



MAIN FM CUP 2024



2 0 2 4 R E P O R T

VOTE OF APPRECIATION

from Management

On behalf of Mainstream Media Limited, the staff and management of Main FM, and all other subsidiaries of Mainstream Media Limited, I would like to extend our heartfelt appreciation to you and all the supporters of the Main FM Cup 2024.

The year 2024 marks the inaugural season of the Main FM Cup, and it has been an unforgettable experience for us as we hosted our first-ever football tournament in the Kigoma region. This will remain a remarkable chapter in our journey, thanks to the overwhelming love and support from the people of Kigoma and sponsors from around the world. One key lesson we have learned is that those who offer also have the opportunity to receive in return.

I would like to express our deepest gratitude to the entire administration of Kigoma Region, and particularly to our brother, Dr. Chua Chua, the District Commissioner, for his active participation in every step of this process. His contribution was integral in making the Main FM Cup a resounding success in the region.

Additionally, we would like to thank the community of all motorbike and tricycle (Boda Boda and Bajaji) operators in Kigoma for forming an organizing committee that played a key role in the smooth running of the 2024 Main FM Cup. Your tireless efforts and dedication, often working late into the night, have not gone unnoticed. Your commitment will always hold a special place in our hearts, and we trust that the rewards for your hard work will be bestowed upon you by God, who witnessed your good intentions.

As we prepare this report, we are also excited to announce that Mainstream Media Limited will be organizing the Main FM Cup 2025, which promises to be one of the biggest events ever hosted in Kigoma Region. Our organizing committee is fully committed to ensuring that all sponsors receive maximum exposure and value both before, during, and after the event. The Main FM Cup 2025 will take place from May to July 2025.

We invite all interested sponsors and supporters to register their intentions with our organizing committee in advance of the 2025 season. You can reach us via email at mainfmcup@mainstreammedia.co.tz or by phone at +255 715 215 600 or +255 755 731 886.

Once again, thank you for your support, and we look forward to an even more successful Main FM Cup in 2025!

Deogratius Masha

Director / Chairman

Main FM Cup 2024 Report
Prepared by: Mainstream Media Limited
info@mainstreammedia.co.tz

INTRO DUCTION

Main FM Cup 2024 was a football tournament conducted by Mainstream Media Limited via its Kigoma Regional Office known as Main FM Kigoma. The tournament focused at improving the understanding of economic matters, reproductive health and road safety while targeting the people of Kigoma.

The football tournament was preceded by roadshows along the streets of Kigoma districts which was regarded as activation centers for the main football events. These football tournaments were the heart of the promotion and knowledge sharing for the said agenda.





SUCCESS REPORT

The success of the Main FM Cup was marked by remarkable milestones. Over **138,000 fans** attended our football tournaments live over the course of nine weeks, while more than **4 million viewers and listeners** engaged with the event through social media, AZAM Television, and Main FM Radio. The tournament also featured participation from **10 football teams**, showcasing exceptional talent and competition.

On the sponsorship front, we secured **AZAM Television** as our main sponsor, **Oryx Energies** and **YAS (Tigo)** as co-sponsors. Additional support came from esteemed organizations such as the **Tanzania Prevention of Corruption Bureau (PCCB)**, **Maweni Hospital**, and several others.

Main FM Cup 2024 was a success and our major planning are for a better Main FM Cup in 2025.

HIGHLIGHTS OF MAIN FM CUP 2024

TOURNAMENT

TIME TABLE

Main FM Cup was conducted in 9 weeks where the match time table was as per below schedule. All matches were played at Kawawa Grounds in Kigoma

QUARTER FINAL 1

27TH OCTOBER 2024

Bangwe Beach
Combine FC

VS

Mlole FC

2ND NOVEMBER 2024

Posta FC

VS

Abou Gazza FC

QUARTER FINAL 2

09 NOVEMBER 2024

Mnarani Boda FC

VS

Beach Boys FC

16 NOVEMBER 2024

New Kandahari
Parking FC

VS

Zulu FC

SEMI FINAL 1

24 NOVEMBER 2024

Mlole FC

VS

Abou Gazza FC

SEMI FINAL 2

30 NOVEMBER 2024

Mnarani Boda FC

VS

Zulu FC

FINAL

9 DECEMBER 2024

Mlole FC

VS

Mnarani Boda FC

OFFICIAL SPONSORS MAIN FM CUP 2024

MAIN SPONSOR



OTHER SPONSORS



THE LAUNCH

Main FM Cup was Launched on 16th September 2024 at Kigoma by the regional Traffic Officer Mr. Timothy L. Chikotiwho introduced and handed over the Main FM football kits to the teams ready to start preparations for the league. On his inaugural speech, Mr. Chikoti confirmed that Main FM Cup is one of the few initiatives which have been implemented in Kigoma region targeting youth in the region. He confirmed that through youth gatherings, it is easy to address various security and road safety issues.



On the same occasion Mr. Pascal William – Director for Mainstream Media Limited shared the vision of Main FM Cup by highlighting the major priorities being youth engagement, youth economic growth and reproductive health. He strategically affirmed that Mainstream Media Limited is dedicated in ensuring that MAIN FM Cup becomes a success in Kigoma region and it remains beneficial to all participants.

Winner prizes were also announced at the occasion:

- Overall winner – TZS 1 million and a complete gas cylinder + jersey kit
- 2nd winner – TZS 500,000 and a complete gas cylinder + jersey kit
- 3rd winner - a jersey kit
- Plus additional awards for “Man of the Match” and others.

SPONSOR ACTIVITIES

Throughout the tournament, numerous on-ground activities attracted a large audience, significantly enhancing viewer turnout. The roadshows alone attracted over 5000 participants, leading to significant product sales.

Sponsors experienced various benefits, including stage branding, jersey logo placement, participation in roadshows and sales activation activities, as well as widespread advertisements through radio jingles, television commercials, and social media promotions.

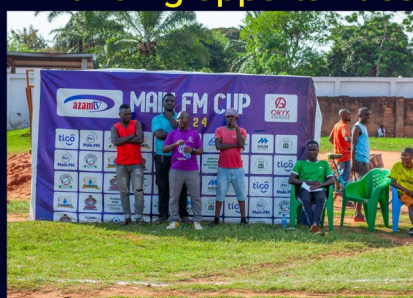
Sales of goods on ground



Sales of goods on the road



Branding opportunities



SPONSOR ACTIVITIES

Radio Interviews and Publicity



Social Media Naming and Promotion

 Liked by [maidigitaltz](#) and others

[mainfmtanzania](#) #Mainfmcup2024: Visimbuzi vya @azamvtz vinapatikana hapa katika Uwanja wa Kawawa Ujiji Kigoma kwenye mchezo wa Fainali kati ya Mlele FC Vs Mnarani Boda FC.

@azamvtz
#Mainfmcup2024
#vijivimeitika
#sokalikohuku

December 9, 2024 · See translation

 [oryxenergiestanzania](#) was invited to be a collaborator but hasn't yet accepted.

 Liked by [beckhammuhamba](#) and others

[mainfmtanzania](#) #Mainfmcup2024: Kutoka uwanja wa Kawawa Ujiji Kigoma hapa @oryxenergiestanzania wako hapa tembelea banda lao.

December 9, 2024 · See translation

 [mainfmtanzania](#)
Zuchu • Wale Wale (feat. Diamond Platnumz)

 Liked by [maidigitaltz](#) and others

[mainfmtanzania](#) #Mainfmcup2024: Selembe Kassim mchezaji wa Mnarani Boda FC (kulia) amekuwa mchezaji bora wa mchezo wa leo wa Nusu fainali ya pili kati ya Mnarani Boda FC dhidi ya Zulu FC katika mchezo ambao Mnarani Boda FC ameibuka mshindi kwa mikwaju ya Penati.

@azamvtz
@oryxenergiestanzania
@yastanzania_
#Mainfmcup2024
#vijivimeitika
#sokalikohuku

FOOTBALL MATCHES



The football matches were held every weekend of the 9 weeks, where we attracted more than 3,500 fans on ground.

Matches were broadcasted live on radio and on social media of Main FM and in collaboration with other media houses.

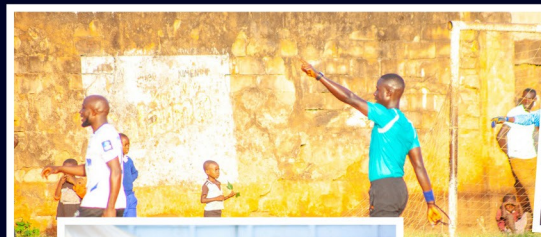


HIGHLIGHTS OF MAIN FM CUP 2024

THE FINALS

On 9th December 2024, was the Main FM Cup Finals, where the Guest of Honor Dr. Rashid M. Chuachua, the district commissioner witnessed the finals between Mlele FC Team and Mnarani Boda FC Team

Finalists were handed their prizes including the trophy and other cash prizes during the match.



POST EVENT REVIEWS AND RECOMMENDATIONS

FEEDBACK

Upon Successfully of Main FM Cup 2024 we received feedback via Radio, Online and Attendants of Main FM Cup.



“Main FM mmefanya kitu kikubwa sana kwa mkoa wa Kigoma, nawapongeza sana na ninatamani na wadau wengine waige kuanzisha ligi na mashindano kama haya pia hapa mkoani”

Dr. Rashid Chua Chua,
District Commissioner for Kigoma

From Social Media about the Cup

masogange_car_accessories commented: Ongereni sanaa main fm kwa kufanya jambo kubwa „nyie mnaweza kuona ninjambo dogo ila wana kigoma wamefulai sanaa na iii imeenda mbali sanaaa „... 37s

sha.bil102 Niwapongeze sana @mainfmtanzania kwa huu ubunifu kwani media industry kwasasa mbali na habari na elimu kuna burudani na ubunifu hiki nikitu kikubwa sana nipo nje ya mkoa lakini nipende Salam zangu za pongezi kwa uongozi na wafanyakazi wote ni kitu kizuri sana msiishie hapo inaweza kua ngum kuona mafanikio kwasasa lakini I promise you nyie watu mnatazama vitu kwa ukubwa zaid kwanza branding, advertisement hadi promotion you guys your amazing ningependa kuona mnaongeza mikoa mingine Inshallah.

CHALLENGES FACED

- Limited number of participating teams from different locations hence most teams requested to be re-considered in the coming year
- Late confirmation of sponsors participation in Main FM cup
- Lack of proper Music equipments in Kigoma hence in some Matches we could not do live shows on the ground



LADHA MARIDHAWA!
Gesi ya Oryx inakupatia
chakula chenye ladha nzuri.



PIGA BURE 0800750183
oryxenergies.com



About



MAIN FM CUP 2025

Kigoma Region
Main FM 2025 Overview
Sponsorship Categories
Key Contacts

ABOUT KIGOMA REGION

Kigoma Region resides in the Western side of Tanzania, on the eastern shore of Lake Tanganyika. The region is bordered to the north by both Burundi and the Kagera Region. To the east, it is bordered by the Shinyanga and Tabora Regions, to the south by the Katavi and Rukwa Region, and to the west by Lake Tanganyika, which forms a border with the Democratic Republic of Congo.

- Population – 2.4 million People
- GDP 4% of total Tanzania GDP
- Main Activities: Trade, Agriculture and Fishing

MAIN FM CUP 2025 OVERVIEW

The Main FM Cup 2025 will maintain the theme “Vijiwe vimeitika Kibabel!” and will be conducted from May 2025 - July 2025, involving 16 participating teams from the Kigoma region.

The tournament extends from 8 teams to 16 teams and Teams registration starts from February 1st – March 15th While sponsors are invited 30 days before 1st May, 2025.

Target Audience

- Total Fans: **300,000**
- Listeners and Online Audience: **6 Million**

2025 Main FM Cup Objectives

- Raise awareness on socio-economic issues
- Enhance understanding of road safety
- Promote green economy opportunities for youth

MAIN FM CUP 2025 SPONSORSHIP CATEGORIES

Category	GOLD SPONSOR	PLATINUM SPONSOR	BRONZE SPONSOR
Event Naming	Yes	No	No
Logo on Jersey	Yes	Yes	No
Logo on Printed Material	Yes	Yes	Yes
Logo on Stage	Yes	Yes	Yes
Logo on Social Media	Yes	Yes	Yes
Media Coverage	Throughout	Throughout	Throughout
Radio Interviews	12	7	4
On-Street Activations	9 Locations	6 Locations	2 Locations
Duration	3 Months	3 Months	3 Months
Sponsorship Amount	TZS 35,000,000	TZS 20,000,000	TZS 15,000,000
Number of Sponsors	1	Unlimited	Unlimited

Sponsors can confirm their participation before 30th April 2025

KEY CONTACTS FOR MAIN FM CUP 2025 SPONSORSHIP AND INFORMATION

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Main FM Cup 2025**

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Chairman Mainstream Media Limited

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azamtv

LIGI ZOTE hizi 28,000 tu!



BUNDESLIGA



ROSHIN SAUDI
LEAGUE



AFC
CHAMPIONS
LEAGUE
ELITE



LALIGA



Carabao
Cup
EFL



SERIE A



DFB-POKAL



sisi ni soka!



COP BANK
FEDERATION
CUP



FKF
PREMIER
LEAGUE



CAF
CONFEDERATION
CUP



NBC
PREMIER
LEAGUE



AFL
AFRICAN
FOOTBALL LEAGUE



CAF
CHAMPIONS
LEAGUE



MAPINDUZI CUP



PBZ

MECHI KALI NA BURUDANI ZAIDI!