



Uganda

Spelling Bee

Words change the world™

Sponsorship Proposal

PREPARED BY

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Introduction

The Spelling Bee is an annual Spelling Challenge that brings together children in primary schools to compete in spelling positive *Words Change the World™*. The climax of every year's Spelling Bee is a National Championship where one team/school emerges champion. Dr. Alan Shonubi, a leading Ugandan Lawyer and Chairman of the Uganda National Library is our Patron.

Executive Summary

We believe that successful people are confident, have the right attitude and a right set of life skills. We have designed the Uganda Spelling Bee to develop children's confidence, presentation and cognitive skills positively shaping their attitudes for life as well as enabling them to stay in school longer.

52% of Uganda's 36 million people are children below the age of 15, and the future belongs to them. Unfortunately, 71% of them are not finishing primary school in time. This is caused by, among other reasons, low competence, low literacy rates and lack of interest. In fact, Uganda is ranked lowest in the region in literacy according to the Uwezo 2012 report.

The Uganda Spelling Bee was created to enable children improve their literacy, learn key social skills and develop a positive attitude towards life. We believe this will not only help and motivate them to complete school but also transform them into change agents and credible leaders. We believe that *words change the world™* and we have an opportunity to use words to shape our country's future, a new tomorrow. We desire to create a new operating system and instill values of **Character, Responsibility, Excellence, Empathy and Discipline (CREED)**.

We believe that journey is the reward. The process of learning how to spell, learning new words, their meaning and origin, sentence construction and application is the most important aspect of the Uganda Spelling Bee. It enables children to understand concepts better, pass standardized tests and stay in school longer. The children will work in teams of three with their peers to learn the words. They will also get support from their parents and teachers and in the process bond with them, building lasting relationships.

Children will increase their vocabularies, learn concepts and develop correct English usage, they will acquire knowledge, develop cognitive skills, and increase their understanding of ideas and values making them competent to pass standardized tests and therefore staying in school longer. Their attitudes will be shaped positively and they will gain skills like confidence and presentation abilities that will make them succeed.

The Uganda Spelling Bee is an annual challenge that brings together children ages 8-15 in primary schools across the country to compete with each other in spelling positive words that will shape their lives and their tomorrow. The Spelling Bee

events start in schools where teachers organize inter-mural/school competitions to choose the school team. The school team then meets with other schools in the district competition and the best two schools represent the district in the regional competition. A national championship brings together the best two schools from the regional competition. The best three spelling teams/schools will be awarded, as well as the best speller overall.

Mission

To empower children with positive words enabling them reach their full potential.

Our Journey

We started Uganda Spelling Bee in 2013 with a pilot that brought together 10 schools in Kampala. This event was executed successfully in partnership with Daily Monitor as our media partner, Kampala Capital City Authority as event partners, hosting the championship and NTV that broadcast the event on their children's program Planet K.

In 2014, we expanded to include several districts to cover both Local Language and English with over 300 schools participate and that attracted more partners like Awesome Foundation, Urban TV, in addition to Kampala Capital City Authority, NTV, and Daily Monitor.

In 2015, we plan to grow together with you to reach more schools. We will have two spelling bee competitions; My local language spelling bee for primary three and the English spelling bee for primary four to primary seven pupils. We plan to include between 20-30 districts, covering the major regions in the country and giving your more leverage.

Methodology

We plan to conduct the Spelling Bee across the country this year, mainly in the major towns in every region. Our target for this year is 20-30 districts. Here is our execution plan.

Teachers Envisioning

This is the first phase. It will bring together all the contact teachers and Head Teachers from the Schools that have committed to participating in this year's Spelling Bee. At this event, we shall have an opportunity to share about the Spelling Bee in depth with the teachers, explaining why we are doing Spelling Bee, the impact it will have and how it should be carried out in Schools. We shall also introduce materials to be used like the words children will spell and share with them the rules of engagement. The teachers will be encouraged to form Reading Clubs in schools where children will be able to participate and get to represent their houses and school.

This is a good opportunity for your company to be involved, create rapport and share your brand values and mission with the teachers. There will be an opportunity for a representative to speak.

Press Launch

We will hold a press conference to kick off this year's Spelling Bee. This will be our opportunity to unveil Spelling Bee 2015 officially to the public and introduce our sponsors and partners. It will be a great opportunity for a senior staff to represent your company and speak about why you are involved as a presenting Sponsor. This is an opportunity for your company to share with the whole world why they are partnering with us to make Spelling Bee a success. Media Interviews and a mass media campaign including adverts and mentions in the mainstream media and the social media will follow this. The Media buzz will go on until the end of entire Spelling Bee season

School Spelling Day

This is the first real Spelling Event. There will be several events happening across the country within participating schools. The pupils will invite their parents and pupils will compete to spell in teams of 3 pupils each. The best three spellers will make the school team.

District Spelling Day

The Inter- School Spelling Day will bring together schools to compete and make the regional champion. The best two schools per district will make it to the regional competition.

Regional Spelling Day

Schools will represent their districts at this stage of competition. The best two schools per region will make it to the National Championship.

The Championship

The Championship will have two schools, from each region competing with each for the best school. All the pupils who have participated in the championship from the school level will be invited and will get some of their awards here.

Schedule of Events

Activity	First Term			Second Term			Third Term		
	February	March	April	May	June	July	September	October	November
School's Sign Up									
Spelling Handbook Publishing									
DEAR Day		5th							
Teacher's Envisioning									
Press Launch				26th					
Schools Spelling Bee									
District Spelling Bee									
Regional Spelling Bee									
Grand Finale								17th	
Media Campaign and Promotion									
Evaluation and Reports									
Spelling Club Development									

Our Budget

	Event	Uganda Spelling Bee					
	Participants	6 Regions					
	Schools	250 Schools					
	Competitions	Regional, National					
	Item	Frequency	Units	Unit Cost	Total Cost UGX	Total Cost USD	
	Pre-Event						
1	Printing	Handbook	1	1000	15,000	15,000,000	5,357.14
		Coaching Manuals	1	500	10,000	5,000,000	1,785.71
2	Stationery		LS		1,000,000	1,000,000	357.14
3	Coordination		LS		2,000,000	2,000,000	714.29
5	Marketing						
		Social Media	LS	LS	1,000,000	1,000,000	357.14
		Website Developing/Hosting	LS	1	500,000	500,000	178.57
		Branding Materials	LS	LS	2,000,000	2,000,000	714.29
6	Training						
	Teacher's Envisioning	Venue (Regions)	1	6	500,000	3,000,000	1,071.43
		Refreshments (Food and Drink)	6	35	30,000	6,300,000	2,250.00
	Judges Training	Refreshments (Food and Drink)	1	8	30,000	240,000	85.71
	Sub Total					36,040,000	12,871.43
	Regionals						
7	Media	Transport and Facilitation	6	6	100,000	3,600,000	1,285.71
8	Transport		5	1	200,000	1,000,000	357.14
9	Venues		6	1	500,000	3,000,000	1,071.43
10	Refreshments	Food	6	200	10,000	12,000,000	4,285.71
		Drinks (Soda)	6	20	20,000	2,400,000	857.14
11	Judges	Facilitation	6	5	100,000	3,000,000	1,071.43
12	MC and Facilitators		6	3	100,000	1,800,000	642.86
13	Sound System		6	1	500,000	3,000,000	1,071.43
14	Photography and Video		6	1	1,000,000	6,000,000	2,142.86
15	Awards	Best Team	1	1	150,000	150,000	53.57
		1st Runners Up	1	1	100,000	100,000	35.71
		Best Speller Over All	1	1	50,000	50,000	17.86
		1st Runners up	1	1	30,000	30,000	10.71
		Certificate for everyone	1	500	5,000	2,500,000	
	Sub Total - Regionals					38,630,000	13,796.43
	Grand Finale						
28	Media Facilitation		1	15	50,000	750,000	267.86
29	Venues		1	1	6,000,000	6,000,000	2,142.86
30	Refreshments	Food	1	300	10,000	3,000,000	1,071.43
		Drinks (Soda and Water)	1	50	20,000	1,000,000	357.14
32	Decoration and Set up (Stage, Lighting)		1	1	2,000,000	2,000,000	714.29
33	Transport to Kampala and Accomodation		5	9	150,000	6,750,000	2,410.71
34	Judges		1	5	50,000	250,000	89.29
35	MC and Faciliators		1	5	50,000	250,000	89.29
36	Sound System		1	1	500,000	500,000	178.57
37	Photography and Video		1	1	2,000,000	2,000,000	714.29
39	Awards						
	Best Team	Grand Prize (Trophy and Cash)	1	1	3,000,000	3,000,000	1,071.43
		School Plaque (1st Position)	1	1	200,000	200,000	71.43
		Scholastic Materials	1	3	150,000	450,000	160.71
		Other Goodies	1	3	500,000	1,500,000	535.71
	1st Runner Up					-	-
		School Plaque (2nd Position)	1	1	200,000	200,000	71.43
		Scholastic Materials	1	3	150,000	450,000	160.71
		Other Goodies		LS	300,000	300,000	107.14
	2nd Runner up					-	-
		School Plaque (3rd Position)	1	1	200,000	200,000	71.43
		Scholastic Materials	1	3	150,000	450,000	160.71
		Other Goodies		LS	200,000	200,000	71.43
	Best Speller Overall	Plaque	1	1	200,000	200,000	71.43
	1st Runner Up	Plaque	1	1	200,000	200,000	71.43
	2nd Runner up	Plaque	1	1	200,000	200,000	71.43
	Others						
		Certificates	1	52	5,000	260,000	92.86
	Best Coach	Plaque	1	1	200,000	200,000	71.43
	1st Runner Up	Plaque	1	1	200,000	200,000	71.43
	2nd Runner up	Plaque	1	1	200,000	200,000	71.43
40	Cocktail/Gala Dinner						
	Band and Artist		1	2	1,000,000	2,000,000	714.29
	Food		1	200	80,000	16,000,000	5,714.29
	Soda/Water		1	50	20,000	1,000,000	357.14
	Decoration		1	1	2,000,000	2,000,000	714.29
	Sound		1	1	1,000,000	1,000,000	357.14
	Sub Total					52,910,000	18,896.43
							-
	Grand Total					127,580,000	45,564.29