

PRESENTATION FOR THE NATIONAL SPORTIVE GATHERING

RENCONTRE NATIONALE SPORTIVE

2021 – 46th edition



Since its creation in 1975, the RNS has brought together the Malagasy Diaspora in France and Europe around sport and culture

A UNIFYING EVENT FOR THE MALAGASY DIASPORA



46 years of
existence

2000 licensed



120 teams each
year

43 associations
members



3 generations
over 45 years

55 000
Facebook
Followers



18 Cities

More than 100
cultural speakers

12 disciplines
sportives

7000 - 8000 visitors
during 3 days of
the event



120 volunteers
every year

2000 Instagram
Followers

HOW TO SUSTAIN OUR ORGANIZATION

The keywords that
constitute the RNS are:



THE RNS' STRENGTHS



2021, THE RNS CHOOSES ITS VALUES!



Solidarity

Intergenerational

Optimism

Innovation

FOR 45 YEARS, THE RNS HAS HAD A REAL SOCIAL IMPACT ON YOUNG PEOPLE

History: The founders created the RNS in 1975 to maintain a cohesive diaspora around living together.

Faithful to their commitment, the elders transmit positive sporting **values** to all young people and champion an openness to diverse cultures so that the youth can experience the best of **dual cultures**.



— Équipe de légende championne Basket 1975
@ Basketball Yvelines

Transmission across the generations: elder members share their competences, their expertise and knowledge to our youth to ensure the sustainability of the unifying mission, while being open to **new trends and technologies**



STRENGTHENED BY OUR EXPERIENCES FROM
2020 AND A CONTEXT OF GLOBAL CRISIS

What can we do for our country?



The RNS acts in accordance with its fundamental values, and will transform the crisis into an opportunity.

Faced with these urgent ecological and social transitions, the RNS is continually enriching its mission, and reinforcing **its social commitment** - to serve Madagascar's future.



MADAGASCAR, AN EMERGENCY TO INTERVENE



**Many
challenges
with a major
identity issue**



By supporting
solidarity projects with
strong societal
impacts, the RNS
becomes an
**innovative and
strategic partnership**

74% of the Malagasy
population is under 34 years old

Young people under 24 years
old represent more than 60% of
the Malagasy population.

Madagascar's population will
increase by 52% by 2030 and
double by 2050

Support the young
people, help them to
become **agents of
change** for their
countries.



ONE OF OUR COMMITMENTS: THE RNS / ZAZAKELY SAMBATRA PARTNERSHIP

NOTRE ACTION PASSÉE ...

OUR PAST ACTIONS



CENTRE KETSA

Centre d'accueil de jour pour enfants & jeunes (éducation/santé/social), pour les aider à se réaliser pleinement.

Laboratoire d'innovation et d'expérimentation de l'association, qui a pour vocation de devenir un lieu de référence et d'alimenter d'autres projets.

... NOURRIT NOS PROJETS ACTUELS ET FUTURS

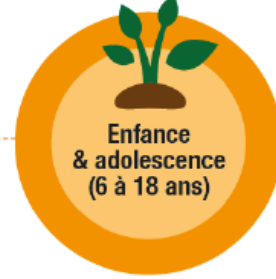
NURTURING OUR PRESENT AND FUTURE PROJECTS



Petite enfance
(moins de 6 ans)

> Pôle 1 : petite enfance
VATOSOJA

Semer les graines du changement auprès des plus petits.



Enfance
& adolescence
(6 à 18 ans)

>> Pôle 2 : enfance & adolescence
DESIGN FOR CHANGE

Développer le savoir-être, le savoir-faire et la confiance en soi des adolescents dans une logique "d'empowerment", pour qu'ils deviennent des acteurs du changement et former les formateurs d'enseignants à déclencher et nourrir ce cercle vertueux.



Jeunes adultes
(plus de 18 ans)

>>> Pôle 3 : jeunes adultes
MAKE THE CHOICE
GENERATION MADA 21

Développer le leadership et enclencher le passage à l'action de ceux qui deviendront des modèles, inspirant les prochaines générations à passer à l'action à leur tour.

...POUR TOUCHER TOUTES LES GÉNÉRATIONS, MAXIMISER L'IMPACT
ET DÉCLENCHER GRÂCE AUX JEUNES UN CHANGEMENT SYSTÉMIQUE.

IMPACT DEPUIS 16 ANS :

200 jeunes
169 familles (890
personnes
impactées
indirectement
dont plus de 580
enfants)
12 000 personnes
impactées via des
actions
communautaires



PLUS DE 510 000
REPAS SERVIS
VIA LA CANTINE

Réussite scolaire 2019

Kilonga – 6-10 ans : 70,96 %

Tanora - collégiens : 83,33%

Tanora - lycéens : 90,91%

To touch all generations, maximize
our impact and trigger systematic
change through our youth

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OUR AMBITION TO IMPACT THE ZAZAKELY SAMBATRA TO WHICH OUR RNS CONTRIBUTES

- Directly impact more than 16, 000 families, communities, educators, etc...
- Inspire millions of people, whether in civil society, communities, families, or businesses.
- Let's thank our virtuous circle as it sets in motion a multiplier effect on our goals

**200 educational
agents for
children are to
be trained**

4000 children
(0-6 month) will
benefit from
the effects of
this training

**1000 educators will
be trained in an
innovative and
unique pedagogical
approach**

40,000 children
will benefit
from our new
methods

**500 young
people will be
mentored,
accompanied
and supported**

Thousands of
young people will
be inspired by the
achievements of
our models

IN 2021, THE RNS IS GOING DIGITAL

THE RNS TRADITION
GIVES WAY TO OUR
DIGITAL FUTURE

A 3 Day Gathering
Online During Easter

TO BE BROADCAST
LIVE AROUND THE
WORLD

innovation



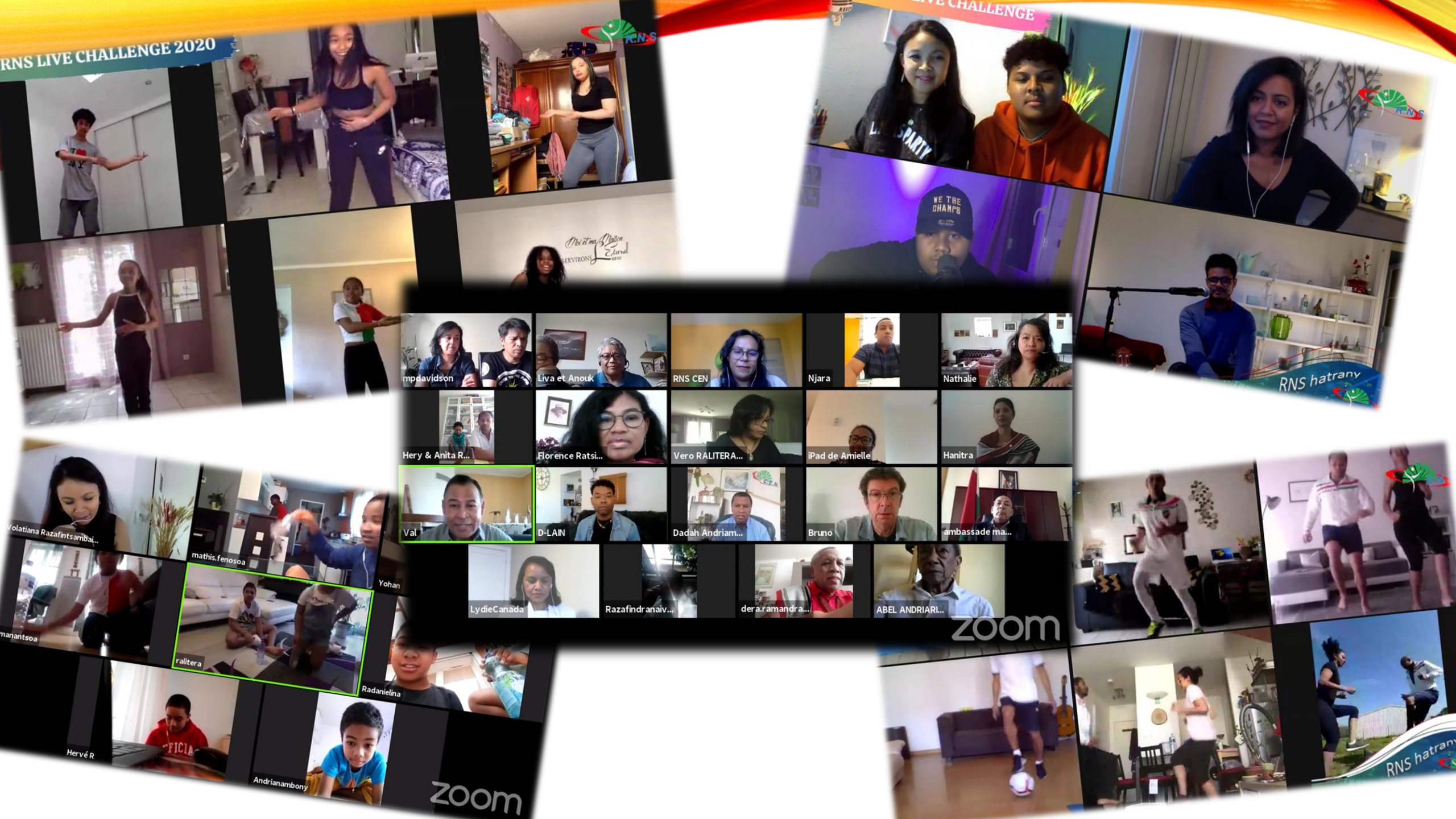
THE RNS DIGITALIZES 2021

Our public are the agents of the RNS, and we respond online and on demand.

- ❑ **RUN IN SOLIDARITY:** run for all the youth of Madagascar and broadcasting live with special programming!
- ❑ **Taste and flavor of Madagascar:** everyone cooks at home, led by a Chef
- ❑ **Song and dance competition:** the participants register at home and the audience vote online.
- ❑ **Sports Coaching:** everyone does their sport at home with their RNS Coach
- ❑ **Hiaraka Isika:** Gathering Associations, Opening!
- ❑ **E-Sport:** Video game online tournaments
- ❑ **Ndao Hianatra:** Workshops Culture online
- ❑ **Movie session:** Malagasy film screenings
- ❑ **Concerts online:** Surprise Artists
- ❑ **Open Mic Scene:** the public is pleased

And other surprise events...

RNS LIVE CHALLENGE 2020



WHY BE A PARTNER OF THE RNS ?

Associer votre image à la RNS
vous permet de:

- investir...
- renforcer...
- bénéficier...
- participer...
- fidéliser...
- motiver...

- **TO INVEST** in strategic action with an international dimension
- **TO INVEST** in anchoring your business to the sporting landscape of culture and caring
- **TO STRENGTHEN** internal cohesion and promote a corporate culture by uniting your staff around a rewarding and collective project
- **TO STRENGTHEN** and **BROADEN** the appeal of your company by being the host city to our RNS Tradition
- **TO BENEFIT** from the RNS original and powerful communication medium and expertise
- **TO Actively PARTICIPATE** in the creation of a major and unifying event
- **TO RETAIN** your customers by associating them with these events and projects; motivate and reward your teams and clients by offering places to participate

IN SHORT, BE A PARTNER OF THE RNS



A Double Impact Investment:

- Invest in the promotion of amateur sport and culture in France around an event that has been in existence for 46 years
- Invest in **a major solidarity project** for the development of the youth of an African country - a continent of the future and full of opportunities.
- For your company, acquire the RSE comprehensive approach :
- Develop your company's positive impact on society while being economically viable

Benefit from tax advantages:

- Patrons: 60% of the amount of the donation in tax reduction (within the limit of the annual turnover excluding tax)
- Sponsorship: sponsorship expenses deductible at 100% of taxable income, under operating expenses.

ENTER THE CIRCLE OF OUR PATRONS

The Circle of Patrons brings together companies or individuals who support the RNS and its works. Joining the Club allows you to benefit from **rewarding services for your company, visibility impacts, professional meetings**, etc...

Communication :

Your company can be proud to use the words "Sponsor RNS - Madagascar's future"

Presence of the logo in the communication plan around all RNS events

Public Relation:

Invite your customers, suppliers or employees to RNS events: Round tables, conferences, training, RNS traditional affairs.

A Priviledged Relation:

Traceability of expenses, monitoring of budgets, invitations to testify, annual report of donors, newsletter, visits.



OUR PARTNERS



THEY TRUSTED US





LET'S MEET UP IN PERSON OR REMOTE

Go to the website: www.rns-cen.com

And our social networks are:



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THANK YOU FOR YOUR
ATTENTION

