

AFRIMOGUL



THE FIGHT FOR CASTER'S LEGACY

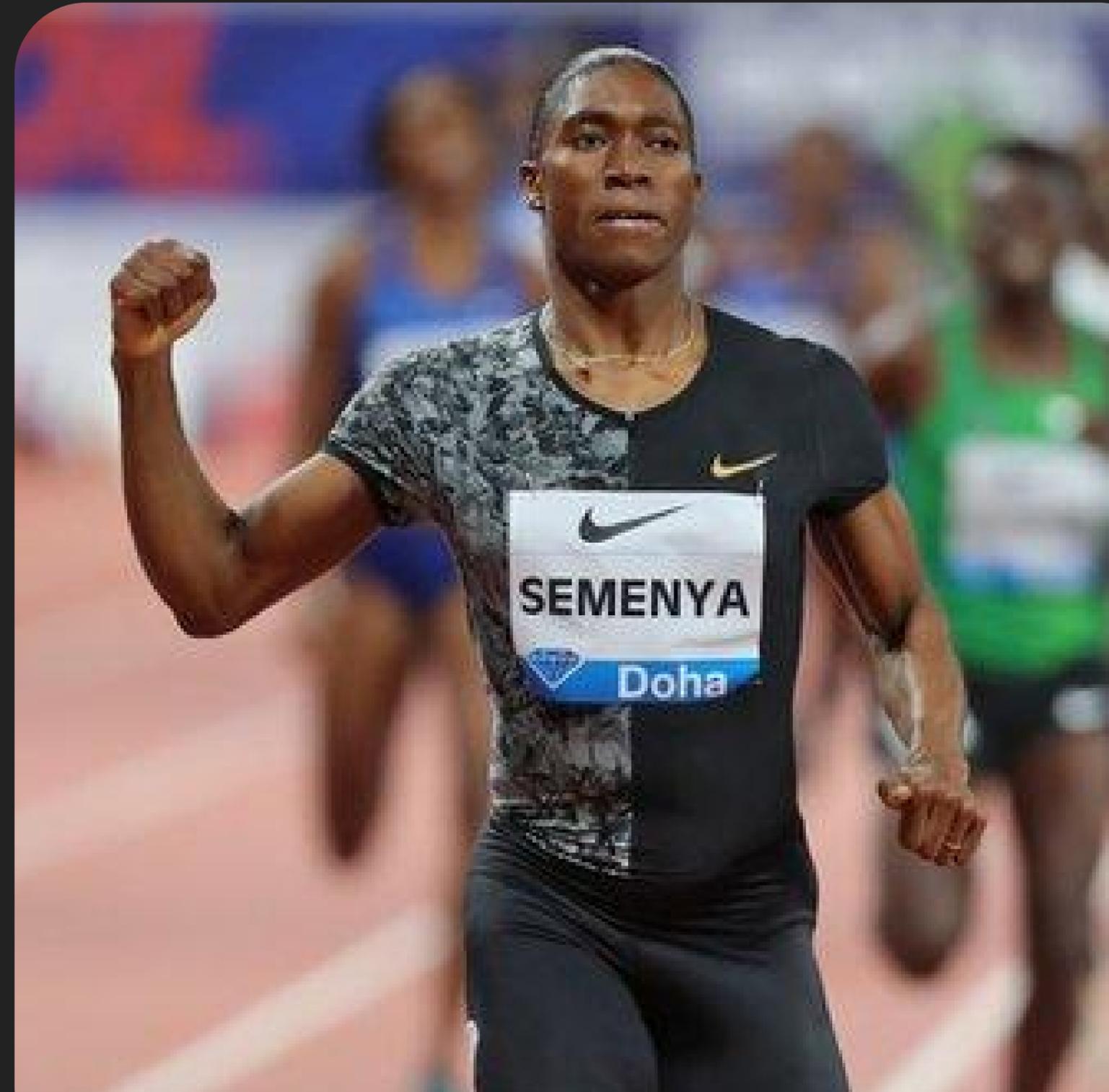




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THE ISSUE

Since the start of her athletics career, Caster Semenya has faced discrimination in the sport that she not only loves, but one that she Champions, worldwide. Having had to undergo degrading tests, stripped down in the presence of males, scrutinized and looked at like a science experiment to prove that she is indeed a woman. She has also had to endure public talk about what she has been through, forced to re live it over and over again. She has fought back in the most graceful way, by allowing her results to speak on the track & has never taken the matter to the press to complain about the treatment she has endured over the years.

The latest ruling from the Swiss High Court denies Caster the right to run the 800m race as they say she has an unfair advantage, too much testosterone in her body. When the nature of any sport in itself is competitive, and truly being about the best man / woman winning, Caster is asked to take drugs to lower her abilities, or to simply stop running.



THE ISSUE

This display of disregard for human rights, is disgraceful. It is racist, sexist, It is blatantly a violation of her very being. We cannot allow this to go on!

This campaign will take a stand against this injustice, it will speak for Caster, and echo the sentiments of the voices of all the fans from all over the world, who have been affected by this case, of the many women in sports much like Caster, who are genetically different, for the future of many young athletes, who may face the same fate, for black leading athletes, who are treated with less professional respect than their counterparts.



What are people saying about the Issue

Wandisa @Wandisah · Sep 9
Take drugs to lower testosterone is the same thing as taking drugs to raise testosterone. It's called doping and it's illegal. Double standards much.. 😞
#CasterSemanya

Caster Semenya ✓ @caster800m · Sep 8
Chills my people, A man can change the rules but the very same man can not rule my life, What I'm saying is that I might have failed against them the truth is that I have won this battle long ago, Go back to my achievements then you will understand. Doors might be closed not locked.

7 75 371

Rumani® @RealMrumaDrive
Replying to @caster800m
I love your spirit. Don't even stress we are behind
10:24 PM · Sep 8, 2020 · Twitter for Android
1 Retweet 352 Likes

Njabulo Praiseworth Memela @NjabuloMemela3
Replying to @caster800m
We are behind you Caster, never lose hope. There is always light at the end of the tunnel.
8:35 PM · Sep 10, 2020 · Twitter for Android
5 Retweets 79 Likes

Mbuyiseni Ndlozi @MbuyiseniNdlozi · Sep 9
We are #CasterSemanya & the whole nation is behind her. 🇷🇼



63 778 4.7K



About the campaign





You Can't Stop US / I Stand with Caster Campaign





Hashtags

#Youcantstopus

#IStandWithCaster

#Caster800m

#LetCasterRun



In response to the latest ruling of the IAAF and the years of unfair treatment that we have all witnessed being displayed by the Federation, the Governing body of Athletics itself, we have created a campaign that will be the voice that speaks up for Caster to address the discrimination against herself and women in sports who are regarded and seen to be different because of their genetics.

The campaign will focus on issues concerning racial injustice, discrimination and the unfair treatment of women in sports. The end goal is to create a platform for the public to discuss these issues and demand change especially women who face any form of discrimination in sport, at school, in the work place or in any environment. We hope to encourage people from all walks of life to:

Share their story

Lend their voice

Take a stand

Make a pledge

GOALS

- Support Caster through the battle against the IAAF
- Make a bold statement & STAND WITH Caster
- Strategically protest the discrimination against women in sports & all spheres
- Talkability & show solidarity on social media
- Raise funds for the Caster Semenya Foundation
- Inspire and motivate people to stay true to themselves no matter how much they are marginalized

OBJECTIVES

- Utilize relationships with key industry leaders & influential people in and out of the sports & entertainment industry to raise awareness around campaign
- Use digital platforms to launch the campaign and create talkability around campaign
- Use social media for storytelling and echo the message globally



How do we do this?



Caster Semenya will launch **3 shirt designs** that will have her famous quotes that express how she feels about the issue:

"Doors might be closed but not locked"

"Man can change the rules but cannot rule my life"

"I make 800m, 800m doesn't make me"

With each shirt, the message will be supported by campaign hashtag #IstandWithCaster on the back. All proceeds will go to the Caster Semenya Foundation to plough back into the work she does with the communities.

The outcome of this initiative will help Caster to continue her legacy and build strong young men & women that will stay true to themselves.

CAMPAIGN SUPPORT

Above the line will be used to support the main idea

A digital campaign will drive the call to action to purchase the #IStandWithCaster T-shirts while creating talkability and awareness around the campaign.

A TVC that will live on digital platforms will be created to echo the message and communicate with people from different walks of life. Legends and leaders such as **Dr. Precious Motsepe, Ivan Khoza, Billy Jean King, Gloria Serobe, Redi Thlabi, Bonang Matheba, Akani Simbine, Sandile Zungu, Trevor Noah, Carol Tshabalala, President Cyril Ramaphosa** etc. will be seen sharing their support messages on the campaign video, while wearing their t shirts.



ACTIVATION PLATFORMS



YouTube



Facebook



Instagram



Twitter



CAMPAIGN STEPS

- Design & Print T-shirts with Casters top 3 quotes
- Create TVC for digital platforms
- Photoshoot of Caster & Friends in the Shirt
- Launch online store where purchases can be made
- Use video to announce Initiative on social media PR to support the launch
- Still images from the shoot to be used to support launch and call to action to the online store
- Use #IstandWithCaster to create talkability & a social movement



**HELP US
MAKE A
NOISE!**



PLEDGE YOUR SUPPORT

In order to bring this campaign to life, we humbly ask for your support in helping us rise to this great challenge.





TARGET

R 1 000 000





**I Stand Caster / We
Run With Caster**



PHASE 2: ON THE GROUND CAMPAIGN

Finally to wrap up this campaign, we will host an event that will be open to the public as well as Industry leaders and influencers.

The aim of this campaign is to unite the Nation, and all her supporters all over the world to run the 800m race with Caster and make the bold statement that she will ALWAYS be the 800m champion. Supporters will be encouraged to wear their shirts and come together on the athletics track (Venue and logistics to be confirmed - COVID regulations will be taken into consideration). The event will be followed by a Gala dinner where we will celebrate her achievements and to thank key players and a few of her supporters.

The strategy and roll out plan will be shared at a later stage as we are currently focusing on the first phase of the campaign. The event is planned to take place on the last week of November 2020.



"WE REALIZE THE
IMPORTANCE OF OUR
VOICES, ONLY WHEN
WE ARE **SILENCED**"

Malala Yousefzan

