

PARTNERSHIP PROSPECTUS

An officially licensed Highlanders FC
feature film



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LIMITED STRATEGIC BRAND PARTNERSHIPS AVAILABLE.

FILM · BROADCAST · STREAMING · ACTIVATION

YA-SIBO MEDIA × HIGHLANDERS FC

PARTNERSHIP PROSPECTUS

THE BOSSO MOVIE

An officially licensed Highlanders FC feature film

Ya-Sibo Media (Private) Limited, trading as Junza Studios, is producing a scripted feature film exploring the culture, ambition, and identity of Highlanders Football Club — produced in an officially licensed co-production with the club, with rights to its name, crest, colours, and history.

We are inviting a limited number of companies and community partners to join this project as founding commercial partners ahead of principal photography. This document sets out how a partnership works and what each tier includes.

Why This Partnership

- Direct association with one of Zimbabwe's most recognised sporting institutions, at a significant moment in the club's history
- Reach across cinema-style premieres, broadcast, and digital/streaming distribution — see the Distribution & Reach section below
- Access to Highlanders' national and diaspora supporter base
- A limited number of partner slots per category — each category is exclusive to avoid diluting any one partner's association

[Insert confirmed audience/reach figures once available — premiere footprint, broadcast partner reach, and streaming platform numbers.]

Campaign Window

This partnership campaign runs 24 August – 15 October 2026, covering the period from outreach through to the start of principal photography. Premiere and release dates will be communicated to confirmed partners directly as they are locked in.

Production Schedule & Timeline

The film moves from pre-production to premiere and broadcast on the following schedule:

Phase	Dates	Details
Pre-Production	24 August – 11 October 2026	Pre-production, casting call, final cast selection, corporate and partner outreach
Principal Photography	14 October – 11 November 2026	Principal filming
Editing / Post-Production	11 – 18 November 2026	Edit and post-production
Premiere	4 December 2026	Bulawayo (tentative: City Hall or Barbourfields Stadium — outdoor night premiere) and Harare (SK Joina City). Partners are seated at premiere executive tables.
Broadcast Window	December 2026 – March 2027	Television broadcast (ZBC or 3K TV, highest bidder); online streaming begins during this period

Phase	Dates	Details
Community Screenings	May 2027	In partnership with the Bulawayo Cultural Arts Festival
Ongoing Content Release	Continuing	Via streaming platform

Distribution & Reach Potential

The film is built for multi-window distribution — from a flagship outdoor premiere through national broadcast, online streaming, and community screenings — giving partners sustained visibility rather than a single moment of exposure.

Channel	Reach Window
Cinema-style premieres	Bulawayo (City Hall / Barbourfields Stadium, outdoor night premiere — tentative) and Harare (SK Joina City), 4 December 2026
Television broadcast	ZBC or 3K TV (highest bidder), December 2026 – March 2027
Online streaming	Begins during the broadcast window (Dec 2026 – Mar 2027) and continues as an ongoing content release
Community screenings	Bulawayo Cultural Arts Festival partnership, May 2027
Diaspora audiences	Streaming access extends the film to Highlanders FC's diaspora fan base — South Africa, UK, Botswana, Australia and beyond — alongside diaspora-focused community screening and watch-party opportunities as they are confirmed

Diaspora ties: Highlanders FC carries one of Zimbabwe's most engaged diaspora fan communities. Online streaming distribution is central to reaching these supporters directly — in South Africa, the UK, Botswana, Australia, and other communities abroad — turning the film into a touchpoint for diaspora Bosso fans who cannot attend the Bulawayo or Harare premieres in person. Partners align with a story that travels with the club's supporters wherever they are.

Companion Content

The feature film sits at the centre of a wider content slate, giving partners repeated brand touchpoints well beyond the premiere and broadcast dates:

- Social media reels — short-form promotional and behind-the-scenes clips across the campaign
- Official trailers — theatrical and digital trailer releases ahead of premiere
- Official movie documentary — behind-the-scenes feature on the making of the film
- Movie podcast — episodic companion podcast exploring the film and the club's history
- Legend interviews — sit-down interviews with Highlanders FC legends tied to the film

Partnership Tiers

Tiers scale from a single flagship partner down to smaller in-kind contributions. Pricing for each tier is confirmed on request — see the accompanying rate card, or speak to your point of contact.

Tier	Best Suited For	What It Typically Includes
Founding Presenting Partner	One flagship, category-exclusive lead partner	Top-line brand presence across the film's marketing, premiere naming association, first-

Tier	Best Suited For	What It Typically Includes
		refusal on future Ya-Sibo Media / Junza Studios productions, deepest category exclusivity
Principal Partner	A small number of major category leaders	Prominent placement across trailer, premiere, and press materials; strong category exclusivity; premiere executive table and seating
Official Category Partner	The standard corporate sponsorship tier	Recognition as the official partner within a defined category (e.g. banking, insurance, FMCG); premiere invitations; inclusion in partner-facing communications
Product Integration Partner	Brands whose product fits naturally into scenes or production	On-screen or behind-the-scenes product presence where appropriate to the story, plus standard partner recognition
Supporting Partner	Smaller or newer businesses building a first association with the project	Logo inclusion in partner materials, invitation to partner events
Event Partner	Partners tied to a specific moment — premiere night, a launch event, a screening	Presence and recognition tied specifically to that event rather than the whole campaign
In-Kind Partner	Venues, catering, transport, printing, equipment, and other non-cash contributions	Recognition proportional to the value of the contribution, agreed case by case

What Every Partner Receives

- Brand association with the film across the tier's agreed touchpoints
- Mentions across companion content — reels, trailers, the official documentary, movie podcast, and legend interviews (tier-dependent placement and frequency)
- Recognition in partner-facing campaign communications
- Premiere executive table and seating (tier-dependent allocation)
- A single point of contact on our team throughout the partnership

This is not traditional advertising inventory — it's an opportunity to become part of the story of a major Zimbabwean film, and of a significant chapter in Highlanders FC's history.

About the Producer

Ya-Sibo Media (Private) Limited, trading as Junza Studios, is based in Bulawayo, Zimbabwe, and holds a Letter of Authorization from Highlanders Football Club granting rights to produce and distribute the film and to engage commercial partners on the club's behalf.

Next Steps

If a tier here fits your organisation, we'd welcome a short call to walk through the details and answer any questions.

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