



OFFICIAL ATTEMPT

f Isaac Kwaku Essien

@pilot.ike

ike_mentor

SPONSORSHIP PROPOSAL FOR GUINNESS WORLD RECORD ATTEMPT

“FASTEST TIME TO VISIT ALL AFRICAN COUNTRIES”

BY ISAAC KWAKU ESSIEN (GHANAIAAN)

INTRODUCTION

This proposal outlines the opportunity for you and your company to become a sponsor of my **Guinness World Record Attempt** for the **“Fastest Time to Visit All African Countries”** (GWR Reference Number: **240730012652fttv**).

My name is Isaac Kwaku Essien, and I aim to set this record while advocating for open borders across Africa to boost trade and tourism. In addition, all profits from this challenge will be donated to Spoorlife Foundation’s **Community Empowerment Project** which supports women living in deprived communities, Deaf education, and the provision of clean water in villages across Ghana.

The challenge to set the **“Fastest Time to Visit All African Countries”** will take me across the following countries *“Benin, Burkina Faso, Cape Verde, Côte d'Ivoire (Ivory Coast), Gambia, Guinea, Guinea-Bissau, Liberia, Mali, Mauritius, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Togo, Uganda, Zimbabwe, Comoros, Madagascar, Mozambique, Seychelles, Somalia, Zambia, Ethiopia, Kenya, Lesotho, São Tomé and Príncipe, Algeria, Angola, Botswana, Burundi, Central African Republic, Chad, Democratic Republic of the Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini (Swaziland), Gabon, Libya, Malawi, Morocco, Namibia, Republic of the Congo, South Africa, South Sudan, Sudan, Tanzania, Tunisia, Western Sahara and Ghana”*, promoting the message of unity, adventure, and the importance of African development. This journey will be widely covered in the media, with social media, news outlets, and travel blogs featuring the challenge. As I travel, I will highlight the potential for increased inter-African trade, tourism, and business growth while showcasing the power of open borders for a united continent.

SPONSORSHIP PACKAGES

To make this challenge a reality, I am seeking sponsorship to cover the costs of travel, logistics, and operational needs. The total amount required for the entire tour is \$86,000.00. Below are the sponsorship packages available:

Platinum Sponsorship (100%) – \$86,000.00

1. Exclusive branding on all travel gear (clothing, bags, vehicles)
2. Company logo on all promotional materials (flyers, posters, press releases)
3. Prominent feature in media interviews, social media content, and press releases
4. Branding on the official Guinness World Record documentation and promotional videos
5. Acknowledgement on all Spoorlife Foundation promotional materials
6. Recognition as the key sponsor for all events related to the challenge
7. Dedicated feature on our website and social media pages
8. VIP recognition at events and interviews

Gold Sponsorship (50%) – \$43,000.00

1. Company logo on travel gear and promotional materials
2. Mention in media interviews, social media campaigns, and press releases
3. Branding featured in key media content and social media posts
4. Recognition as a supporting sponsor for Spoorlife Foundation initiatives
5. Inclusion in our website and social media highlights

Silver Sponsorship (30%) – \$25,800.00

1. Logo placement on promotional materials and travel gear
2. Mentions on social media platforms and in select media coverage
3. Acknowledgement as a sponsor of the ZUWA WATER PROJECT
4. Company name listed as a sponsor on the website

Custom Sponsorship – [Your Preferred Amount]

We understand that some sponsors may prefer to contribute a different amount. This package allows you to donate any amount of your choosing and still enjoy the following benefits:

1. Logo or company name placement on promotional materials, travel gear, and vehicles
2. Acknowledgement in social media posts and media coverage
3. Custom sponsorship recognition according to your contribution level

WHY SPONSOR US?

Global Exposure: This Guinness World Record attempt will be covered widely in both traditional and digital media channels. Your brand will receive international exposure, especially as part of a groundbreaking, socially impactful project.

- **Align with African Unity:** As a pan-African initiative, this project aligns with the values of African unity, sustainability, and cross-border collaboration, which are also central to your company's mission.
- **Social Responsibility:** By partnering with us, you will directly support vital community initiatives such as women's empowerment, Deaf education, and clean water access in Ghanaian villages. Your sponsorship will help improve lives while boosting your corporate social responsibility profile.

SPONSORSHIP BENEFITS

As a sponsor, your company will gain:

1. Prominent logo placement on travel gear, vehicles, and promotional materials
2. Media exposure across a range of platforms (TV, radio, social media, and press releases)
3. Engagement with a wide audience of young Africans, travelers, and socially conscious individuals
4. A significant positive impact on communities in Ghana through your support of Spoorlife Foundation's initiatives

BUDGET

Detailed Budget for Guinness World Record Attempt: Fastest Time to Visit All African Countries

TRAVEL EXPENSES	Price
Airfare Covers flights between African countries (economy class) with flexibility for route changes due to scheduling constraints.	\$38,000
Ground Transportation Includes bus, train, taxis, and car rentals in countries where flights are unavailable or impractical.	\$8,000
Visa Fees Visa applications for all African countries that requires visa, including expedited processing fees when required. Countries that require eVisa/Visa: Ethiopia, Kenya, Lesotho, São Tomé and Príncipe, Algeria, Angola, Botswana, Burundi, Central African Republic, Chad, Democratic Republic of the Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini (Swaziland), Gabon, Libya, Malawi, Morocco, Namibia, Republic of the Congo, South Africa, South Sudan, Sudan, Tanzania, Tunisia, Western Sahara)	\$6,000
Travel Insurance Comprehensive coverage for health, emergency evacuation, and trip cancellations. Costs	\$2,000
Total	\$54,000

ACCOMMODATION	Price
Budget Lodging Cost-effective stays at hostels, guesthouses, and budget hotels in each country.	\$8,000
Emergency/Contingency Accommodation Reserved for unplanned delays or situations requiring immediate safe lodging.	\$4,000
Total	\$12,000

MEALS AND DAILY EXPENSES	Price
Food Basic meals and water during the trip.	\$4,000
Miscellaneous Expenses Minor costs such as local SIM cards, internet access, and other incidentals.	\$2,000
Total	\$6,000

ADMINISTRATIVE AND LOGISTICS COSTS	Price
Documentation Fees Includes fees for notarized letters, official permits, and required approvals for record verification.	\$2,500
Coordination Support Hiring local guides or fixers in certain countries to ensure smooth navigation and secure border crossings.	\$2,500
Total	\$5,000

GUINNESS WORLD RECORD DOCUMENTATION	Price
Verification Costs Includes GPS tracking devices, timestamps, and independent witness fees for record verification.	\$3,500
GWR Application Fees Covers submission fees and correspondence with Guinness World Records. Includes fees for notarized letters, official permits, and required approvals for record verification.	\$1,500
Total	\$5,000

MEDIA AND PROMOTIONS		Price
Content Creation Hiring videographers, photographers, and editors to document and promote the journey.		\$2,500
Public Relations & Marketing Social media ads, press releases, and promotional materials to engage audiences and sponsors.		\$1,500
Total		\$4,000

CONTINGENCY FUND		Price
Contingency Fund Reserved for unexpected expenses such as emergencies, political unrest, or itinerary changes.		\$5,000
Total		\$5,000

GRAND TOTAL	\$86,000.00
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