



About Us - Fearless Fitness Club

Fearless Fitness Group is a dynamic and expanding organization with a strong portfolio consisting of three subsidiaries: Fearless Fitness Club, Fearless Agency, and Fearless Active Wear. The group oversees stratergy, governance and investment across all subsidiaries and initiatives. Fearless Fitness Club is our flagship brand, known for providing high-quality cross-functional training in outdoor gyms and corporate wellness days. We have built a reputation for excellence and continuous growth, focusing on fitness, well-being, and building a strong sense of community.

With over 1,450 members across three key locations – Gaborone (821 members), Palapye (238 members), Francistown (398 members) and our newly opened branch in Maun respectively. Our fitness facilities are attracting new members daily and continue to grow in popularity.





Fearless Fitness Club Gym Operations Health & Wellness











Fearless Maun



FEARLESS

group turning passion into value

Community Wellness Projects, Charity Fitness Events, Donations School outreach and Social Impact





Experiences & Partnerships

- Activation partner for Run Gabz By Night Marathon
- Activation partner for Orapa GM's Charity Walk
- Product campaign with Vivo Energy, Shell licensee
- Facilitated the MVA Safe Mobility Challenge
- Activation partner for Orapa Half Marathon
- Activation partner for Palapye Marathon Activation partner for Boitekanelo Marathon
- Facilitated a Wellness day for Debswana Wellness Fund
- Facilitated an activation run for BOCONGO
- Partnership with Liberty Life Botswana & CIB, Group Funeral Scheme
- Facilitated Huawei wellness day
- Facilitated Financial Intelligence Agency 10KM Walk
- Facilitated Botswana Life Classic Run Marathon Activations
- Facilitated the 2nd Annual SOS Charity Walk
- Facilitated Hilton 6th Year Anniversary Fun Run
- Facilitated Tshole Trust Fun Run in Francistown

Two (2) years Strategic Partnership and acquired a title sponsorship with BTC

Collaborations for the Diacore Marathon Activations with Blue Crystal Sukiri, Mascom, Diacore, Sefalana, Stanbic Bank & BOMAID

FNB Kazungula Bridge Marathon activations with Obert Fitness and FNB Botswana.

Facilitated the SEZA for the Airport City Activation races.

Activation partner for the Mascom Batanani Walk in August.

Facilitated Botswana Prison Service Wellness Day

Facilitated UB Marathon Activation Run.

Facilitated the Botswana Police Service commissioners run.

Partnered with Emergency Assist 991 as a medical partner.

Activation partner for the BTC Francistown marathon activation runs

Facilitated a wellness day for absa Employees.

Partnered with Phemo Clinic for a 90 Day Fitness Challenge

Facilitated group training for Letshego Botswana Staff for 3 months























































































ABOUT THE FEARLESS 10K RUN SERIES

In alignment with Botswana's national health objectives, Fearless Fitness Club proudly presents the **Fearless 10K Run Series**; a strategic 10KM Run initiative designed to advance public health, foster community engagement, and support the national agenda on non-communicable diseases (NCDs).

This series, with opportunity for growth country-wide is scheduled to take place across four key locations where Fearless Fitness Club has branches at: **Gaborone**, **Palapye**, **Francistown**, and **Maun** uniting runners, fitness enthusiasts, families, and corporate teams in a nationwide celebration of active living and targeting individuals of all fitness levels, from elite athletes to recreational runners and corporate teams.

Event Background

The Government of Botswana emphasizes health promotion and disease prevention, as outlined in the 2025/2026 Budget Speech by the Vice President Ndaba Gaolathe. Complementing this, the National AIDS and Health Promotion Agency (NAHPA) has developed strategies such as the Botswana Multi-Sectoral Strategy for the Prevention and Control of Non-Communicable Diseases (2018–2023) to address NCDs and align with global targets like the SDGs (2016–2030).

It is on this background that Fearless Fitness Club introduces the Fearless 10K Run Series and proposes a partnership with your organization. We offer corporate partners a platform to support Botswana's health and wellness initiatives. This partnership demonstrates CSR commitment and contributes to the nation's sustainable development plans.

Objectives of the 10K Run Series



Promote Health & Wellness: Align

with national goals to encourage active lifestyles and address NCDs.



Support National Strategies

Complement NAHPA's efforts through community participation in fitness and preventive measures.



Foster Community Engagement.

Unite diverse communities in Gaborone, Palapye, Francistown, and Maun around health and wellness.



Boost Local Economies

Stimulate economic growth via sports tourism, benefiting local businesses and hospitality sectors.



Enhance Corporate Impact

Empower businesses to advance public health through CSR, improving brand image and societal contribution.

The Fearless 10K Run Series is a unique opportunity to shape Botswana's health landscape, align with national objectives, and inspire positive community change. We invite your esteemed company to join us as a key sponsor in this trans-formative journey toward a healthier, more vibrant nation.

Vision and Purpose

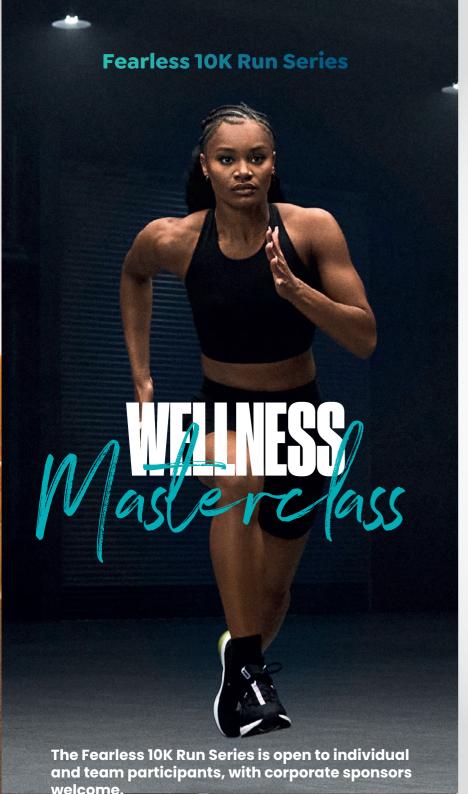


The Fearless 10K Run Series is a strategic initiative to promote fitness, combat lifestyle diseases, and enhance corporate wellness, aligning with Botswana's national health priorities. Targeting Non-Communicable Diseases (NCDs) like hypertension, diabetes, and obesity, this initiative supports the National AIDS and Health Promotion Agency's (NAHPA) National NCD Strategy by:



Aligned with the Vice President's 2024/25 Budget Speech, this series reduces the economic burden of NCDs and enhances national productivity. It provides a community-driven platform that fosters participation in physical activities and contributes to Botswana's health and development goals. He stated:

"Preventive health interventions, such as structured fitness programs and lifestyle modification campaigns, are crucial in addressing the growing burden of NCDs. Investing in these areas will not only improve the quality of life for Batswana but also enhance workforce efficiency and reduce healthcare costs."



Distinctive Features; What sets us apart?



Nationwide Reach

Events across key locations in Botswana, promoting sustained engagement. This series spans four key locations across Botswana, with opportunities for growth countrywide, ensuring sustained engagement and impact.



Inclusivity

Open to all professional runners, first-timers, corporate teams, and communities.



Corporate and Community Integration

Enables businesses to invest in employee wellness and community engagement.



Public-Private Collaboration

Brings together government, private entities, and community organizations to advance health goals.

Key Components of the Run Series

Corporate Team Challenges

Workplace wellness programs and team-building opportunities





Run Categories Competitive and

Competitive and recreational options for broad participation.

Community Awareness Campaigns

Promoting healthy living, mental wellness, and road safety



Wellness Checkpoints

Free health screenings, fitness assessments, and nutrition education.



Each city's event will feature:

10KM

race for all fitness levels.

Economic empowerment

for local vendors, entertainers, and tourism stakeholders

Eco-friendly practices

such as reusable hydration stations.

Corporate team Categories

with wellness awards





COMMUNITY BASED PROJECTS



The Fearless 10K Run Series is more than just a sporting event, it's a movement that places community impact at its core. As we roll out the series across Gaborone, Palapye, Francistown, and Maun, each run will be paired with meaningful initiatives that uplift local communities, promote wellness, and drive sustainable development.

Our community engagement strategy is designed to create lasting value long after the race is over, ensuring that the Fearless 10K Run Series becomes a catalyst for social progress and inclusion across Botswana.



RUN FOR A CAUSE - Each edition of the run partners with a local charity, school, or community-based organization. A portion of proceeds or in-kind donations will support causes such as orphan care, school infrastructure, or healthcare needs, ensuring each race gives back to its host community.

ADOPT A SCHOOL FITNESS UPLIFTMENT - We collaborate with local schools to promote fitness and discipline through training workshops, donation of sports equipment, and motivational talks. Schools may also participate in relay categories, building youth engagement and athletic development.



CLEAN ROUTE - GREEN COMMUNITY - In the week leading up to each run, we host a community cleanup and tree-planting campaign along the race route. This environmental project fosters civic pride and promotes sustainability, with support from local councils and sponsors

WOMEN IN WELLNESS WAVE – We will host a special "Women in Wellness Wave" within the main run, spotlighting women's health, empowerment, and safety. This segment includes tailored health booths, GBV awareness messages, and inspiring female speakers.







CONCLUSION

The Fearless 10K Run Series is more than just a race—it's a trans-formative movement for health and well-being in Botswana. By partnering with us, your organization can make a lasting impact, inspiring healthier communities and stronger corporate teams.

For sponsorship discussions and bespoke partnership opportunities, please contact us. Together, let's create a healthier and more fearless Botswana!



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