



Victoria East Africa Open U21 Chess Tournament 2025

2nd Edition

7th November 2025 - 9th November 2025

Kisumu, Kenya

TOURNAMENT SPONSORSHIP PROPOSAL



🌐 Victoria East Africa Open U21
FIDE Rated Chess Tournament 2025



2025

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Introduction

Brief Overview of the Club



Victoria Chess Club has been a long-standing key player in western Kenya, advocating for chess and boasting a tradition of nurturing talent while delivering standardized chess lessons to enthusiasts of all ages. As a Chess Kenya affiliate, all our activities are officially recognized, ensuring adherence to professionalism, ethics, and the highest standards.

At VCC, our mission is to lead Kenya's pursuit of excellence in both continental and international chess competitions. We are committed to identifying and nurturing young talent, providing them with a supportive environment and essential resources for growth. Guided by our motto, "Transforming Young Lives through the Game of Chess," we remain dedicated to using chess as a tool for positive societal impact.

We are currently promoting chess across educational institutions nationwide, with a particular focus on schools in the Nyanza Region. VCC leads this initiative by training nearly 4,000 students in 40 schools and employing 20 local chess trainers. Beyond training, we also engage in community service by donating chess boards to 15 public schools and offering free chess classes to guarantee equal access for all interested learners.

9+

Years of operations

65+

Impacted Schools

500+

Happy Parents

8000+

Students



Andrew Owili

Founder

Victoria Chess Club

Club Achievements and Successes

Victoria Chess Club

Celebrating Excellence in Chess Victoria Chess Club has a proud legacy of achievements and growth, highlighting our dedication to excellence, youth development, and the advancement of chess as a competitive sport. Below are some key milestones and accomplishments:

Local Tournaments

Victoria Chess Club has consistently produced top-performing players in regional tournaments. Our members regularly demonstrate outstanding skill and strategic prowess, earning numerous accolades and recognition at the national level.

National Representation

Many of our players have been selected to represent Kenya in national chess events. This reflects the depth of talent and commitment nurtured within our club. These individuals have proudly carried Kenya's flag at prestigious national chess competitions.

International Achievements

Thanks to our structured coaching and training programs, our players have made a mark internationally. By participating in various global events, they have brought honor and recognition not only to our club but also to the country. These achievements are the result of hard work, consistent support, and expert guidance.

Commitment to Quality Coaching and Sport Promotion

Beyond competitions, Victoria Chess Club emphasizes the importance of quality coaching and spreading awareness of chess. Through initiatives like the National School Coach and Player Program, we support the next generation of players.

Our mission is to promote excellence, inspire a passion for chess, and develop champions both in character and in skill.



A Victoria Club player during the 1st Edition of Victoria U21 Chess Championship 2024.

Community Impact

Beyond training and competition, Victoria Chess Club has made a meaningful impact on the community through outreach programs focused on youth and grassroots development.

By promoting chess as a tool for education, empowerment, and social inclusion, we are engaging local youth and inspiring future generations to embrace the game.

These efforts, combined with the club's dedication, vision, and community involvement, have played a key role in revitalizing chess culture and fostering a spirit of excellence. Notably, we were proud to host the Victoria East African Open U21 FIDE Rated Chess Tournament in 2024.

Victoria Chess Club continues to create opportunities, spark inspiration, and honor the enduring legacy of chess as a unifying sport that breaks boundaries and brings communities together.

Our mission is to promote excellence, inspire a passion for chess, and develop champions both in character and in skill.

1st Edition Tournament Overview.

Victoria Classics Chess Tournament

Organizing Committee

- I. Andrew Owili – Chair to the Committee
- II. Benard Juma – Secretary to the
- III. Committee/Coordinator
- IV. Bella Makhoha – Tournament Director
- V. Kyati Solanki – Head of Partnerships
- VI. Brenda Reuben – Head of Marketing



Participants, Federations, Clubs and Schools

Categories	Prestige Open	Prestige Ladies	Elite Open	Elite Ladies
Participants	90 Participants	37 Participants	164 Participants	128 Participants
Federations Present	Kenya –72 South Sudan –2 Uganda –15 U.S.A - 1	Kenya –29 Uganda - 8	Kenya –162 Uganda - 2	Kenya –121 Uganda –4 Canada –2 Chile - 1

Dignitaries who Graced the Event



*Hon. Prof. Anyang' Nyong'o
Governor Kisumu County*



*Mama Dorothy Nyong'o
First Lady - Kisumu County*



*Hon. Simba Arati
Governor Kisii County*



*Hon. Dr. Matthews Owili
Deputy Governor Kisumu County*



*Mrs Beatrice Odongo
CECM Sports Kisumu*



*Leading Comedian
Erick Omondi*



*Mr. Bernard Wanjala
Chess Kenya President*



*Ms. Munira Gilani
Director Sarova Imperial
Hotel Kisumu*



*Mr. Antony Kionga
Chief Arbiter & Chairman
Nairobi County Chess Ass.*



*Governor Simba Arati with
Part of the Organizers*

Victoria U21 Open FIDE Rated Chess Championship 2024 (1st Edition) Awarding Ceremony



Winner Open



Winner Ladies



Our Sponsors of The Victoria U21 Open FIDE Rated Chess Championship 2024 First Edition



Players in Action during The Victoria U21 Open FIDE Rated Chess Championship 2024 First Edition





Victoria East Africa Open U21 Fide Rated Chess Tournament 2025

Tournament Objectives



1. Establishing a World-Class Tournament

The Victoria Open U21 FIDE-Rated Chess Tournament aims to set a new benchmark for excellence in chess by fully adhering to FIDE (International Chess Federation) standards. By maintaining professional organization and strict compliance with regulations, we strive to offer players a high-quality, internationally recognized competition experience.



2. Attracting Participation from East African Countries

Our objective is to welcome participants not only from Kenya but also from neighboring East African nations such as Uganda and Tanzania. By inviting institutions and talented players from across the region, we aim to promote cross-border collaboration, healthy competition, and cultural exchange among young chess enthusiasts.



3. Providing a Competitive Platform for Under-21 Players

Victoria Open U21 FIDE-Rated Chess serves as a dedicated platform for players aged 21 and below, helping to identify and nurture emerging talent. This tournament provides a valuable stepping stone for young players aspiring to gain FIDE rating points and elevate their careers. Participation will also open doors to further opportunities through the Victoria Chess Club's mentorship and training programs.



4. Enhancing the Visibility and Reputation of Victoria Chess Club

By hosting this internationally rated event, the Victoria Chess Club aims to strengthen its presence on the global chess map. The tournament will not only raise the club's profile but also foster community engagement and chess development at the grassroots level. It reflects our ongoing commitment to excellence, leadership, and inclusive growth in the sport.



In Summary

The Victoria East Africa Open U21 FIDE-Rated Chess Tournament is designed to shine a spotlight on rising talent, create inclusive opportunities, and solidify Victoria Chess Club's role as a leading force in regional chess development. We invite all chess enthusiasts—players, spectators, and partners—to join us in celebrating the timeless spirit of the game while shaping the future of chess in East Africa and beyond.



Anticipated Figures/Attendees



The Victoria Chess Club is renowned for attracting a talented and competitive pool of participants to its top-tier tournaments.

Below is an overview of the anticipated number of participants for the International Premier Chess Tournament in August 2025, based on past data and current entries.



Summary of Numbers

	2021	2022	2023	2025
Under 8	201	223	235	256
Under 10	302	311	302	315
Under 12	100	180	202	205
Under 14	80	98	130	142
Under 16	78	90	120	125
Under 18	90	101	112	118
Total	851	1003	1101	1161



Expectations

We have received written confirmations from participating teams and organizers in Uganda and Tanzania, along with interest from skilled players across various African countries, including Nigeria.

These confirmations, along with our continuous outreach and active promotion on various platforms, are expected to significantly increase the total number of participants.

Projected Total Participation:

We anticipate over 400 chess players will take part. Please note that this number may change depending on final registration figures and any additional entries received closer to the event.

We are excited about the growing interest in the competition and look forward to hosting a dynamic and competitive tournament filled with energy, talent, and enthusiasm.

Proposed Awards

AWARDING

The three-day event will conclude with an awards ceremony recognizing the top three winners in each category, for both male and female participants.



Laptops



Smart Televisions



Tablets



Mobile Phones

Giveaways

- Both genders in each category will receive awards.
- The top 3 players/teams in each category will be recognized.
- A variety of rewards will be presented, including:
- In each category, the podium finishers will receive one of the following Laptop, Tablets, Smartphone, Wireless headphones, Bluetooth speakers, Branded gift hampers, Trophies
- Certificates will be awarded to all players

Distribution of awards for the top players in each category will be as follows

6 Laptops
6 Tablets
12 Headphones
6 Speaker Sets
6 Smartphones
Gift Hampers / Trophy Medals



In the just concluded Kenya National Championship, Victoria Chess Club won 2 Gold Medals and 3 Bronze medals.



Gift Hampers



Bluetooth Speakers



Branded Trophies



Headphones

Types of Awards

- Trophies will be awarded to the top 3 winners, including runners-up and second runners-up.
- Special recognition trophies will also be presented to the top 3 schools/clubs.
- The top 3 participants in each category will receive additional prizes, such as: Laptops, Tablets, Headphones, Smart TVs, Mobile phones, Bluetooth speakers, Branded gift hampers

Budget/Cost Summary

To ensure the successful execution of the Victoria East Africa Open U21 FIDE-Rated Chess Tournament, a detailed budget has been developed to cover essential planning and operational needs. Below is an overview of the key cost areas:

Venue Rental: Covers the cost of securing an appropriate tournament venue, including rental fees, utilities, and any necessary support services.

Tournament Operations: Includes logistics such as registration management, scheduling, coordination, and officiating.

Player Amenities: Provision of materials and services for players e.g., chess equipment, refreshments, and tournament resources.

Prize Fund: Allocation for trophies and top-tier prizes, including laptops, smart TVs, Bluetooth speakers, headphones, gift hampers, mobile phones, medals, and other recognition items for outstanding participants.

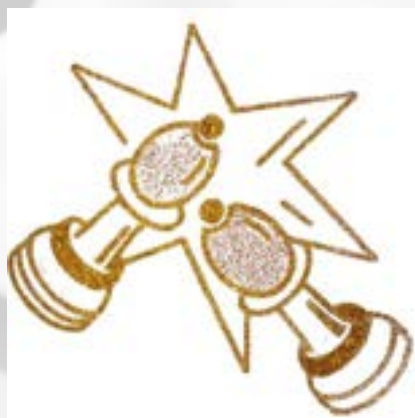
Marketing & Promotion: Funding for outreach efforts to increase awareness, boost participation, and attract sponsors and spectators.

Technical Support: Covers the rental and setup of essential tech (e.g., live streaming equipment, PA systems, and scoring tools) for smooth tournament operations.

Staffing & Personnel: Compensation for tournament officials, arbiters, and logistics staff who ensure smooth execution.

Contingency Fund: Reserved funds for unforeseen expenses or emergencies to ensure uninterrupted operations.

This comprehensive budget ensures every aspect of the tournament from setup to prize-giving is handled professionally and efficiently, helping deliver a world-class experience for players, sponsors, and guests alike.



Budget/Cost Estimations

EXPECTED REVENUE

Tournament Entry Fees: - Ksh 400,000

MAIN EXPENSES

Item	Quantity	Unit Cost	Totals
Venue - (Halls hire , Chairs and Tables)	3	Ksh80,000.00	Ksh240,000.00
Billboards-(Electronic and Static)	2	Ksh50,000.00	Ksh100,000.00
Photography and Videography	3	Ksh25,000.00	Ksh75,000.00
Recording Sheets	12	Ksh2,500.00	Ksh30,000.00
Arbitration Cost	100	Ksh3,500.00	Ksh350,000.00
Chess Sets for Hire	500	Ksh100.00	Ksh50,000.00
Chess Clcks for Hire	500	Ksh150.00	Ksh75,000.00
Laptops	6	Ksh50,000.00	Ksh300,000.00
Television sets	6	Ksh25,000.00	Ksh150,000.00
Tablets	6	Ksh25,000.00	Ksh150,000.00
Smart Phones	6	Ksh20,000.00	Ksh120,000.00
Headphones	12	Ksh5,000.00	Ksh60,000.00
Certificates	1000	Ksh50.00	Ksh50,000.00
Totals			Ksh1,750,000.00

OPERATING COSTS

Item	Quantity	Unit Cost	Totals
Accredation(Players,Partners,Organisers)	500	Ksh100.00	Ksh50,000.00
Tournament Organiser	1 @3 days	Ksh6,000.00	Ksh18,000.00
Tournament Director	1@3 days	Ksh5,000.00	Ksh15,000.00
Printer and Stationary	1	Ksh5,000.00	Ksh5,000.00
Appeals Committee	5@3 days	Ksh3,000.00	Ksh45,000.00
Security	3@3 days	Ksh2,000.00	Ksh18,000.00
Transport and Logistics	5 days	Ksh5,000.00	Ksh25,000.00
Airtime and Internet	10 Days	Ksh1,000.00	Ksh10,000.00
Venue Décor	1	Ksh20,000.00	Ksh20,000.00
Exhibition booths (Hire of Tents and set up)	3@3days	Ksh3,500.00	Ksh31,500.00
Banners(Tear Drops,Roll ups)	1	Ksh25,000.00	Ksh25,000.00
Branding (Tshirts, Reflectors)	100	Ksh800.00	Ksh80,000.00
Back Drop Banners	1	Ksh20,000.00	Ksh20,000.00
Silicon Wristbands	500	Ksh50.00	Ksh25,000.00
Podium set up	1	Ksh10,000.00	Ksh10,000.00
Public Address	3	Ksh10,000.00	Ksh30,000.00
Media	4	Ksh8,000.00	Ksh32,000.00
VIP and Sponsors Lounge	3 Days	Ksh5,000.00	Ksh15,000.00
Totals			Ksh474,500.00

Budget Summary:

Expected Revenue:	Ksh 400,000
Main Expenses	(Ksh1,750,000)
Operating Costs	(Ksh 474,500)

Net Def

Ksh 1,814,500

Attendees Testimonials

Parent Testimonial



Shruti Ravat-{ Mama Rishit Ravat}

Parent



"I'm thrilled with the experience my child has gained at the Victoria Chess Club for the last 7 years. Through the club he has become a two time- East Africa Junior Champion among other achievements. Not only has he learnt valuable skills and strategies but he has also made new friends. Thank you to the club management for creating such a positive and enriching environment for young chess enthusiasts"

Player Testimonial



Shukri Shakira

Kenya National Youth Champion Under 14
Girls – Gold Medalist

"I gained interest in the game about 5 years ago and the coaches have mentored me all through. Am proud that today a dream I had 5 years ago is now a reality. In the just concluded Kenya National Youth Cadets Chess Championship 2025, I emerged victorious nationwide and was crowned the Kenya National Champion in the Under 14 Girls"

Coach Testimonial



Ben Magana

Kenya National Chess Team Head Coach "As a coach, I couldn't be prouder of our players' performances in the Victoria Chess Club."

Ben Magana is a highly skilled and respected chess player and international coach. He has proudly represented Kenya in numerous Olympiads and has been a key part of the National Team multiple times. We are honored to have him as our lead trainer.

FIDE Trainer
FIDE Instructor
Candidate Master

Whether it's their tournament wins or their commitment to learning, growing, and showing confidence, the environment here gives them a platform to shine.

Victoria Chess Club is nurturing the next generation of Kenyan chess talent by offering a supportive and inspiring space for young, enthusiastic players."

Sponsorship / Partnerships

We invite your esteemed organization to partner with or sponsor the Victoria Classic Chess Tournament. This event offers a unique opportunity to align your brand with excellence, sportsmanship, and community impact.

Your support will be vital to the success of this prestigious tournament. We offer customizable sponsorship packages tailored to your needs and goals.



Why Sponsor the Victoria East Africa Open U21 Chess Tournament 2025?

1. Boost Brand Visibility and Exposure

- ▶ As a sponsor or partner, your organization will gain significant brand exposure before, during, and after the tournament.
- ▶ Your logo and branding will be prominently featured in all communications, digital platforms, press releases, event materials, and tournament signage.
- ▶ This increased visibility will enhance your brand's recognition among youth, families, and a broader community.

2. Targeted Marketing Opportunities

- ▶ Sponsor specific tournament components or events to directly reach your target audience.
- ▶ Tailor your sponsorship by supporting rounds or matches, providing branded merchandise, or sponsoring player awards.
- ▶ High-impact marketing placements allow you to align your brand with a meaningful, youth-driven event.

3. Networking and Relationship Building

- ▶ Connect with industry leaders, key stakeholders, and fellow sponsors at exclusive networking sessions and VIP functions during the tournament.
- ▶ Build valuable relationships and explore collaborative opportunities in the world of chess, education, and community development.

4. Promote Corporate Social Responsibility (CSR)

- ▶ Reinforce your commitment to community development and social responsibility by empowering youth through chess.
- ▶ Support talent development and education while promoting positive change and leadership.
- ▶ Help create a lasting impact in the community by inspiring young minds and championing inclusive growth and innovation.



Indoor Branding

These are intended for banners and false walls to enhance player focus.

Outdoor Branding

Screens will be used for sharing the results. The outdoor spaces will primarily be used for vendor POS, photo booths, and media walls.

OPPORTUNITY

BRANDING

Given that the tournament will predominantly take place in an indoor arena, we suggest incorporating indoor and outdoor branding zones. This will guarantee optimal visibility without causing any disruptions to the games.



BRANDING

OUTSIDE ENGAGEMENT



- Throughout the three-day tournament, in order to offer value to our stakeholders, there will be exhibition booths where resellers can showcase and sell their products.
- Additionally, there will be a Electronic banners, banners and branded billboards for extensive branding and exposure.

OPPORTUNITY

Banners

From the entrance gate, branded banners and S banners will guide visitors to the main auditorium. The entire venue will be decorated and painted with the sponsors' brands.



Electronic Billboards

Electronic billboards have a significant influence, especially when it comes to sharing event information and highlighting sponsors' products.



Billboards

We will reserve specific areas on major roads for billboards to promote the event. These billboards will also feature sponsor logos.

BRANDING

INSIDE ENGAGEMENT



- The tournament will be hosted inside the auditorium for the 3 days.
- In the auditorium we will place 5 banners on the entrances and walls. The backdrop banner on one side of the wall.
- Table branding; table top cards next to the clocks and chess boards
- All participants will be wearing branded T Shirts while the organisers will have branded reflectors on.
- The award pedestal will be well branded with the respective brand colors



Backdrop

The backdrop will enhance branding during the opening, awarding, and closing ceremonies. It will feature speeches by prominent individuals alongside the branding.

OPPORTUNITY

BACKDROP & AWARD PEDESTAL

Award Pedestal

The award podium that crowns the top three winners in all categories will also feature strong branding.



Sponsorship Options



Platinum Package

Ksh

500,000 +

- ✓ This top-tier sponsorship package provides exceptional visibility and prestige. It includes exclusive naming rights, prominent logo placement on all marketing materials, VIP hospitality access, and personalized promotional opportunities designed to meet your organization's requirements.



Gold Package:

Ksh

300,000 +

- ✓ Enhance your brand's visibility with a detailed sponsorship package that includes prominent logo placement, sponsoring specific tournament aspects, VIP access, and extensive marketing opportunities across multiple channels.



Silver Package:

Ksh

150,000 +

- ✓ Boost your brand's presence and interaction by opting for this mid-tier sponsorship package. It includes logo placement on specific marketing materials, sponsorship of player amenities or events, and networking chances with industry experts.



Bronze Package:

Ksh

50,000 +

- ✓ Get valuable exposure and back youth development programs by opting for this basic sponsorship package. Enjoy perks such as having your logo featured on promotional materials, acknowledged at tournament events, and the chance to interact with participants and spectators.

Become a Sponsor Today!

Why Sponsor?

Customized Sponsorship Packages: We offer flexible packages tailored to your marketing objectives and budget, providing targeted activation opportunities to boost brand visibility and engagement.

Extensive Media Coverage: Increase your exposure through press features, interviews, articles, and promotional content shared across multiple media platforms linked to the tournament.

Exclusive Networking Opportunities: Gain access to VIP events, award ceremonies, and networking sessions with key sponsors, stakeholders, and participants.

Recognition and Visibility: Be formally recognized as a valued sponsor or partner of the Victoria Classics Chess Tournament—highlighting your commitment to excellence, youth development, and community engagement.

Join us in shaping the future of chess and empowering the next generation of champions. Partner with us and become an integral part of this inspiring journey of excellence, sportsmanship, and opportunity. We look forward to welcoming you as a proud sponsor or partner of the Victoria Classics Chess Tournament.



Our Commitment Pledge

Financial Transparency & Accountability

At Victoria Chess Club, transparency and accountability are fundamental to how we operate—especially in all financial matters involving sponsors and partners. We are committed to maintaining the highest standards of integrity and professionalism, and to ensure full confidence in our operations, we have established the following financial protocols:

Bank Account Management

Victoria Chess Club operates with full transparency and accountability. All sponsorship or contribution funds are handled through a dedicated bank account and are subject to our internal banking policies.

Receipts and Invoices

For every sponsorship payment or contribution received, Victoria Chess Club will issue an official receipt or invoice as proof of transaction. Sponsors and partners will receive documentation confirming any payments made toward sponsorship or partnership agreements.

Contractual Agreements

All sponsorships and partnerships are formalized through a signed agreement between both parties. These documents clearly outline the terms, conditions, financial commitments, rights, and responsibilities of each party, ensuring mutual understanding and accountability.

Financial Reporting

Sponsors and partners will receive regular updates and reports on the use of their sponsorship funds. We prioritize financial transparency and are open to providing clarification or additional details upon request to ensure full understanding of how funds are being utilized.

Through these procedures, Victoria Chess Club strives to promote trust, transparency, and accountability in all financial interactions. We deeply value the confidence placed in us by our sponsors and partners, and are committed to ensuring that every contribution is used effectively and responsibly to support our mission—advancing chess excellence and empowering youth development.



Gallery



🌐 Victoria East Africa Open U21
FIDE Rated Chess Tournament 2025



Training at Sarova Imperial Hotel



Contact Information

For inquiries, sponsorship opportunities, or additional details about the Victoria Classics Chess Tournament, please don't hesitate to reach out to us using the contact details below:

Chairperson

Name: Andrew Owili
Phone: +254 727 680 881
Email: owiliandrew58@gmail.com

Tournament Organizer

Name: Bella Makokha
Phone: +254 720 753 604
Email: makokhaswa@gmail.com

Head of Partnerships

Name: Khyati Solanki
Phone: +254 733 200 072
Email: heemanshukhkyati@gmail.com

Feel free to contact any of the individuals above with your questions or for assistance regarding the tournament. We're here to help and look forward to exploring how your organization can be part of this exciting event.

Thank you for your interest and continued support.



Victoria East Africa Open U21
FIDE Rated Chess Tournament 2025





VICTORIA CHESS CLUB

TRANSFORMING YOUNG LIVES
THROUGH THE GAME OF CHESS.

