Feed The Need Annual Tournament

SPONSORSHIP PACKAGES

Thaakat Foundation

Our mission is simple. Protect, serve and uplift people around the world, who need us the most.

We are united in our passion to serve without exclusion. We've invested over $3 million to initiate schools, healthcare, facilities, sustainable food, housing programs and clean water wells around the globe.

www.thaakatfoundation.org

You Are Our Life Line

Every year, our **Annual Feed the Need Tournament** unites the community for more than just basketball — it fuels our mission. Since 2010, the event has raised **$540,000+**, helping us build and fund schools that now educate **5,000+ children worldwide.**

Simply put: **your support multiplies the impact of every other dollar we receive.**

It also powers our **Life Line Fund**, the backbone of everything we do. **Behind every meal, school, and life changed** are essential operations like accounting, legal, audits, and donor outreach.
By supporting this fund, you **safeguard our mission** and ensure we can serve with **transparency, integrity, and impact.**

Where You Are Making An Impact

Dreams Campus
Karachi, Pakistan

Since 2011, our partnership with Idara Al Khair has grown from 1 school to 6 campuses, serving 4,000+ students — 40% of them girls. Each campus offers classrooms, libraries, computer labs, sports fields, and daily meals to fight hunger and keep students learning.

Health Centers
Sierra Leone

In a country with some of the highest maternal and child mortality rates in the world, we've built 6 integrated health and education campuses in rural Pujehun. Families now have life-saving care close to home, and children can learn in safe, supportive environments.

Sustainable Farming & Relief Projects

From food security programs to emergency relief, we create **long-term livelihoods** while ensuring projects are **monitored, transparent, and scaled** to reach those who need them most.

Thaakat Foundation
Annual tournament sponsorship packages

Sponsorship support of our organization, Thaakat Foundation, is designed to provide benefit to both the beneficiaries of the organization's work as well as the sponsoring company itself.

Through your sponsorship, not only will you be helping us arrange this event but you will be helping us advance our charitable work at our project sites in Ghana, Sierra Leone and Pakistan. **This is what we do; these are the type of things we are involved in.**

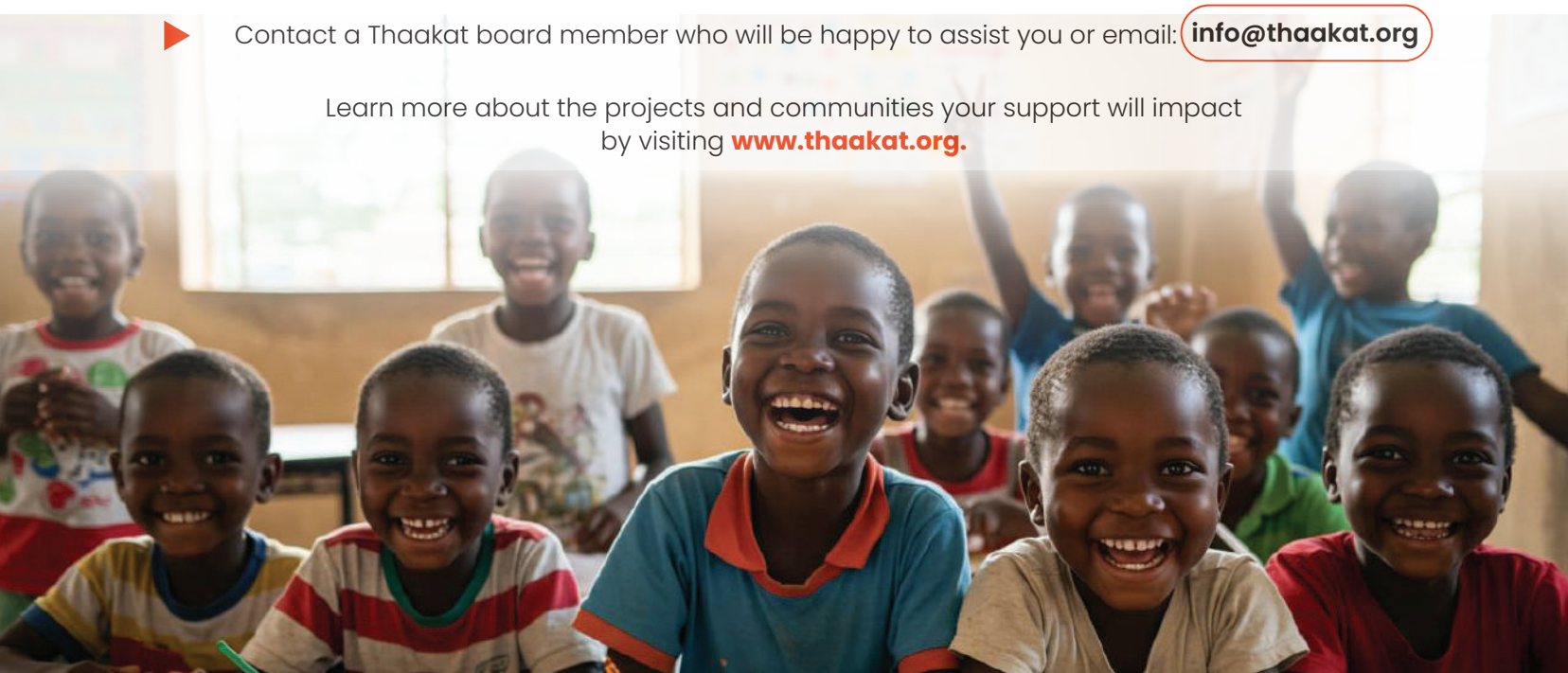
Benefits Of Sponsoring

- Prominent Brand Exposure: Your company will be prominently displayed on event materials, including our website.
- Community Engagement: Showcase your commitment to social social responsibility by aligning with a respected community focused event.
- Event Coverage: Gain exposure through pre and post-event social media coverage, highlighting the impact of your support.
- Provide tax exemption benefit to the sponsoring company (Thaakat Foundation is a 501c3 non-profit as recognized by the federal government).
- Help us as an organization grow and reach a larger base of those in need.

I am interested in becoming a sponsor, what's the next step?

- Select a sponsorship level from the chart below.
- Contact a Thaakat board member who will be happy to assist you or email: **info@thaakat.org**

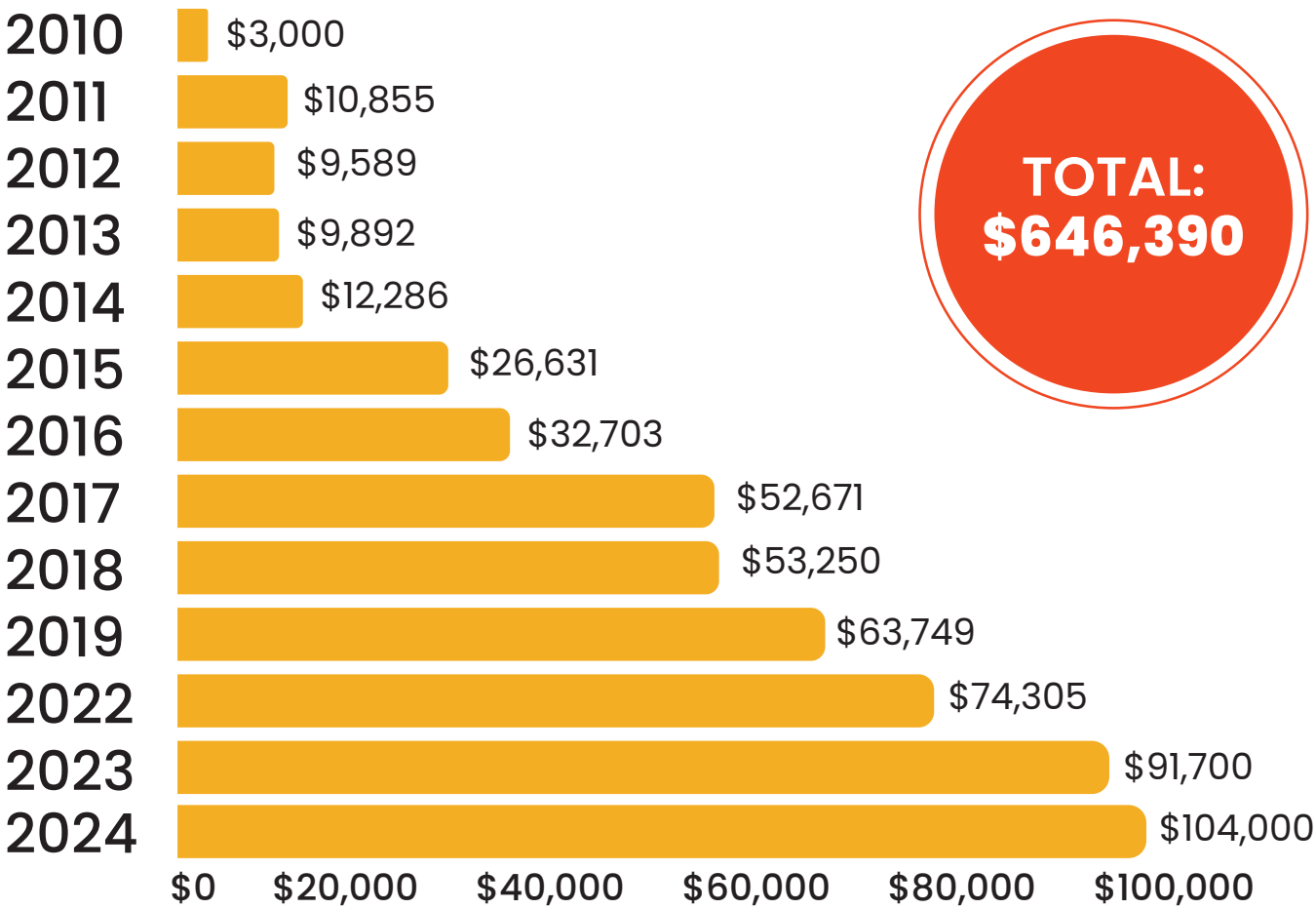
Learn more about the projects and communities your support will impact by visiting **www.thaakat.org.**



Sponsorship Tiers

SPONSORSHIP AMOUNT	PLATINUM ($5,000)	GOLD ($2,500)	SILVER ($1,500)	BRONZE ($500)
Company logo on front shoulder of all team jerseys	✓			
Company name to be engraved on trophies.	✓			
Logo included in social media posts/announcements	✓			
MVP Announcement Highlight	✓	✓		
Company banner or booth displayed at event (sponsor provides needed material).	✓	✓		
Optional one-page flyers to distribute at event (sponsor provides flyer).	✓	✓	✓	
Company logo printed on back of all player jerseys.	✓	✓	✓	
Company name present on all event flyers and marketing materials circulated online and in print	✓	✓	✓	
Recognition of support/advertisement on our website & e-blast.	✓	✓	✓	✓
Sponsor recognition by emcee several times over the course of our 2 day event.	✓	✓	✓	✓
Company name listed in Thaakat Foundation Annual Report.	✓	✓	✓	✓
Company mentioned across all social media channels.	✓	✓	✓	✓

Amount raised by year

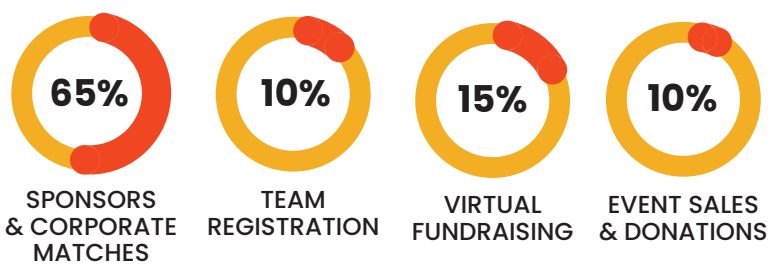


TOTAL: $646,390

**2020 AND 2021 WERE GAP YEARS BUT STILL RAISED $101,759 VIRTUALLY*

Every year, this event sets the stage for the following year.

WHERE DOES FUNDING DURING THE TOURNAMENT COME FROM?



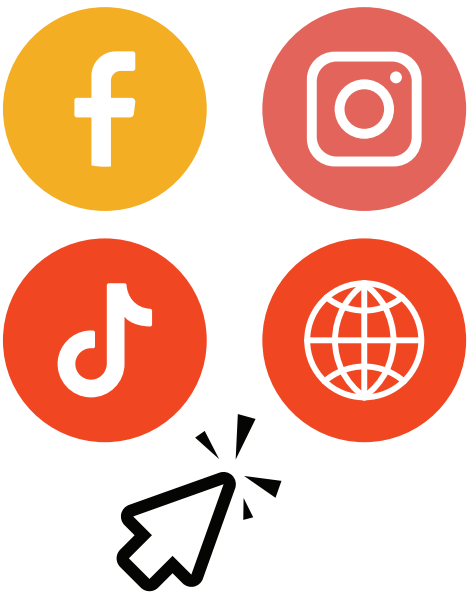
WHERE EXACTLY HAVE FUNDS GONE?

All funds raised power our global projects and programs

To date, we have applied tournament funding to the following:

- Treating over 50,000 patients
- Building of public restrooms
- Acute malnutrition programs
- Solar power
- Malaria prevention programs
- Construction of classrooms
- Water well installation
- School bus purchases
- HIV testing programs
- Pay for additional staff

Social & Online Strategy



Feed The Need Tournament: A Chicago Icon in the Making

The Feed the Need Tournament is **one of Chicago's most exciting and anticipated charity basketball events.** Every year for over a decde, thousands of fans, families, and community leaders come together for a weekend of action, camaraderie, and giving back. Your sponsorship puts your brand in the middle of this energy, visibility, and community impact.

- Broad exposure across Chicago and online.
- Audience includes community leaders, athletes, families, young professionals.
- Media coverage: local news, influencer collaborations, press releases.
- Online buzz: event hashtags, user-generated content, social media campaigns.
- Long-term visibility: ongoing posts before, during, and after event.

Why Sponsor?

Align your brand with a trusted high profile event that brings thousands together for a meaningful cause, amplifying your reach while supporting life changing programs around the world