

SPONSORSHIP PROPOSAL

K20,000 Per Session | 1,000+ Digital Entrepreneurs

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Market Your Physical & Virtual Payment Cards to 1,000+ Digital Entrepreneurs Per Session

Investment: K20,000 Per Session | 1,000+ Trained Students

INVESTMENT

K20,000

REACH

1,000+

COST/STUDENT

K20

EXECUTIVE SUMMARY

A direct pipeline to thousands of digitally educated, active consumers - all in one place.

For just K20,000 per session, your physical and virtual payment cards will be marketed to 1,000+ students who are:

- Actively building websites and mobile apps
- Ready to purchase domains, hosting, themes, and AI tools
- Eager to learn and use digital payment solutions
- Positioned to become lifelong customers

Unlike Google or Facebook ads that show your card to random people scrolling, our training directly engages people who will owe you respect because we gave them free, useful education.

THE PROBLEM

Traditional advertising does not create enough trust, action, or follow-through.

Advertising Method	Problem
Google Ads	Random people, random clicks, no trust
Facebook Ads	People scroll past, no engagement
TV/Radio	Expensive, hard to track, no guaranteed results
Billboards	One-time impression, no follow-through

Your card needs to be seen by people who are ready to use it - not random browsers.

THE SOLUTION

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Our training program creates a clear path from education to trust to transaction.

Stage	What Happens	Sponsor Outcome
Training	1,000+ students receive free digital skills in one session.	High attention and goodwill
Trust	Students learn your card inside a useful training experience.	Brand credibility and respect
Transaction	Students use the card for domains, hosting, AI tools, and digital products.	Immediate card usage

- Guaranteed results
- Direct engagement
- Trust built through free education

WHAT K20,000 BUYS YOU

Per session, with 1,000+ students.

Deliverable	Value to You
1,000+ students trained in one day	Direct access to active consumers
1-hour dedicated session on your card	Full spotlight on your payment solution
Hands-on card creation for every student	Students create cards and use them immediately
Step-by-step integration with your card	Students link your card to websites
Live demonstration of buying domains/hosting	Real-time transaction demonstration
Ongoing brand exposure on all materials	Logo on certificates, website, and social media
Trust built through free education	Students respect the sponsor that gave them skills
Guaranteed transactions	Students leave having actually used your card

THE STUDENT JOURNEY

How your card gets used before the bootcamp ends.

Step	Journey
1	Students spend 10 hours building a complete, professional website with payment integration.
2	During a dedicated 1-hour session, students learn what your card is, why it is safe, how to create it, how to fund it from mobile money, and how to buy online.
3	With your support, every student creates a physical or virtual card during the training session.
4	Students immediately use the card to buy domains, hosting, themes, AI tools, or digital products.
5	Students leave having used your card successfully, becoming long-term customers.

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WHY THIS BEATS TRADITIONAL ADS

Our approach creates attention, trust, action, and follow-through.

Factor	Google/Facebook Ads	Training Program
Targeting	Random people scrolling	Targeted digital entrepreneurs
Trust Level	Zero trust	Trust built through free education
Engagement	Passive viewing	Active participation
Action	Maybe a click	Guaranteed transaction
Follow-through	Low	High - students use card immediately
Cost per customer	High (K200-K500)	Low (K20 per student)
Guaranteed results	No	Yes - students leave having used your card

SCALING TO MILLIONS

Your card visibility grows exponentially as sessions continue.

Timeline	Direct Students
1 Session	1,000 students
4 Sessions	4,000 students
1 Year	16,000+ students
3 Years	50,000+ students
Referral reach	Each student tells 10-50 people = 500,000+ to 2,500,000+ impressions

Why Students Will Share Your Card

- They trust you because you gave them free education.
- They use your card because they have already bought something with it.
- They recommend it to friends and family.
- Many create TikTok and social content showing how to use the card.
- They become lifelong ambassadors of your brand.

Reach: 1,000 students x 10-50 people each = 50,000 to 2,500,000 new impressions.

KEY SELLING POINTS

Use these messages when pitching MTN, Airtel, Zanaco, banks, and mobile money providers.

Free Training Attracts the Right People

We attract digitally educated people who are already building websites and looking to buy online.

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Students Respect the Sponsor

By giving them free, useful education, students listen when we say your card is safe and useful.

Immediate Transactions

Students leave having created a card and used it to buy a domain or hosting.

Dedicated Training on Your Card

A full 1-hour session teaches students how to create, fund, and use your card.

Overcoming Payment Challenges

We solve the step-by-step card creation and online payment problem for you.

Mobile Money Integration

Students move the correct amount from mobile money to the card at the point of buying.

Countrywide Expansion

Students are recruited countrywide for free digital skills training week after week.

Power Users

Digital entrepreneurs buy domains, hosting, themes, AI tools, and other digital products repeatedly.

SAMPLE PITCH SCRIPT

For a phone call or in-person sponsor meeting.

Good morning/afternoon [Name].

I'm Samuel Katumba, a digital entrepreneurship trainer based in Kitwe.

I'm running a FREE one-day bootcamp where we train 1,000+ Zambians to build complete websites and mobile apps. This is 100% free for students, and we're looking for a payment partner like [Your Company].

Here's the opportunity for you: we want to teach every student how to create and use YOUR physical or virtual payment card to buy domains, hosting, themes, and AI tools.

We dedicate a full session to your card, showing students how to create it, fund it, and use it securely.

And here's the best part: students leave having actually used your card to make a purchase. They buy a domain or hosting before they even leave the bootcamp.

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That's a guaranteed transaction, not a random click on a Google ad.

Your investment is just K20,000 per session. That's K20 per student.

For that, you get 1,000+ students using your card, a dedicated 1-hour session featuring your brand, logo placement on materials and certificates, students who become lifetime customers, and countrywide reach as we expand.

I'd love to schedule a brief meeting to show you the full curriculum and how we'll integrate your card. Can we find 15 minutes this week?

ROI CALCULATION

Per session estimate for 1,000 students.

Item	Value
Investment	K20,000
Students trained	1,000
Cost per student	K20
Students who create card	800+ (estimated)
Students who make purchase	600+ (estimated)
Average transaction value	K100+
Immediate transaction value	K60,000+
Long-term customer value	K500+ per student
Total potential value	K500,000+

Your ROI: 5x to 50x+

NEXT STEPS

A simple path from sponsor interest to execution.

- Schedule a meeting to discuss customization options.
- Review the curriculum and see how your card will be featured.
- Select your sponsorship tier: single session or full year.
- Receive branding materials and integration instructions.
- Prepare for your 1-hour dedicated session during the bootcamp.
- Watch students create and use YOUR card.

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CONTACT INFORMATION

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Let's build Zambia's digital economy together - starting with your card in the hands of thousands of new digital entrepreneurs.

KEY TAKEAWAYS

The short version sponsors should remember.

Point	Why It Matters
Free training = trust	Students respect the sponsor behind useful education
Dedicated 1-hour session	Full spotlight on your card
Guaranteed transactions	Students use the card immediately
K20 per student	Cheaper than many ad campaigns
Countrywide reach	100,000+ netizens over time
Power users	Digital entrepreneurs buy repeatedly
Mobile money integration	Easy, convenient, and phone-based

This pitch is ready to use. Customize it for your specific sponsor and close the deal.