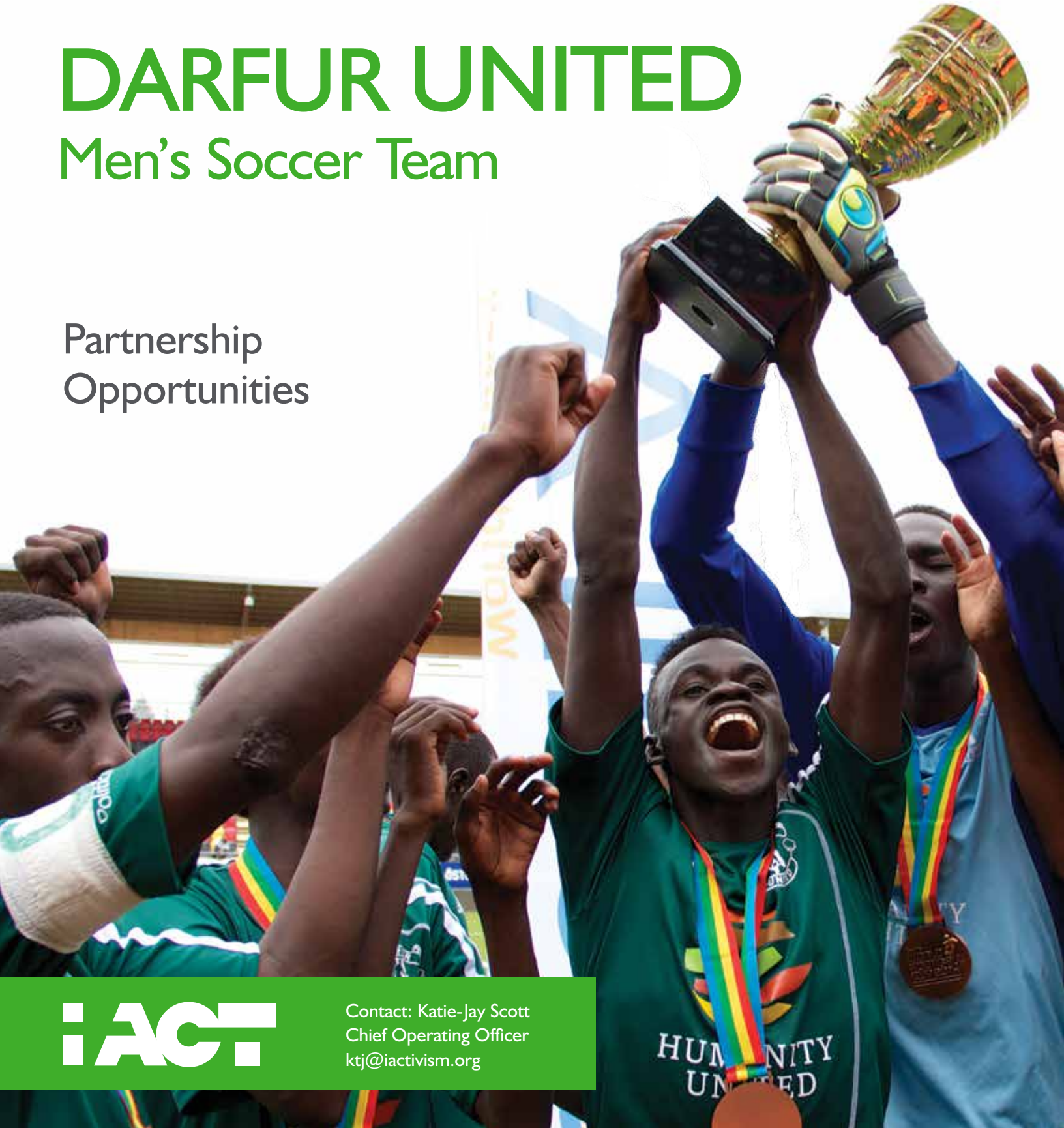




DARFUR UNITED

Men's Soccer Team

Partnership
Opportunities



iACT

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HUMANITY
UNITED



“...these disciplined and motivated refugee players provide something to root for.”

The Darfur United Men's Team (DU) is co-hosting the World Unity Cup August 25-29, 2016 in London.

The World Unity Cup will be the first intercontinental tournament of its kind grounded in the principles of great football, diversity, and equality for ethnic minorities and teams not recognized by FIFA.

In order to make this happen, we need support from community partners like you. The Darfur United Men's Team is an all-refugee soccer team, the majority of which is from twelve refugee camps in eastern Chad currently housing over 360,000 displaced people. The state-sponsored genocide of over 500,000 Darfuri people in western Sudan and subsequent displacement of nearly three million people has been one of the worst humanitarian crises in recent history. Surviving refugees now face a myriad of challenges to living daily life. Amidst an arid landscape, food insecurity and malnutrition, lack of adequate healthcare, and extremely limited educational and employment opportunities, Darfur United has been an essential element of normalcy and connection to the world for Darfuri refugees. These disciplined and motivated refugee players provide something to root for.

Darfur United began in 2012 as a joint effort between the refugee community, iACT, the UN Refugee Agency, and soccer fans. That year, the team scored the Darfuri community's first international goal at the Viva World Cup in Iraqi-Kurdistan. Since then, the team has been a vehicle for global refugee awareness. The team continues to develop and inspire as it is given more opportunities to share its journey. At the 2014 ConIFA World Football Cup in Sweden, Darfur United players shared their stories with the world. In doing so, their message of refugee rights, inequality, lack of resources, and hope for a better future

reached 300 million people across 61 countries through coverage by international media outlets including the BBC, *The New York Times*, VICE News, CNN, The Huffington Post, and NBC.

This movement has brought hope and joy to the displaced people of Darfur. Darfur United has successfully inspired the Darfuri people, fostered unity and cohesion among Darfuri tribes, and served as a microphone for an often voiceless and powerless community. As co-hosts of the World Unity Cup, the team can continue to share its message of inequity and garner support for refugee rights, education, sports, and nutrition.

The Darfuri crisis enters its thirteenth year in a critical time. There are more refugees and displaced people throughout the world than ever before. Darfur United players have the unique opportunity to bring forth their team triumphs as well as shine a light on these serious humanitarian emergencies. You have the opportunity to help these players succeed. [Please join us in supporting this incredible team!](#)



WORLD UNITY CUP

Celebrating the joy of bringing people together through the most beautiful of games, football.

The inaugural World Unity Cup 2016 is a four-team football tournament taking place in London on August 25th to the 29th. The winner qualifies for the CONIFA World Football Cup 2018. Competing: Tamil Eelam Football Association, Chagos Football Association, Darfur United, and Ellan Vannin International Football Team.

The tournament is co-sponsored and co-organized by Tamil Eelam Football Association, Chagos Football Association, and Darfur United.



CONIFA / Freedom to play Football

The World Unity Cup is sanctioned by ConIFA, the Confederation of Independent Football Associations. WUC is a qualification tournament for ConIFA's World Football Cup 2018, and the winner will receive an automatic qualification for 2018. ConIFA is the world-leading organization for all football associations outside FIFA. It's a global acting non-profit organization that supports representatives of international football teams from nations, de-facto nations, regions, minority peoples, and sports-isolated territories. ConIFA is currently made up of 39 global football associations and an executive team with representatives on every continent. The World Football Cup #Abkhazia2016 was covered by all major media outlets around the world and thus reached more than 1 billion people in over 150 countries.

2016 Dates & Locations

August 2016: World Unity Cup Kick-off party in South Bay

August 20-23, 2016: Darfur United Men's Team trains in the UK

August 25-29, 2016: World Unity Cup



BECOMING A GLOBAL COMMUNITY MEMBER: BENEFITS OF PARTNERSHIP

HELP US AMPLIFY THE VOICES OF REFUGEES and their journey to World Unity Cup 2016. By helping tell the personal stories of Darfuris and focus attention on the large-scale humanitarian efforts essential to Darfur refugees' survival, you are part of the global effort to foster a community of advocates, survivors, and soccer fans joining forces to take action.

RELATIONSHIP - Connect with the Darfur United players. We will work to create personal, mutually beneficial relationships between DU team members or DU Academy players and your executive team, employees, players, or supporters.

LEGACY - You will be part of a legacy that brings hope to hundreds of thousands of refugees living in camps and around the globe — and to millions inside of war-torn Darfur. You will be part of building the foundation of a Darfuri style of play that incorporates skills, leadership, and peacebuilding. We will work with you to market this legacy to your consumers, members, and supporters.

MEDIA PLACEMENT - Darfur United was one of the most talked about, written about, and photographed teams in the 2014 World Football Cup. Several opportunities are available for your logo to be prominently featured on our website, team materials such as our 2016 yearbook and World Unity Cup media kit, training jersey, travel uniform, and game jersey. Media kits have previously been used for multi-media pieces by VICE News, BBC, NBC, CNN, and *The New York Times*. At the tournament, your brand will be exposed to athletes and supporters from participating countries and communities, attending fans from London, and the millions reached globally through ConIFA.

CAUSE MARKETING - In addition to advertisement title cards in our Darfur United videos, we will work with you to create tailored digital media using photos and video of the Darfur United Men's Team. Pieces will be created with your advisement, made available for your use, distributed to our email list of over 21,000 people, posted on our website and social media accounts, and shared with ConIFA global members and fans.



PARTNERSHIP OPPORTUNITIES

Join us in this unique and inspiring journey. We will work with you to develop a partnership package that fits your needs.

Partnership Levels

\$25,000

World Cup Champion

\$10,000

Euro Cup Champion
and Honorary
Darfur United Player

\$5,000

Copa America Champion

\$2,500

Gold Cup Champion
and Darfur United Player
Sponsorship



iACT

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Opportunities for partnership can include but are not limited to:

VISIBILITY

- Company name and logo on www.DarfurUnited.com and in email blasts to supporters worldwide
- Acknowledgement through our social media accounts including Facebook, Twitter, and Instagram
- Acknowledgement in the Darfur United promotional video
- Logo, mission, link, and/or description in our 2016 Media Kit
- Your logo on all DU and World Unity Cup literature and at all 2016 and 2017 Darfur United events
- Your company promoted and displayed as a major sponsor during any media and journalism exposure before, during, and after the event
- Logo on 2016 Darfur United team training, travel, and/or game jersey
- Logo printed on 2016 Darfur United team posters

MULTI-MEDIA

- Advertisement title cards in videos
- Custom watermarked photographs
- Custom 30-second, 60-second, and 90-second cause marketing pieces
- Personalized avenues of communication with Darfur United refugee players
- Exclusive access to video and conference calls with Darfur United Men's Team refugee players, Academy coaches, and youth

PARTNERSHIP KEEPSAKES

- Signed piece of memorabilia from Darfur United players
- Personal thank-you video from the DU players

We aspire to build a partnership with you that is mutually beneficial; therefore we look forward to working with you to create opportunities that fit your company's values and needs.

iACT

 darfurunited.com



GIVING

H O P E

MATTERS



World Unity Cup 2016 Co-Hosts and Competitors

Your support will lift an entire team, families back in the refugee camps, and Darfur to the world's playing field where their voices can be heard.

Email ktj@iactivism.org or visit www.DarfurUnited.com to support the dream.