



A PRESENTATION TO FIND A SPONSOR FOR THE EL RIO GAMES 2023

THE EL RIO GAMES SUPPORTED BY EL RIO HOSTEL, SPORTINSPIRED AND....

[Aim of the Games](#)

To set up weekly sports clubs for 250+ young people in Buritaca, Santa Marta, Colombia.

[El Rio Hostel](#)

An award-winning hostel (voted 2nd best in Latin America and best in Colombia in 2018) with a large community outreach programme.

Our charity arm, the El Rio foundation, sponsors a jungle school 90 minutes walk from the hostel, runs a 40+ hour a week Community English programme, provides 24 hours a week of Academic tutoring and has also started a large recycling project and an environmental education programme. We also run activities for 3-5 year olds and have just started working with the Indigenous Community at Q.Del Sol on all our programmes. Through the El Rio Games, we have been running multi-sports and sport specific club opportunities for children in and around Buritaca for 3 years with great success. This year, we are hoping to realise our ambition of setting up clubs for every child in the town.

[SportInspired](#)

We would like to say a huge thank you to SportInspired, an award-winning UK based charity, which won the London Sports Awards in 2017 and 2020. They work in the top 20% of deprived areas of the UK to provide free sports programmes for young people and their families.

It is their award-winning model that the El Rio Games is based on (please see slide 4)

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CURRENT SITUATION IN BURITACA:

There are five primary schools in our local area and 250+ primary school-aged children.

- There was no in person schooling for 21 months – Schools closed in March 2020 and only re-opened again in Jan 2022.
- Even when there is school, there is very little funding in Colombian education and as such there is no funding for sport.
- The school sports hall cupboard at the largest primary school had a flat football, 2 broken hula hoops and 12 cones as its only pieces of sports equipment. It is currently the best resourced school.
- Before our El Rio Games project, there were far fewer girls playing sport than boys.
- With no education, no sport and no money, children were spending a lot of time on the streets making bad life choices and often getting into trouble.
- The El Rio Games focuses on teaching children the following key skills, that understandably they were really struggling with at the start of the programme: Team-work, communication, problem-solving, confidence, empathy and concentration.



OVERVIEW OF GAMES PROGRAMME FOR 2023:

- 8 Inspirational multi-sport festival days for all 287 primary aged children in Buritaca.
- Provide weekly multi-sports opportunities for every child in 5 different communities
- Provide sport specific opportunities for every child (please see proposed Timetable on next page)
- Provide sports equipment for clubs
- Train local young adults on how to run fun, engaging, tailored sessions for children of all abilities
- Up to 287 children regularly playing a sport they love

01
STEP

ENGAGE



We partner with local schools and sports coaches

02
STEP

INSPIRE



We run multi-sport festivals to showcase locally available sports



03
STEP

ACTIVATE



We convert the inspiration achieved at festivals into ongoing sports participation

04
STEP

SUSTAIN



We upskill communities with the tools to run programmes themselves.



It is difficult to describe or even capture the energy and joy that is created at our multi-sport festival days and our legacy clubs, but it is those moments of absolute joy that are the best reason to sponsor the Games programme.

To see photos from last year's Games programme in Buritaca please click [here](#) and to see our December 2021 El Rio Games Impact report, please click [here](#).

EL RIO GAMES PROPOSED TIMETABLE FOR 2023:

MONDAY:

- Street Dance, Los Linderos – 3 – 4pm
- Art Club, Buritaca – 4.30 – 6pm

TUESDAY:

- Circus skills and Drama club, Los Linderos – 2 – 4pm
- Belly Dance, Buritaca – 3 – 4pm
- Knitting club, Guandolo – 3 – 4.30pm
- Cricket and Ultimate Frisbee club, Las Cabanas 4.15 – 6pm

WEDNESDAY:

- Art club, Villacuisa – 2pm – 4pm
- Football, Buritaca – 4.30 – 6pm.
- Cinema club, Buritaca – 6 – 8pm



THURSDAY:

- Sports club, Guachaca 10.30 – 11:30am
- Circus skills and Drama club, Los Linderos – 2 – 4pm
- Girls Football, Buritaca – 3pm – 5pm
- Las Cabanas, Sports club – 4.15pm – 6pm

FRIDAY:

- Sports club, Quebrada Valencia – 09:30am – 11:30am.
- Sports club, Buritaca – 3pm – 5pm.

SATURDAY:

- Sports club, Los Linderos – 9am – 10.30am.

SUNDAY:

- Surf club, Buritaca (El Viajero) – 9.30 – 11.30am



OVERVIEW OF FUNDING NEEDED

We are looking for partners who would like to sponsor one or more of the following community sports and arts clubs for 2023:

- **Art clubs** x 3 = £8 x 3 = £24 x 40 weeks = £960
- **Belly Dancing** x 1 = £6 x 40 weeks = £240
- **Cinema Club** x 1 = £6 x 40 weeks = £240
- **Cricket club** x 1 = £6 x 40 weeks = £240
- **Circus Skills and Drama club** x 2 = £8 x 2 = £16 x 40 weeks = £640
- **Football** x 1 = £6 x 40 weeks = £240
- **Girls football** x 1 = £6 x 40 weeks = £240
- **Knitting club** x 1 = £6 x 40 weeks = £240
- **Street Dance** x 1 = £6 x 40 weeks = £240
- **Surf club** x 1 = £16 x 40 weeks = £640
- **Ultimate Frisbee** x 1 = £6 x 40 weeks = £240
- **Multi-sports clubs, Cabanas** = £18 x 40 weeks = £720
- **Multi-sports clubs, Q.Valencia** = £18 x 40 weeks = £720
- **Multi-sports club, Buritaca** = 24 x 40 weeks = £960
- **Multi-sports club Guachaca** = £18 x 40 weeks = £720
- **Multi-sports clubs, Linderos** = £18 x 40 weeks = £720
- **Large Festival days** – £300 x 8 festivals = £2,400
- **Equipment** –£200
- **Training** – provided for FREE by community sports coaches

Total = £10,600

Opportunities to sponsor any part of the programme:

COP\$1,000,000



for new community sports equipment

COP\$4,800,000



for 3 Art clubs for a year

COP\$3,200,000



for 2 Circus skills and Drama clubs for a year

COP\$300,000



For a Multi-sports club for a month

250+



Children regularly playing a sport they love

We also welcome donations of sports equipment or offers to sponsor any part of the programme.



Volunteers in Buritaca, Colombia are also very welcome.

If you would like to find out more or you are interested in sponsoring the whole or part of the Games programme, please contact: Felix Sullivan -foundation@elriohostel.com +447956863661

Reasons to partner with us:

- 1. Huge Impact.** Colombia's North Caribbean coast was been hugely hit by the pandemic and there was no school in our area for 21 months. Children were really struggling with the key skills identified by our community consultation: Concentration, Team-work, Problem-solving, Communication, Empathy and Confidence. Our participants have made incredible progress even in a short space of time and we are now aiming to expand the programme to involve every child in our local town.
- 2. Amazing pound to impact ratio.** Our overheads are very low as a charity because most of the food and accommodation of our staff and volunteers is covered by the hostel. More of every pound donated therefore goes directly to the participants.
- 3. We really care.** We are a very small but hugely dedicated team, so we are extremely pro-active in our local community and we will be a hugely responsive partner.
- 4. Big comms opportunities.** Our El Rio hostel account now has 40,000+ Instagram followers and our El Rio foundation account has 1,500+. We are going to create fantastic shareable content (videos, photos, impact reports, case studies) throughout the course of the project. We will also seek out other national and international press opportunities. For the latest updates you can follow us on Instagram @elrioofoundation and/or @elriohostel.
- 5. Team building/volunteering opportunities on Colombia's North Caribbean coast.** We would love to host any sponsors of our programmes at El Rio Hostel and could put together a team building, volunteering and activities weekend for staff/partners if desired.
- 6. Sustainability is a key part of all our programmes.** All of our projects involve training local people to deliver large parts of the programmes for themselves. This year we will be training 20+ young leaders from local secondary schools and 4+ members of the community to become sports coaches and to start to lead sessions.