

MAIN FM
CUP 2025



2 0 2 5 R E P O R T

VOTE OF APPRECIATION

On behalf of Mainstream Group Limited, including the management and staff of Main FM and its affiliated subsidiaries, we extend our sincere appreciation to all stakeholders, partners, and supporters who contributed to the success of the Main FM Cup 2025.

The 2025 edition marked the second season of the tournament and represented a significant milestone in our journey. Hosting this competition in the Kigoma Region for the second time proved to be an enriching experience, strengthened by the overwhelming support from the local community and sponsors across Tanzania. This engagement reaffirmed the value of collaborative effort and mutual contribution.

We wish to convey special recognition to the regional administration of Kigoma for their continued support. In particular, we acknowledge the commitment of Dr. Rashid M. Chuachua, District Commissioner, whose active involvement was instrumental throughout the planning and execution of the tournament.

We also commend the boda boda and bajaji community within Kigoma for their exceptional dedication. Their initiative in forming an organizing committee and their sustained efforts during the preparation phase played a critical role in ensuring the success of the 2025 season.

As we present this report, we reaffirm our commitment to delivering an even more impactful Main FM Cup in 2026. The upcoming edition is projected to be one of the most prominent events in the region, supported by increased experience, refined planning, and a stronger operational framework.

The Main FM Cup 2026 is scheduled to take place from September to November 2026.

Management



INTRODUCTION

The Main FM Cup 2025 was organized by Mainstream Group Limited through its Kigoma-based station, Main FM Kigoma. The tournament was designed as a platform to combine sports with public education, targeting key societal themes including environmental sustainability, reproductive health awareness, and road safety.

To support these objectives, the tournament was preceded by a series of roadshows conducted across various districts in Kigoma. These activations served as engagement hubs, creating awareness and mobilizing communities ahead of the main football fixtures.

The tournament achieved significant reach and participation. Over 200,000 spectators attended matches physically throughout the nine-week period, while more than 11 million individuals were reached through radio broadcasts, social media platforms, and television coverage. A total of 16 teams competed in the tournament.

The event attracted a diverse range of sponsors, including Azam Television as the main sponsor, alongside UTT AMIS and YAS (Tigo) as co-sponsors. Additional support was provided by institutions such as the Prevention and Combating of Corruption Bureau (PCCB), Maweni Hospital, the Burundi Embassy in Kigoma, TANESCO, RMO OFFICE, VIJANA KAZI FUNITURE, TRIPLE E EURO AUTO GARAGE, and other partners.

Overall, the Main FM Cup 2025 was successfully delivered, providing a strong foundation for further enhancement in 2026.

2025 STATS

11
Million +
BROADCAST REACH

200,000 +
IN PERSON SPECTATORS

16 teams
9 WEEKS COMPETITION



MAIN FM CUP TOURNAMENT 2025 TIME TABLE



Main FM Cup was conducted in 9 Weeks where the Match time table was as per below schedule and all matches were played at Kawawa Ground in Kigoma.

Quarter Final 1

Kidahwe Star FC VS **Nyika Parking FC**

13th June 2025

Quarter Final 1

Abou Gaza FC VS **Mji Mwema FC**

14th June 2025

Quarter Final 2

Munanila FC VS **Buhanda Boda FC**

20th June 2025

Quarter Final 2

Mlole Boda FC VS **Kandahari Parking FC**

21st June 2025

Semi Final 1

Mlole Boda FC VS **Abou Gaza FC**

24th Nov. 2025

Semi Final 2

Kidahwe Star FC VS **Buhanda Boda FC**

30th Nov. 2025

Final

Buhanda Boda FC VS **Abou Gaza FC**

9th Dec. 2025



Main FM cup was Launched on 16th September 2024 at Kigoma by the regional Traffic Officer Mr. Timoth L. Chikoti who 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 to be implemented in Kigoma region targeting youth in Kigoma region, he confirmed that through youth gatherings it is easy to address various security and road safety issues, he represented .

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. High 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.

2025 PRIZES

- **Overall Winner: TZS 2,000,000 + Jersey kit**
- **2nd Place: TZS 1,000,000 + Jersey kit**
- **3rd Place: TZS 500,000 + Jersey kit**
- **Plus additional awards for “Man of the Match” and others.**

PARTICIPATING

TEAMS

AND THEIR

SPIRIT

Main FM cup was preceded by Teams registration via the Boda boda and bajaji Stations and during the registration exercise most of the teams got chance to share their team spirit which brought excitement during the matches and Preparations

In Radio interviews most of the teams which participated in Main FM cup appreciated the preparations of Main FM and also the activities which were conducted prior and during the matches.

Some teams spirit and slogans included

Pira Mpekeche
Ushindi lazima
"Bangwe"
Afekipa Afe beki
"Mlole"
Pira msokoto
"Mnarani Boda Fc"



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.

SPONSOR ACTIVITIES PHOTOS

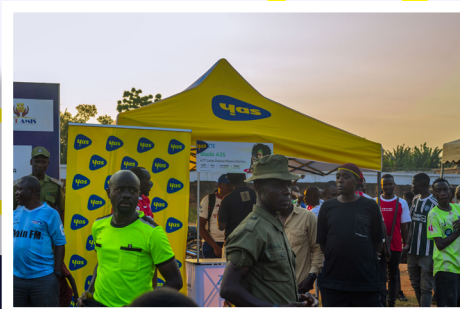
Sales of Goods on Ground



Sales of Goods during Roadshows



Branding Opportunities

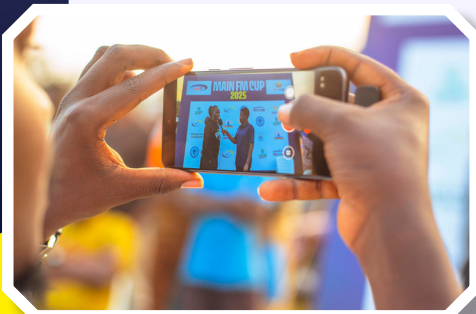


SPONSOR ACTIVITIES

Guest of Honour launching the Final Match



Radio Interviews and Publicity



FOOTBALL MATCHES



The football matches were conducted on every weekend of the week, where we attracted more than **4000** fans on ground.

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



FOOTBALL MATCHES

PARTICIPATING CLUBS





THE MAIN FM CUP 2025 SEASON 2 FINALE

This reached its climax on 20th July 2025, as Buhanda Boda FC and Abougaza Team faced off in a keenly contested final that brought the tournament to a memorable close. The match delivered the intensity befitting a cup final, and when the final whistle blew, both finalists were recognised in a prize presentation ceremony that saw the champions lift the trophy alongside a reward of cash prizes, a fitting conclusion to what had been a compelling 2nd season of football in Kigoma.



FEEDBACK

The conclusion of Main FM Cup 2025 drew an outpouring of feedback from listeners, online audiences, and match attendants alike, a clear signal that the tournament had left a mark well beyond the pitch.

Among the most notable voices was that of **Dr. Rashid Chua Chua**, District Commissioner for Kigoma, who commended the initiative in no uncertain terms:



“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.”

CHALLENGES

The tournament's success was not without its lessons. Several operational gaps were identified that will inform future editions:

- **Limited geographical representation:**
Participation was largely concentrated within established areas, with teams from more diverse parts of the Kigoma region yet to be drawn into the competition.
- **Delayed sponsorship confirmation:**
Late commitment from sponsors created planning pressures in the lead-up to key fixtures, affecting the overall organisation of the tournament.
- **Insufficient technical equipment:**
The live matchday experience was constrained by inadequate equipment, limiting the quality of entertainment that could be delivered to attendants on the ground.

These challenges, far from diminishing what was achieved, serve as a clear roadmap for an even stronger Season 3, one that is wider in reach, better resourced, and more polished in its delivery.



MAIN FM CUP
▲ 2026 ▲

Kigoma Region

Main FM 2026

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 2026 OVERVIEW

The Main FM Cup 2026 will maintain the theme “**Kigoma Inacheza!**” and will be conducted from September 2026 - November 2026, involving 16 participating teams from the Kigoma region and its districts

The tournament is aiming to extends from 16 teams to 32 next year.

Teams registration starts from May 1st – July 30 while sponsors are invited 30 days before the launch of Main fm Cup 2026.

TARGET AUDIENCE

Total Fans: 300,000

**Listeners and Online Audience:
11 Million**



The 2026 tournament will focus on advancing key development priorities:

- **Promoting clean and sustainable cooking energy solutions**
- **Enhancing public awareness of road safety practices**
- **Showcasing investment opportunities within Kigoma Region**

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	9	5	3
ON-STREET ACTIVATIONS	9 LOCATIONS	6 LOCATIONS	2 LOCATIONS
DURATION	6 MONTHS	4 MONTHS	3 MONTHS
SPONSORSHIP AMOUNT	TZS 45,000,000	TZS 25,000,000	TZS 15,000,000
NUMBER OF SPONSORS	1	UNLIMITED	UNLIMITED

CATEGORY	REGULAR SPONSORS
SPONSORSHIP AMOUNT	1,000,000/500,000
RADIO MENTION AND SPOTS	YES
ON GROUND SPONSORED BOARD	YES
TIME FRAME	THROUGHOUT

Sponsors can confirm their participation before 30th August 2026

KEY CONTACTS

FOR SPONSORSHIP AND INFORMATION

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