

The Moment That Changes Everything

WALKING THE TALK FOUNDATION
WE BUILD, EQUIP AND FIX CLASSROOMS FOR THE UNDERPRIVILEGED

Imagine a Grade 4 learner standing in front of a class for the first time... speaking English fluently, exploring the pyramids through virtual reality, confidently solving maths problems on a digital display.

That moment doesn't exist yet.
But with you, it will.

The 5km Walking The Talk Fundraiser Event
for Galway Primary School's "Classroom of the Future"

Corporate Sponsorship Proposal

Sunday, 12 April 2026 | Germiston Stadium | 7:00a.m.
2,000–2,800 participants

The Reality They Face Today

With over 1,000 children, Galway Primary School in Germiston is one of Gauteng's most under-resourced schools, light years behind the technology era.

Their dreams are big, but the tools are missing. Without intervention, the gap between them and privileged schools grows wider every year.



The Solution That Changes Trajectories

Walking The Talk Foundation (WTF) invites you to join an initiative to build Galway a "Classroom of the Future" – a fully equipped digital learning hub that will foster literacy, numeracy, and 21st-century skills for an entire generation:



45-station
computer
lab + network



CAMI language +
numeracy
software



Virtual Reality
stations +
software



65" interactive
Smart Board +
software +
installation



Full connectivity +
installation + ongoing
teacher training
+ support

Become a Superhero

To bring this vision to life, WTTF is hosting the **Galway Primary 5km Fundraiser Walk** on **12 April 2026** at **Germiston Stadium** from **7:00a.m.** Over **2,000** learners, parents, teachers & school staff, community members, corporate teams, and fellow sponsors are uniting to help turn this classroom from plan to reality.

Your investment will fund the construction and equipping of this modern digital classroom. In return, hundreds of participants will be wearing your logo as they cross the finish line. And thousands will see **your logo**. They will be sharing **your story** and celebrating **your impact**.

Your brand won't just be seen, it will be **remembered** as the company that turned "impossible" into **done**.



Exclusive Sponsorship Packages

(Only 16 total opportunities – expected to sell out quickly)

Tier	Investment	Availability	Brand Visibility	Digital & Media ROI	Employee Engagement	Impact Recognition
Platinum – Innovation Champion	R100,000	2 spots (Category Exclusivity)	<p>Largest logo on all event collateral</p> <p>Headline sponsor in press releases & radio</p> <p>Permanent top-tier donor wall placement</p>	<p>60,000+ social impressions</p> <p>Dedicated hero video before, during, & after the event</p> <p>Featured partner spotlight for 5 months</p>	<p>400 walk entries</p> <p>VIP hospitality zone</p> <p>Private Classroom of the Future tour</p>	Founding Innovation Champion status
Gold – Future Builder	R50,000	4 spots	<p>Prominent logo on T-shirts (back panel) or goodie bag or cap</p> <p>Naming rights to one key event asset ("Powered by [Brand]")</p> <p>Included in radio, newspaper & PR content</p>	<p>25,000+ social impressions</p> <p>Co-branded impact content</p> <p>Inclusion in 8,000+ email campaigns</p>	<p>200 walk entries</p> <p>Team photo zone access</p>	Listed as Gold Future Builder
Silver – Community Catalyst	R20,000	10 spots	<p>Logo on route banners & kilometre markers</p> <p>Event giveaway branding</p>	<p>10,000+ social impressions</p> <p>Inclusion in sponsor thank-you reels</p>	<p>80 walk entries</p> <p>Group event photo</p>	Listed as Silver Community Catalyst
Custom / In-Kind Partnerships	Value-based	Flexible	Equivalent branding to sponsorship value	Shared digital features	Entries scaled to support level	Recognised as Strategic Support Partner

Return on Investment for **sponsors**

Sponsoring the Classroom of the Future Walk delivers measurable results across **brand visibility, employee engagement, and community impact.**

1. Brand Visibility & Marketing ROI

Direct Reach:

- ✓ 2,000–2,800 walkers seeing your brand
- ✓ 60,000–120,000 digital impressions across social media
- ✓ 8,000–person mailing list via Galway Primary & WTTF
- ✓ 50,000+ audience through local radio & press
- ✓ Extensive photo/video content with long-term visibility

Event Media Timeline

This timeline outlines the key media rollout phases for a successful event, from initial launch to post-event follow-up.



Media Strategy Recap

From pre-event buzz to post-event analysis, a comprehensive media strategy maximises impact and sponsor ROI.

Cost Efficiency:

- ✓ Cost per impression for Platinum sponsors: < R1.70
- ✓ Brand visibility cost per participant: < R0.50
- ✓ Significant reputational lift through association with educational upliftment

2.

Employee Engagement ROI

Your sponsorship strengthens internal culture and boosts team morale. Benefits include:

- ✓ Wellness-oriented team building (80–400 walk entries)
- ✓ Pride and purpose tied to a high-impact education project
- ✓ Positive employer branding through visible community support

3.

Community Impact ROI

Your company accelerates digital education for 1,000+ children annually.

Five-year impact projections:

- ✓ 5,000+ learners gaining digital fluency
- ✓ Improved English comprehension and numeracy via CAML software
- ✓ Access to VR learning experiences
- ✓ Ongoing teacher upskilling
- ✓ Stronger educational outcomes in a historically excluded community



Your investment drives both immediate transformation and long-term upliftment.

ESG Alignment: Strengthening Your Corporate Commitments

- **E – Environmental Benefit:** Reduced paper use through digital learning tools
- **S – Social Impact:** Empowering 1,000+ learners with digital access
- **G – Community Governance:** Transparent reporting, monitoring, and 18A compliance

The Ultimate Hero Reward



Macsteel has already contributed R200k from the proceeds of their Space to Grow Golf Day to get Galway's Language Lab going. Now they have partnered with WTTF to complete the build!

Help us cross the finish line and stand a chance to win big!

Tax Superpower

Every rand is Section 18A deductible. Your CSR budget goes further, and SARS picks up part of the tab.



Be the **Hero** This Story Needs

**One partnership.
One walk.
One thousand futures rewritten.
Let's make history together.**

*Walking The Talk Foundation –
Because talk is cheap,
but action rewrites destinies.*

Contact the person
who can say YES today:

Dale van Blerk

Cell/WhatsApp: 061 237 4012

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