

HONEST HARD WORK PRESENTS

7 ROOTS RACE

Sponsorship & Partnership Prospectus

**One Community. One Challenge. Seven
Roots.**

2026 EDITION



A NOTE TO POTENTIAL PARTNERS

A race with a purpose beyond the finish line.

The 7 Roots Race brings fitness, wellbeing, education and community together in one high-energy public experience.

We are building partners who believe stronger communities begin with healthier people.

Your brand can help turn a race day into a platform for health, opportunity and measurable community impact.



THE ORGANISER

Honest Hard Work is built around discipline, resilience and growth.

A Zimbabwean wellness and performance brand creating accessible experiences that move people forward.



01

FITNESS

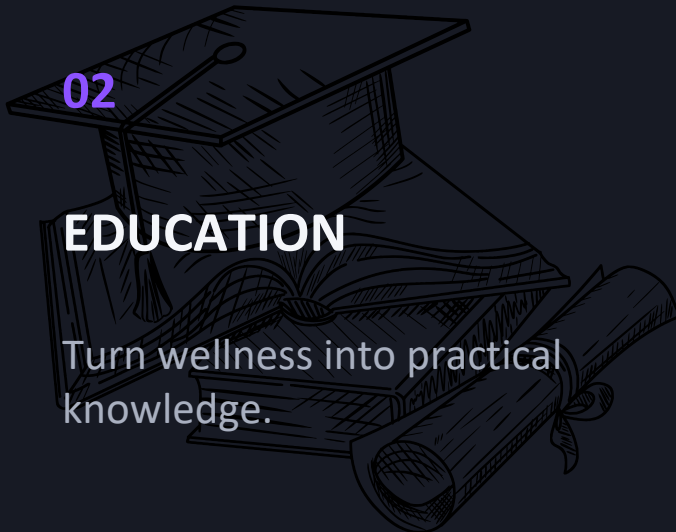
Move more. Build capacity.



02

EDUCATION

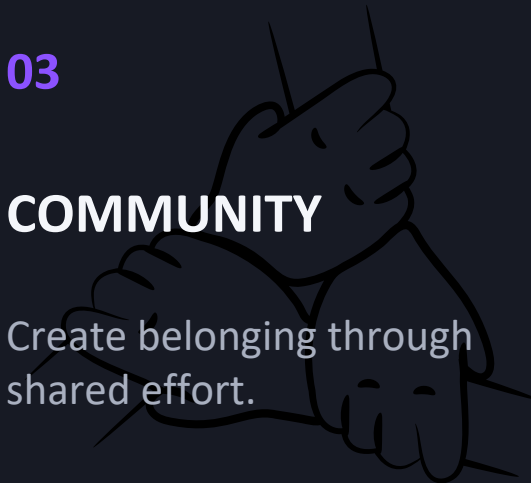
Turn wellness into practical knowledge.



03

COMMUNITY

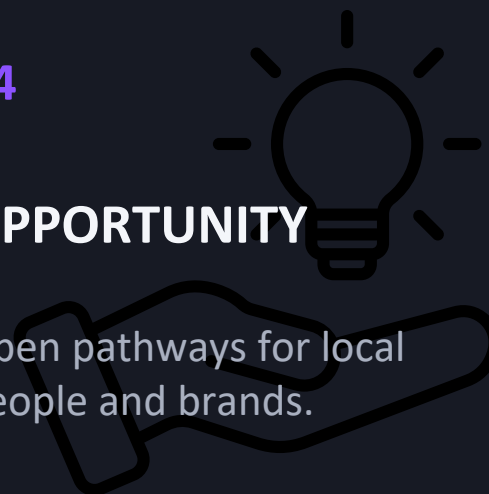
Create belonging through shared effort.



04

OPPORTUNITY

Open pathways for local people and brands.



THE EXPERIENCE

More than a fitness competition.

Teams of two tackle running, strength and functional fitness while spectators discover a lively wellness festival.

3.2 km

of running

7 stations

of teamwork, strength & grit

Teams of two. One shared finish line.



A course designed for teamwork, pacing and strategy.

The journey alternates 400 m running segments with seven distinct functional stations.



All course elements can be adjusted as event specifications develop.

THE SEVEN ROOTS

Wellness is bigger than exercise.



Each Root gives a partner a meaningful platform to engage people around one pillar of a healthy community.



01

MOVE

Physical activity

02

NOURISH

Nutrition

03

MIND

Mental wellness

04

PREVENT

Health screening

05

CONNECT

Community

06

PROSPER

Business & opportunity

07

LEGACY

Sustainability & giving back

ONE DAY. MULTIPLE TOUCHPOINTS.

A sponsor can be seen, experienced and remembered.

Race, wellness expo, family activity, health screening, food market and recovery all live within one event ecosystem.



- Functional fitness race
- Wellness expo
- Food & recovery zone
- Corporate challenge
- Health screening village
- Live entertainment

WHO WE BRING TOGETHER

An audience that moves, decides, shares and spends.

The event is built for active people—and the families, organisations and communities around them.

Fitness enthusiasts

Corporate wellness teams

Universities & sports clubs

Families & local communities

Healthcare & NGOs

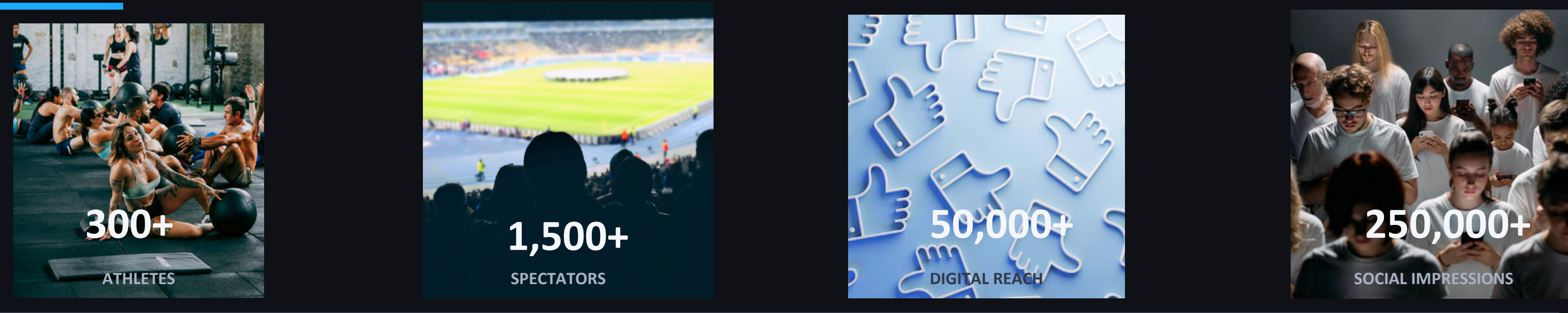
Local businesses



PROJECTED REACH

A scalable platform with room to grow.

These are event targets for planning purposes and will be updated as registrations and media partnerships develop.



150+ teams • 80+ volunteers • 25+ partners • Television, radio, print & online outreach

Your investment meets people where health, culture and community connect.

Sponsors receive visibility, direct engagement and a credible role in a community-facing wellness movement.

01

BRAND

Own moments that people photograph, share and remember.

02

IMPACT

Support healthier lifestyles, education and local participation.

03

ENGAGEMENT

Create useful experiences—not just logo placement.

Every Root can become a live brand experience.

Partners are invited to educate, demonstrate, sample, screen, challenge and capture qualified leads.



- PREVENT
Free health screening
- PROSPER
Financial wellness session
- LEGACY
Community give-back action
- NOURISH
Tasting & hydration bar
- MOVE
Fitness challenge

Choose the wellbeing story your brand is best placed to lead.

A Root Sponsor can shape one themed activation area with category alignment, content and direct engagement.

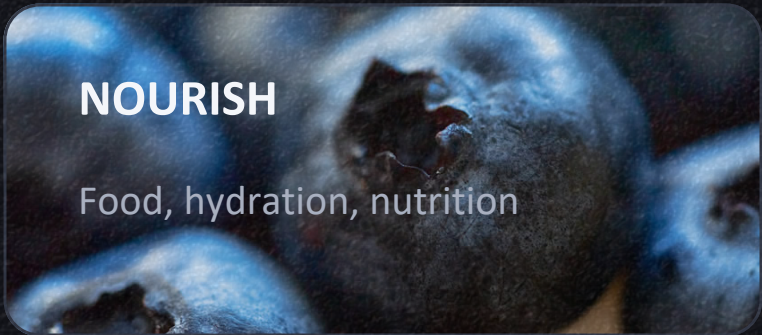
MOVE

Gyms, sport, recovery



NOURISH

Food, hydration, nutrition



MIND

Mental wellbeing, sleep



PREVENT

Healthcare, medical aid



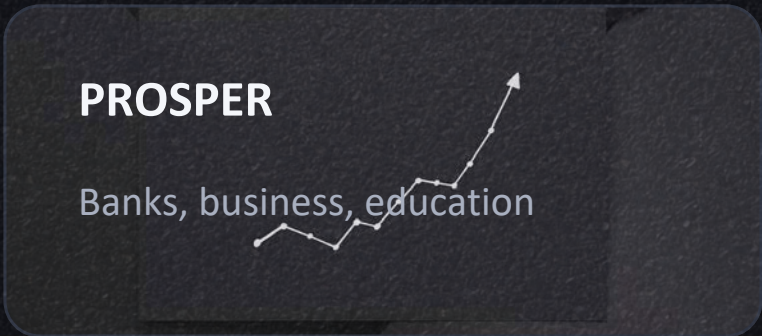
CONNECT

NGOs, family, youth



PROSPER

Banks, business, education



LEGACY

Sustainability, charity



Your brand can travel with the story before, during and after race day.

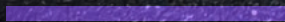
Campaign elements are flexible and built into a shared content calendar with confirmed partners.



Sample brand touchpoints: social content, email, participant communications, venue signage, interviews, photography and event film.

Choose a level of involvement that fits your objectives.

Investment amounts and final benefit allocations can be customised in the editable rate-card section.



TITLE PARTNER

- Naming rights
- Category exclusivity
- Hero branding
- Co-created campaign



ROOT PARTNER

- Own a Root
- Activation zone
- Content alignment
- Live engagement



OFFICIAL PARTNER

- Category partner
- Product integration
- Event visibility
- Digital recognition



SUPPORTING PARTNER

- Brand visibility
- Expo stand
- Digital mentions
- Community presence

Lead the race. Lead the conversation.

The Title Partner receives the strongest association with the event and a central role in its public story.

- Naming-rights integration
- Category exclusivity
- Hero logo placement
- Opening & awards presence
- Priority activation footprint
- Co-created content series



Make one Root unmistakably yours.

A Root Partner leads a themed wellness pillar with an activation designed around useful, memorable participant moments.



- Zone naming and branded footprint
- Curated activation concept
- Product or service demonstration
- Lead capture and customer engagement
- Partner feature in event content

OFFICIAL & SUPPORTING PARTNERS

A flexible way to connect a product, service or message to race day.

Ideal for category brands that want relevance, visibility and a tangible presence without owning a full Root.



OFFICIAL PARTNER

Category exclusivity • product integration • branded touchpoints • activation option

SUPPORTING PARTNER

Venue branding • expo space • digital recognition • community visibility

COMMUNITY PARTNER

NGOs • schools • municipalities • healthcare & development partners

Design your partnership around outcomes.

The benefits below are a menu, not a promise—final allocations are agreed per package and documented in writing.

Venue branding

Social & digital content

Media mentions

Product integration

Sampling / demonstrations

Lead capture

Staff engagement

Impact reporting

THE IMPACT STORY

A brand partnership can create value that outlasts race day.

The 7 Roots Race is designed to make wellness practical, visible and shared across the community.

HEALTH

Encourage movement and prevention.

ACCESS

Bring education and services to people.

OPPORTUNITY

Create a platform for local business and talent.



Start with the outcome you want to create.

A short planning conversation will help us match your brand goals to the most relevant Root, audience and activation.

- 1

Define your goal

Awareness, leads, sampling, staff wellness or community impact.
- 2

Choose your role

Title, Root, Official, Supporting or Community Partner.
- 3

Build your activation

Turn your message into a simple, useful live experience.
- 4

Agree the plan

Confirm investment, benefits, measures and delivery dates.

PARTNER WITH PURPOSE

Let's build Zimbabwe's next flagship wellness race.

One Community. One Challenge. Seven Roots.

CONTACT DETAILS

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SCAN QR CODE