

Igniting Passion, Driving Impact: Partner with **ZIFA**

ZIFA Corporate Partnerships
& Sponsorship Prospectus
Year 2025–2026

ZIFA

A strategic invitation to join the future of Zimbabwean football

INSPIRED BY LEADERSHIP. UNITED BY VISION.

“TAMBAI BHORA VAKOMANA”

ZIFA extends its deepest appreciation to the President of the Republic of Zimbabwe, His Excellency Dr. Emmerson D. Mnangagwa, whose leadership and vision continue to inspire national pride and sporting excellence. His commitment to empowering youth and promoting unity through sport fuels the spirit of our athletes and strengthens football’s role as a beacon of hope and progress for the nation.

HIS EXCELLENCY, DR. E.D. MNANGAGWA



GUIDED BY PARTNERSHIP. STRENGTHENED BY TRUST

*Minister of Sport, Recreation,
Arts and Culture , Lieutenant
General (Retired) Ambassador
Anselem Sanyatwe*



ZIFA proudly acknowledges the unwavering support of the Ministry of Sport, Recreation, Arts and Culture and the Sports and Recreation Commission (SRC). Their guidance and collaboration ensure that every step we take — from governance to growth — reflects integrity, accountability, and national purpose. Together, we are building a credible, competitive, and united future for Zimbabwean football.



Emily Jesaya
Deputy Minister



Nicholas Moyo
Permanent Secretary



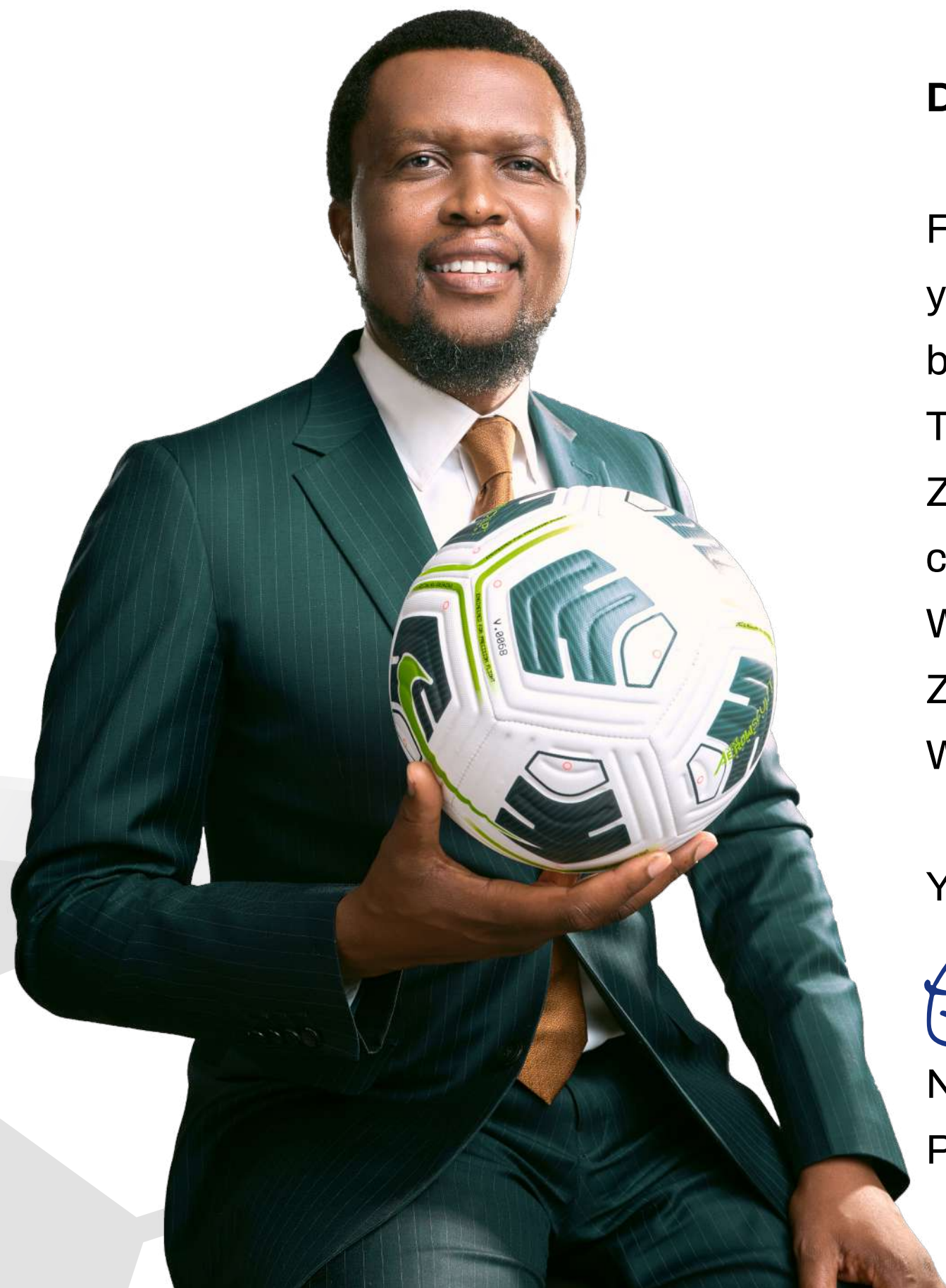
**Sports and Recreation
Commission Zimbabwe**

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WELCOME & STRATEGIC INVITATION ▶ A United Goal for Zimbabwe



Dear Prospective Partner,

Football in Zimbabwe is more than a sport – it is a shared heartbeat of communities, a vehicle for youth empowerment, and a canvas for national pride. At the Zimbabwe Football Association, we believe that strategic corporate partnerships are not merely transactional, but transformational. This prospectus provides a clear, compelling roadmap for how your brand can join us in elevating Zimbabwean football. We seek to craft collaborative partnerships that deliver brand impact, community resonance, and shared legacy.

We invite you to read on, see the opportunity, and join us in building the future of the beautiful game in Zimbabwe.

We look forward to exploring a dynamic partnership.

Yours in football,

Nqobile Magwizi
President, ZIFA

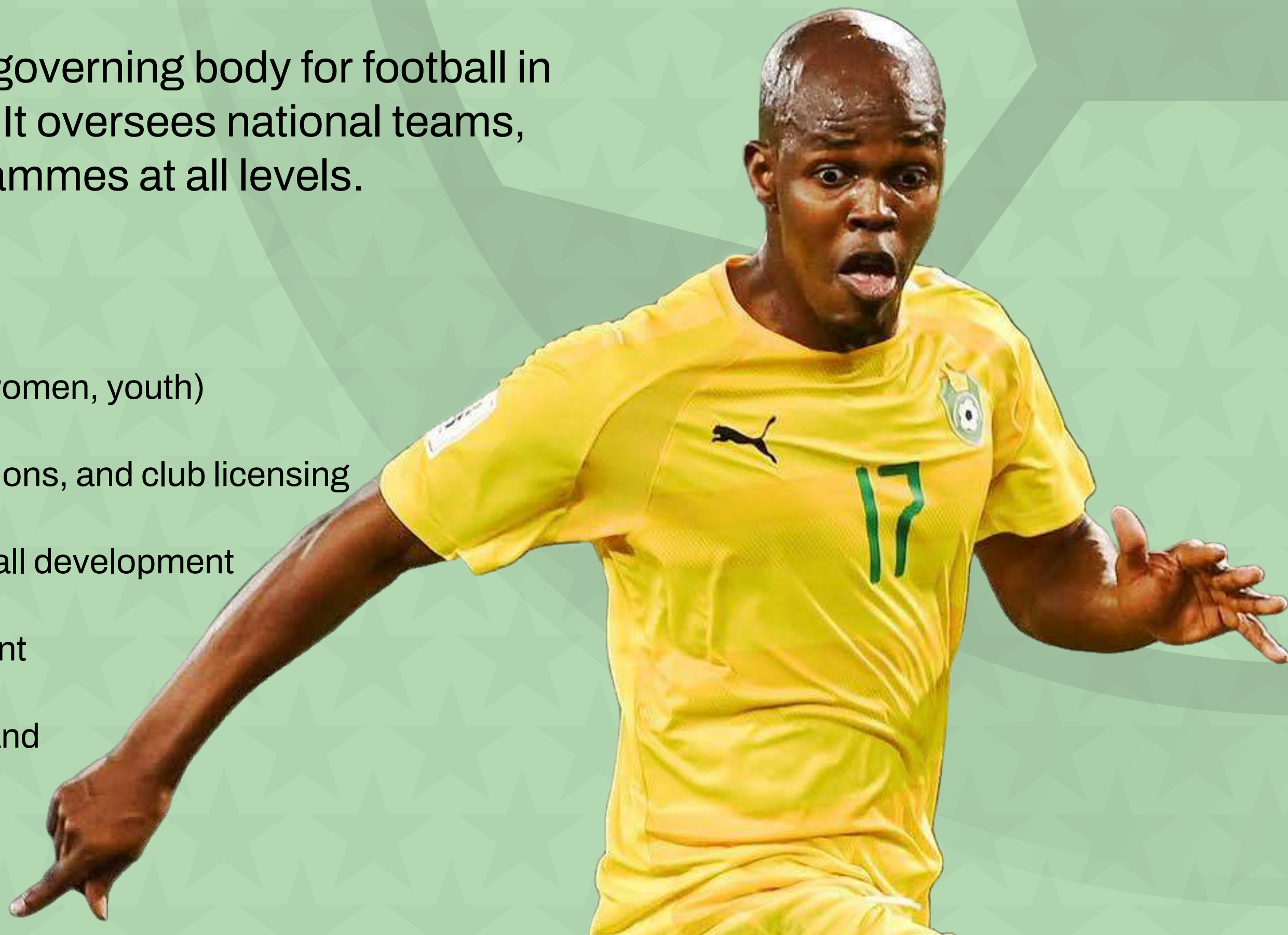
ZIFA IN FOCUS

Custodian of Zimbabwe's Football Ambition

Founded in 1965, ZIFA is the national governing body for football in Zimbabwe, affiliated to FIFA and CAF. It oversees national teams, competitions, and development programmes at all levels.

Mandate & Core Functions:

- Administering national teams (senior men, women, youth)
- Overseeing domestic leagues, cup competitions, and club licensing
- Leading grassroots, youth, and school football development
- Referee and coach education and deployment
- Upholding governance, financial oversight, and integrity standards



VISION, MISSION & STRATEGIC PILLARS



Our Vision is bold and unapologetic:

To build a world-class, cohesive football ecosystem that nurtures talent, fosters professionalism, and positions Zimbabwean football as a dominant force in Africa and beyond.



Our Mission is rooted in empowerment:

To give every Zimbabwean who wishes to embrace football the chance to play, coach, referee, or support the game.

VISION, MISSION & STRATEGIC PILLARS

We are here to inspire:

Our Players, Coaches, and Referees

We want you to believe again that Zimbabwean football can take them to the highest levels of the game. We will support their dreams, not frustrate them.



Our Fans

Their love for the Warriors, for our game, is unmatched. We owe them performances, honesty, and hope.



Our Staff and Members

They are the engine of the Association. We are building a culture of pride, service, and excellence within ZIFA itself.



VISION, MISSION & STRATEGIC PILLARS

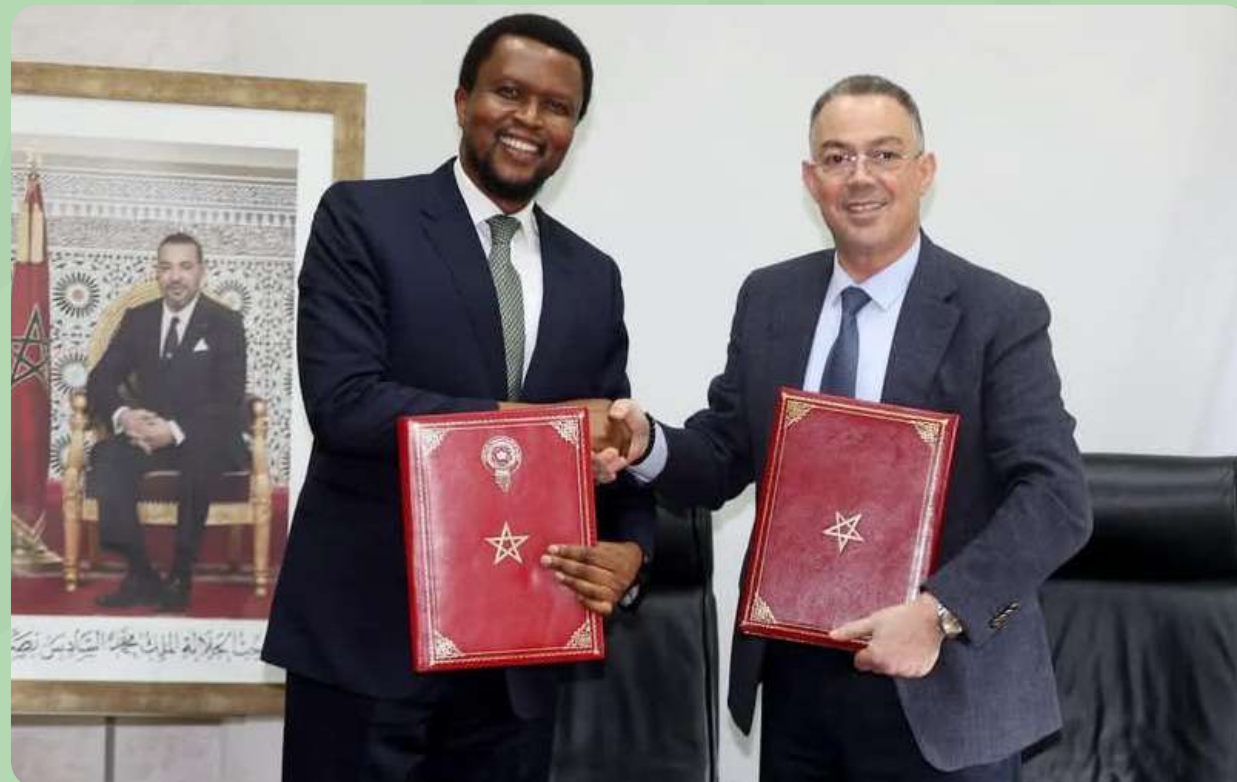
We are here to inspire:

Our Partners and Stakeholders

We want to be the kind of partner you trust, because we deliver on our word and think long-term.



We are on a mission to provide a structured and inclusive football ecosystem that nurtures talent, inspires communities, and positions Zimbabwean football competitively on the global stage.



Our Volunteers

Their service is the soul of the game. Whether it's lining pitches, coaching youth, or helping with events – they matter, and we will honour their contribution.



GOVERNANCE, LEADERSHIP & INTEGRITY

Trust. Transparency. Accountability.

Executive Leadership:



Nqobile Magwizi
President



Kennedy Ndebele
Vice President



Loveness Mukura
Vice President

Executive Committee:

Prof. Thomas Marambanyika, Alice Zeure, Tafadzwa Benza, Davison Muchena, Kudzai Kadzombe, Brighton Ushendibaba, Isaiah Mupfurutsa, Chido Chizondo

General Secretary:

Yvonne Mapika Manwa

INTEGRITY & OVERSIGHT MEASURES:

Executive Leadership:

01

ZIFA adheres to FIFA & CAF statutory and financial regulations

02

Financial statements, audits, and performance reports will be made available to partners

03

A dedicated Marketing Committee ensures that sponsor deliverables & rights are honoured

04

Ethical procurement policies, anti-corruption frameworks, & contract performance clauses

NATIONAL TEAMS & COMPETITIONS

▶ Where National Pride meets Brand Power

ZIFA administers the national football teams of Zimbabwe – the Warriors (men), Mighty Warriors (women), and youth teams.

Zimbabwe has qualified for six AFCON tournaments and won the COSAFA Cup six times.

Men's Senior National Team "The Warriors"

Represent Zimbabwe in World Cup qualifiers, Africa Cup of Nations, CAF competitions

Qualified for AFCON six times (2004, 2006, 2017, 2019, 2021, 2025.)

Strong regional performance: Six COSAFA Cup titles

Women's Senior National Team "Mighty Warriors"

Competes in regional and continental women's tournaments; ZIFA actively supports the growth of women's football via funding and programmes

Qualified for the Rio Olympics (2016)

NATIONAL TEAMS & COMPETITIONS

Where National Pride meets Brand Power



Youth & Development Teams

U20 and U17 (men & women) as pipelines for senior squads
Regular participation in COSAFA / AFCON youth qualifiers

Domestic & National Competitions

Zimbabwe Premier Soccer League and Zimbabwe Women's Premier Soccer League (top-tier competition)
National cup tournament, regional division one leagues under ZIFA's supervision
National Youth Tournaments

DEVELOPMENT & GRASSROOTS FOOTPRINT

From Every Village to the National Stage

ZIFA invests in youth, school, and community football. Through provincial academies, coach education, and referee development, the Association is strengthening the base of Zimbabwean football.

Grassroots Development

- School football programmes, talent identification camps
- Community coaching clinics and tournaments



Referee & Coach Development

- Continuous coach education, refresher courses, licensing
- Referee training, assessment, and deployment across national competitions



DEVELOPMENT & GRASSROOTS FOOTPRINT

From Every Village to the National Stage

Women's & Girls' Football Growth

- ZIFA is committed to increasing female participation via targeted support, youth leagues, and gender equity programmes



Social Impact & Inclusion

- Football is used as a platform for youth development, education, and health awareness
- Outreach into rural areas to foster inclusion and access
- Disability & inclusive football programmes



MEDIA REACH & FAN ENGAGEMENT

When the Whistle Blows, Your Brand Takes the Spotlight

Football is Zimbabwe's most followed sport. ZIFA leverages television, radio, and digital platforms to reach millions. Corporate partners gain access to a passionate nationwide and international audience.

Broadcast & Media Exposure

- National team matches and key domestic fixtures broadcast via local and international television, radio, and streaming platforms
- International exposure through CAF / FIFA broadcasting partnerships
- ZIFA produces content: interviews, behind-the-scenes, highlights

2.5M-5M

Television

1.2M

Radio

100k

Streaming



MEDIA REACH & FAN ENGAGEMENT

When the Whistle Blows, Your Brand Takes the Spotlight

Digital & Social Media Presence

- Digital Platforms: Facebook, Instagram, X, Tik-Tok (regular updates, match coverage)
- Website “News”, “Inside ZIFA”, “Action Zone” sections for fixtures, results, reports
- Potential reach metrics to be shared (e.g, monthly visits, social engagements)

300K +
Followers

15K +
Site Visits

1.5m +
Views

300K +
Likes

MEDIA REACH & FAN ENGAGEMENT

When the Whistle Blows, Your Brand Takes the Spotlight

Fan & Market Reach

- Matchday attendance for national team matches
- Provincial footprint via regional leagues and local tournaments
- Diverse audience: youth, families, urban & rural supporters

Branding & Visibility Touchpoints

- Kit branding (front, back, sleeves)
- Stadium signage: LED boards, banners, stand branding
- Pitch-side advertising and backdrops
- Matchday programme branding, branded tickets
- Digital and social media sponsorships (content series, posts, video)
- Grassroots programme naming (e.g. “YourBrand Youth League”)



SPONSORSHIP ASSETS & BRANDING OPPORTUNITIES

Positioned for Impact: Where Brands Play to Win

Positioned for Impact: Where Brands Play to Win

Partners can access kit branding, stadium signage, digital sponsorships, grassroots naming rights, and exclusive activation zones.



SPONSORSHIP ASSETS & BRANDING OPPORTUNITIES



Positioned for Impact: Where Brands Play to Win

Asset Category	Examples / Rights	Potential Value to Sponsor
Training Kit / Tracksuits / Apparel	Training shirt front, back, sleeve, Travel gear	High visibility on TV, media, team travel
Stadium / Arena	LED boards, perimeter boards	Live audience and broadcast exposure
Pitch & Matchday	Matchday programme	Premium touchpoints during broadcast recaps
Digital & Social	Sponsored content series, matchday posts, player features	Precise targeting, measurable reach
Grassroots & Youth	Naming of youth leagues, regional programmes	Deep community branding, local loyalty
Events & Fan Zones	VIP hospitality, activation zones, and fan engagement setups	High engagement, sampling, and experiential branding
Grassroots & Youth	Co-branding of match broadcasts, content ownership	Exclusive media reach and leverage

TIERED PARTNERSHIP PACKAGES

Pick the Level that Drives Impact

Below is a sample framework – all packages are negotiable and adaptable.

Platinum / Title Partner

USD 500 000 – 1 000 000+

Top-tier exclusivity

Exclusive name association (e.g, “Your Brand ZIFA National Team”)
Front training shirt branding, full stadium exposure
Digital dominance, activation across all matches
Lead partner status in annual reports and press ads

Gold / Official Sponsor

USD 250 000 – 500 000

Significant branding rights

Back training shirt branding, pitch-side advertising, digital & media tie-ins
Co-branding across events, select activation zones
Presence in annual reports and press ads

Silver / Supporting Sponsor

USD 100 000 – 250 000

Balanced impact exposure

Logo placement on sleeve, selected matchday branding, social media
Limited category exclusivity

Grassroots / Development Partner

USD 50 000 – 100 000

Community and regional scale

Naming of youth leagues, local tournaments
Branding of regional development programmes
Social media

Media / Broadcast Partner

Negotiated

Based on reach and exclusivity

Rights to broadcast, content partnership
Sponsored match packages, branded content segments

ACTIVATION & VALUE DELIVERY

Bring your Sponsorship to Life

ZIFA works closely with partners to deliver activations that resonate: fan zones, digital campaigns, school outreach, and experiential marketing. ROI reporting ensures measurable impact.

Activation Ideas & Experiences

- Matchday fan zones, activation booths, brand lounges
- Player meet-and-greet, autograph signing, school visits
- Social media campaigns: “Ask the Captain”, behind-the-scenes, polls
- Contests & fan engagement (tickets, merch giveaways)
- Co-branded merchandise, program inserts, and limited editions
- Community tournaments under sponsor branding



SUCCESS STORIES & USE CASES

▶ Proof in Play: Success that Speaks

Past and present sponsors have leveraged football's mass appeal to grow brand awareness and community goodwill. Future partnerships will build on these successes with greater innovation.



Betterbrands Gold

Gained 30 % uplift in brand recall over 18 months and 12 million media impressions

Chibuku

LED Advertising seen in over 10 matches televised internationally with a cumulative audience of over 30 million viewers



Pro Bottlers and Chicken Inn

Engaged over 100 000 fans, and over 300 players - generating goodwill in local communities

“

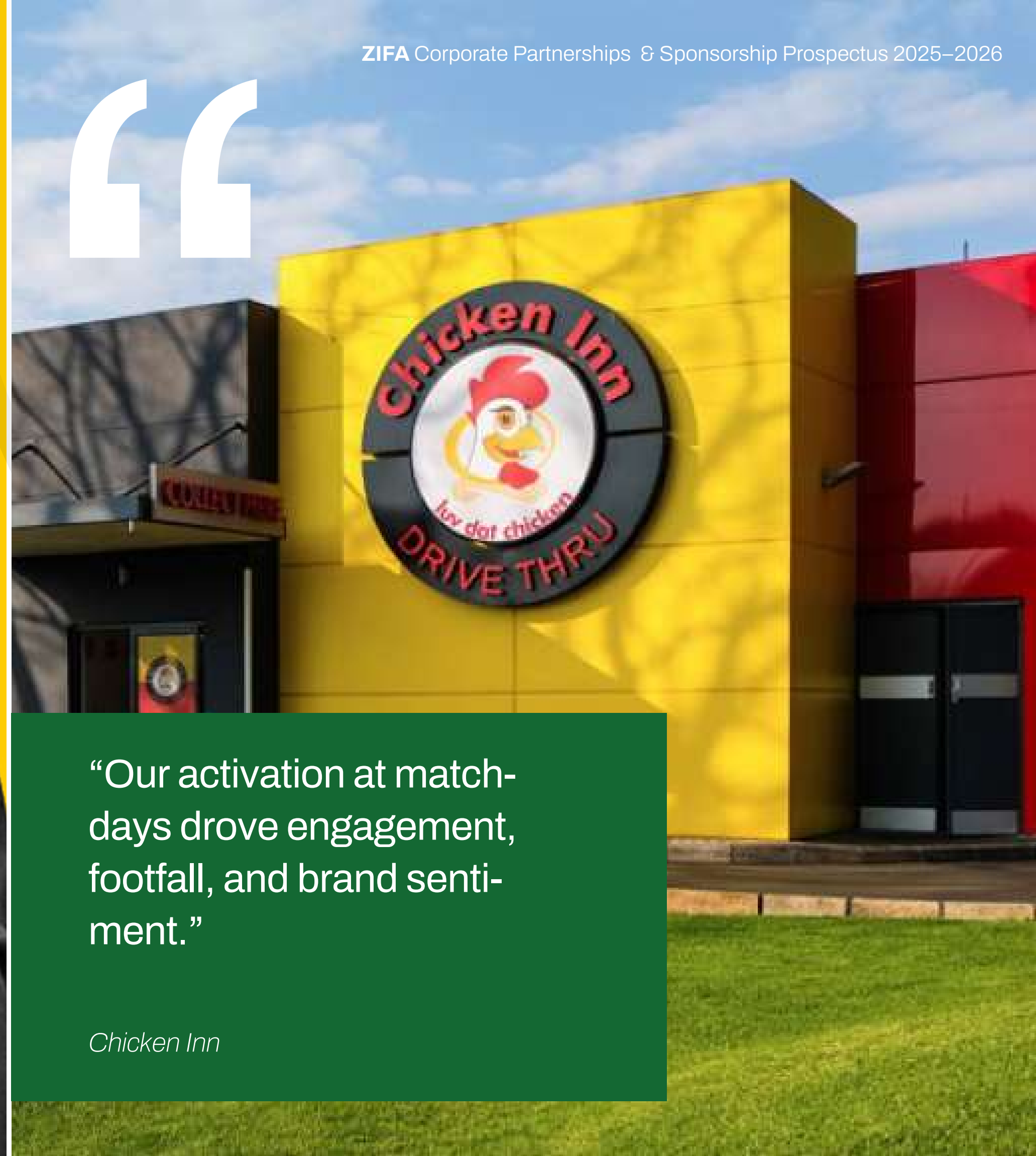
“Partnering with ZIFA gave us direct connection to national pride by making a meaningful contribution to the game we all love so much .”

Hon. Scott Sakupwanyana, Betterbrands

“

“Our activation at match-days drove engagement, footfall, and brand sentiment.”

Chicken Inn



ROADMAP & UPCOMING CALENDAR



Let's Kick Off: Roadmap to Partnership

Key milestones: Partner onboarding (Q1 2026), Contract finalisation (Q2 2026), Launch event (Q2 2026), & Mid-season review.

Milestone	Timeline	Activities / Deliverables
Partner selection & alignment	Q1 2026	Meetings, custom package design
Contract finalisation	Q1–Q2 2026	Legal, deliverables, KPIs
Launch event & announcement	Q2 2026	Press release, matchday unveiling
Activation roll-out	2026 season	Branding, fan zones, campaigns
Mid-season review	Mid 2026	Reporting, adjustments
Annual/multiyear evaluation	End 2026	ROI, renewal conversations

NEXT STEPS & CONTACT DIRECTORY

Let's Kick Off Together.

**To explore partnership opportunities,
contact the ZIFA Commercial Team:**

ZIFA Commercial Department
Tendeseka Office Park, Block 4, 1st Floor,
South Wing, Samora Machel Avenue, Harare
Telephone: +263 242 704621-5
Email: commercial@zifa.co.zw
Website: www.zifa.co.zw



ZIFA is ready
to collaborate, co-create, and
elevate football in Zimbabwe.
Let us begin this journey to
gether – your brand deserves
a place in the beautiful
game's future.





ZIFA