

# Khidmah Organisation

Building Bridges  
Connecting Communities



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Charity Reg No: 1114444

Khidmah Organisation 68 Asfordby Street Leicester LE5 3QG

Be a part of this inspirational event: bring your Business/ Organisation into the community



Leicester  
City Council



Prince's Trust





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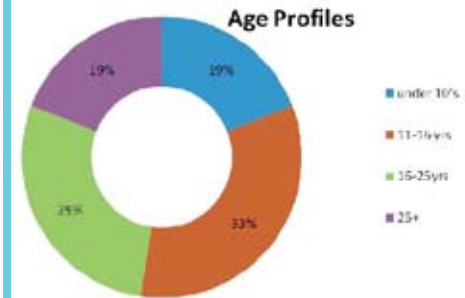


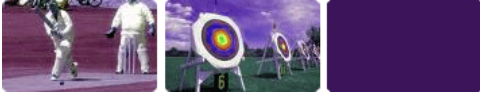
Khidmah Organisation is an inspirational, community led organisation established to serve the needs of Muslims in Leicester. Set up in 1999 by a group of concerned Muslims, Khidmah Organisation brings to reality the vision to bring together Muslims from all walks of life and backgrounds, to celebrate the diversity and uniqueness of Muslim communities in Leicestershire and to really connect communities through Unity Sports & Fun-day.

K.O Unity community days are annual events inspired by the desire of the Muslim community to come together to have fun, participate in

activities and competitions, to create an opportunity for both local charities and community stalls to showcase their work through our unique culturally sensitive and Islamic environment.

K.O Unity community days are nationally unique over 2 events; one day dedicated for Females Only attracting over 10,000 visitors! Similarly, the Male Only day attracts over 7,000 visitors.





“These events have an amazing turnout from the local community, which can only happen if the community supports your organisation and its goals, keep up the good work K.O.

*Sir Peter Soolsby MP*

”The K.O’s Annual Unity Days have now become the single biggest community events of their kind in Leicester”

*Councillor Abdul Osman Deputy Leader Leicester City Council*

“Once again this event has proved to be a huge hit and has been firmly established into the local communities calendar of events to attend with over 17,000 people attending over the two days”

*Raffiq Moosa , K.O Committee*

Khidmah Organisation is a not-for-profit community led registered charity. Your support through sponsorship will allow your business the opportunity in making the Unity community days an even bigger success and really make a difference.

All funds raised from sponsorship will contribute towards giving the Muslim community a fabulous fun day out that will cost them nothing...only through your support can this be made possible and in return we will help you to raise the profile of your business and your commitment to bringing Muslim communities together.



**“a unique opportunity to reach the Muslim consumer through the range of pre-event and on the day promotion, which we feel we had to be a part of”**

HSBC 

HSBC, 2007 



As part of our commitment to ensure we raise the profile of your business, we have available various advertising packages to maximise your business exposure. Ranging from pre-event promotion to promotion on the day. We have a package to suit all your needs!

- ~Pre-Event Advertising
- ~Personalised Sports Bibs & Vests
- ~Co-Sponsorship
- ~Pitch Side Advertising Banners
- ~Itinerary Booklet
- ~Trophy Sponsorship
- ~Website Advertising
- ~Promotional Marketing Stall



# What Can We Offer You?~

## Pre-Event Advertising

Pre-event advertising promotes your company branding and its logo through inclusion on all K.O Unity Sports & Funday publicity posters and leaflets. We have a distribution of over 12,500 promotional leaflets and posters throughout Leicestershire.



Be a part of this inspirational event: bring your Business/ Organisation into the community



## Personalised Sports Bibs & Vests

Really make your mark with our personalised sports vests and bibs. With over 900 participants in our sports events running through the course of the day, this is an ideal opportunity to promote your business in style. With each contestant wearing a personalised bib with a sponsor's logo on the front, you truly can make an impact and get your business noticed.

What Can We Offer You? ∞



# What Can We Offer You? >

## Co-Sponsorship

As a co-sponsor, this opportunity provides maximum exposure for your business. Your business logo will appear on all promotional material alongside our K.O logo. This includes pre-event and on the day promotion, ranging from publicity leaflets, promotional material utilised on the day around the venue, banners, pitch side banners, during our trophy presentation ceremony and displayed on our garments, including stewards clothing.

## Pitch Side Advertising Banners

Pitch side advertising is a great way of promoting your business and ensuring exposure to a wider audience. Your business banners can be displayed around the various sports arenas and in the prominent position of behind the goal post!



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**Join us: Together we are big enough for your boss to pay attention.**

Unite the Union striving to protect and provide a better future for working people and their families in the Midlands.

To join 2 million members in the UK's largest and strongest trade union visit [www.unite-theunion.org.uk](http://www.unite-theunion.org.uk) or call free on 0800 587 1222

**Join today**



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**"All the Phones & All the Network"**

## Literary Booklet

On the day promotion to really catch every visitor's attention includes advertising space for your business in our Programme booklets. With a print run of approximately 4000, the booklet consists of:

16 page programme booklets for the men's event and 8 page booklets for the women's event. Your advertising space can range from:

- ~ Full back page
- ~ ½ Front page
- ~ ½ page inside booklet
- ~ Full page inside booklet

What Can We Offer You? 1

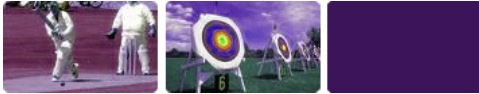


## Trophy Sponsorship

Let your business be the showpiece of the winning team's mantel piece. Trophy sponsorship allows your business name and logo to be printed on all distributed trophies and displayed in our programme booklet alongside the relevant event. With approximately 150 medals and trophies being awarded to the winning teams of various sports tournaments, your company logo is sure to be noticed and cherished.



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# Website Advertising

In today's competitive market, the internet is the way forward to really get your business noticed. The opportunity to advertise your business on our K.O website with information about your business and an external link to your website will surely open up many doors for your business.

opportunities does not end there ...if there is any specific packages that you would like us to tailor make for your business, please do not hesitate to contact us.



Advertising with K.O the possibilities are endless, however the visibility of your business is optimal! Our commitment to raise the profile of your business through our advertising

## Marketing S t a l l

A Marketing stall offers businesses or organisations the unique opportunity to advertise and market their products directly to the public and gain invaluable real-time feedback from their target audience





For further information and advertising enquiries about being part of K.O Unity Sports & Funday, please contact:

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