



RUN CLUB PARTNERSHIP PROPOSAL

WIN WITH MX × NANDO'S

Moving together. Connecting together. Refuelling together.

FITNESS • COMMUNITY • FOOD • LIFESTYLE

Prepared for Nando's



A PARTNERSHIP THAT FEELS AUTHENTIC

Why Nando's is a natural fit for Win with MX

THE PERSONAL CONNECTION

Fitness has been an important part of my life since I started going to the gym in 2022.

Food has played an equally important role in helping me stay consistent with my fitness goals. For my friends and me, Nando's has always been the go-to when we want food while still making what we consider a better, more balanced choice.

FITNESS

+

FOOD

=

LIFESTYLE

ABOUT WIN WITH MX

A monthly community built around movement and connection



Win with MX is a fitness and lifestyle community created to encourage people to move, connect and enjoy an active lifestyle together.

- Monthly community runs
- Open and welcoming to all experience levels
- Fitness, wellness and lifestyle focused
- Social connection beyond the run
- Collaborations with food and lifestyle brands

MOVE

CONNECT

EAT

SOCIALISE

The run is the starting point — the community experience continues afterwards.

OUR COMMUNITY

An active, social and inclusive audience

RUNNERS

01

People who enjoy running and movement

GYM-GOERS

02

Fitness-minded people looking for community

YOUNG PROFESSIONALS

03

Socially active lifestyle consumers

FRIENDS & GROUPS

04

People who enjoy doing activities together

WELLNESS ENTHUSIASTS

05

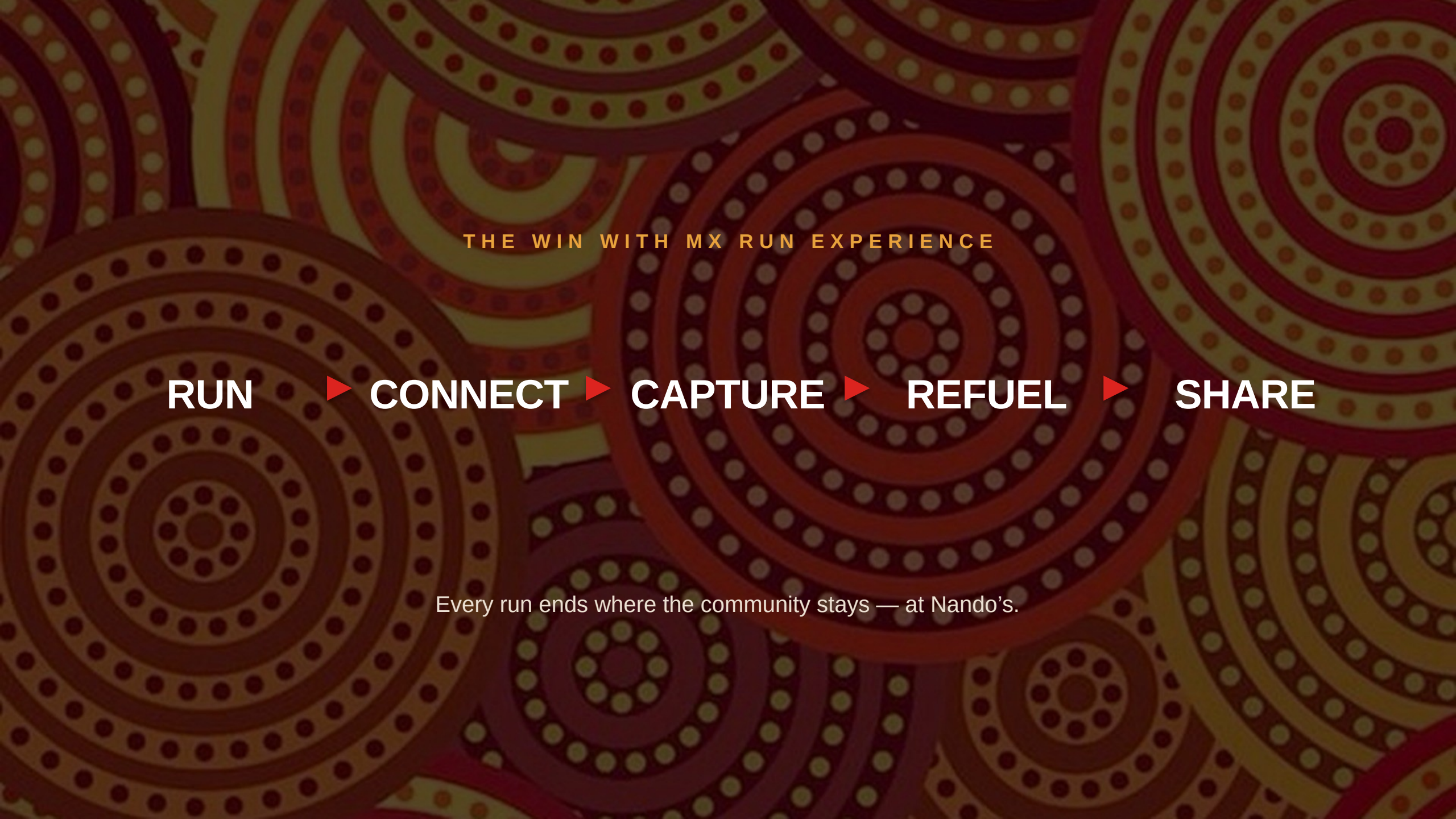
People interested in healthier lifestyles

BEGINNERS

06

Anyone ready to start moving

YOU DON'T HAVE TO BE AN EXPERIENCED RUNNER.
YOU SIMPLY HAVE TO SHOW UP.



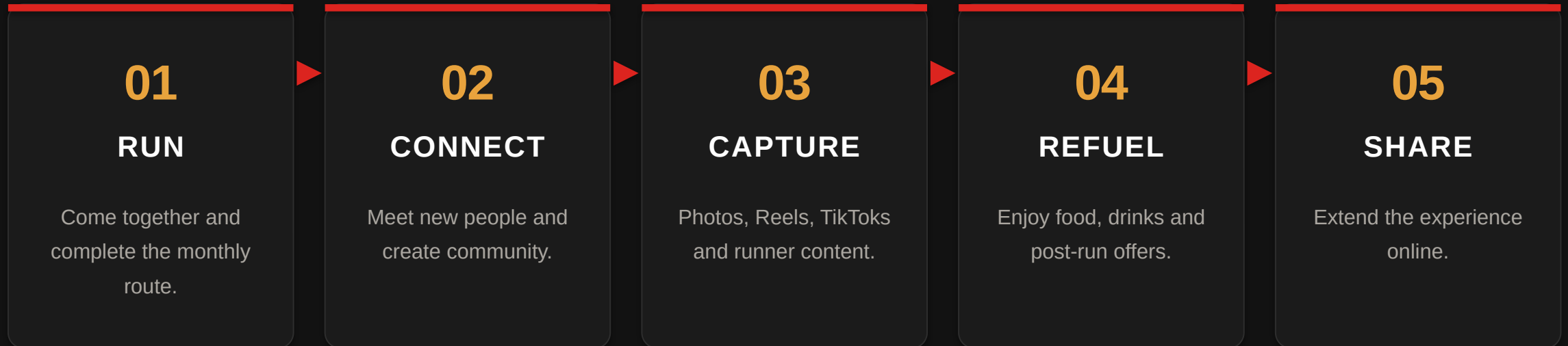
THE WIN WITH MX RUN EXPERIENCE

RUN ▶ CONNECT ▶ CAPTURE ▶ REFUEL ▶ SHARE

Every run ends where the community stays — at Nando's.

THE WIN WITH MX RUN EXPERIENCE

A natural journey from movement to socialising



The community experience continues long after the finish line.

OUR PARTNERSHIP PROPOSAL

Make Nando's part of the Win with MX run experience

OFFICIAL WIN WITH MX RUN PARTNER

We would love to build a recurring collaboration where Nando's hosts our monthly runs across different locations, supporting runners through vouchers and post-run offers.

■ RUNNER REWARDS

Vouchers for first-place male and female runners; additional rewards for selected challenges.

■ POST-RUN OFFER

A dedicated Nando's offer available to Win with MX participants.

■ COMMUNITY DISCOUNT

A trackable Win with MX x Nando's discount or redemption code.

■ SELECTED SUPPORT

Food/drink vouchers for selected runners or event moments, subject to agreement.

TURNING RUNNERS INTO CUSTOMERS

A simple, measurable post-run activation

RUN WITH US.
EAT WITH NANDO'S.

Participants present their Win with MX confirmation, wristband or event-specific code to redeem the agreed Nando's offer.



This gives the collaboration a direct customer-acquisition component — not just logo exposure.

CONTENT & BRAND ACTIVATION

Authentic content designed around the partnership



RUN & REFUEL

A full run Reel following runners from the start to the finish line — which is Nando's.

WHAT I ORDER AFTER MY RUN

Short-form content featuring runners' Nando's post-run meals.

WIN WITH MX × NANDO'S

Reels/TikToks promoting the partnership and the next run.

RUNNER REWARD

First-place runners receive and feature their Nando's vouchers.

POST-RUN SOCIAL

Photos and stories with Nando's tagged, showing the community enjoying the post-run experience.



BEFORE THE RUN • DURING THE RUN • AFTER THE RUN

Nando's is visible at every stage of the experience.

WHAT NANDO'S GETS IN RETURN

A partnership built around exposure, engagement and customer traffic

BRAND EXPOSURE

Logo placement on selected run promotional materials.

SOCIAL MEDIA

Instagram Stories, Reels, TikTok and post-run content.

TAGGING & MENTIONS

Nando's tagged and recognised across relevant content.

EVENT VISIBILITY

Brand presence around selected run-day touchpoints.

CUSTOMER TRAFFIC

Participants encouraged to redeem the post-run offer.

LONG-TERM ASSOCIATION

Opportunity to become a recurring Win with MX partner.

PARTNERSHIP FRAMEWORK

A flexible package that can grow with the community

WIN WITH MX PROVIDES

- Brand exposure & partner recognition
- Social media content
- Instagram & TikTok visibility
- Event-day visibility
- Brand mentions & tagging
- Community engagement

NANDO'S PROVIDES

- Runner vouchers
- Exclusive post-run offer
- Selected food/drink vouchers
- Optional activation support
- Long-term collaboration

The exact package can be tailored to Nando's objectives, available support and preferred activation format.



WHY THIS PARTNERSHIP MAKES SENSE

A shared lifestyle story

Win with MX is about creating a lifestyle around movement, community and choices that support an active life.

Nando's has already been part of my own balance between fitness and enjoying food with friends. This partnership would bring that same experience to a wider community.

**WE RUN
TOGETHER.**

**WE CONNECT
TOGETHER.**

**WE CELEBRATE
TOGETHER.**

**AND THEN WE
EAT TOGETHER.**

WHERE IT STARTED — WHERE IT'S GOING

V1 → V2

25 runners. One restaurant. A community that wants the next one to be bigger.

V1: WHERE IT ALL STARTED

The first Win with MX Run

We hosted the first Win with MX Run (V1) in collaboration with The Green Buffet, a restaurant in Longacres known for offering healthy food options.

25 RUNNERS

The V1 run was intentionally capped at 25 people, creating an intimate community experience and giving the event a strong sense of exclusivity.

A START OF SOMETHING GREAT

V1 created excitement around the Win with MX community and left people anticipating what V2 could look like. We would love to take that momentum forward by hosting V2 at one of Nando's stores.



PICTURES FROM V1 OF THE WIN WITH MX RUN

V1 • 25-person community run



THE FIRST STEP

A small run, a big beginning.

V2

Bigger. Better. Together.

V2: HOW RUN DAY WORKS

One Saturday a month, timed around the casa's opening hour

05:30

MEET UP

Runners gather at the host
Nando's casa for check-in and
warm-up.

06:30

RUN STARTS

The community sets off together
on the month's route.

BY 08:00

EVERYONE'S BACK

All runners are back at the casa
before the doors open.

08:00

DOORS OPEN

The store opens and runners
refuel with the meal of their
choice.

The run is finished, and the runners are back, exactly as the doors open.

A DIFFERENT CASA EVERY MONTH

Rotating the run between Nando's stores to reach more runners

THE ROTATION MODEL

Our runners live all over Lusaka. By moving each month's run to a different Nando's casa, we bring the run to them — and every store gets its own turn to host the community.

■ CLOSER TO THE RUNNER

A runner based in Ibex may not make a run starting from East Park, but will join the one at the Ibex casa the following month.

■ EVERY CASA GETS A TURN

Each participating store hosts its own run day and its own group of local runners.

■ NEW FACES EACH MONTH

Rotating locations keeps drawing in runners who have never joined a Win with MX run before.

■ WIDER STORE REACH

The activation supports several Nando's stores across the year, not just one location.

REFUEL AT THE CASA

The healthier side of the Nando's menu — already on it, nothing new to add

WHAT THE RUNNERS ORDER

By 08:00 every runner is back at the casa and the doors open. Nothing has to be added to the menu — the items below are already on it, and they are exactly what a group that has just finished a run wants to order.

■ FLAME-GRILLED, NOT FRIED

A 1/4 or 1/2 Chicken with a single side — grilled to order, which is why Nando's already suits an active crowd.

■ THE SALADS

Grilled Chicken Salad, Seared Corn Salad and Portuguese Salad.

■ BOWLS, PITAS & WRAPS

PERi-Pulled Bowl, Chicken Strips with Veg & Spicy Rice, the Chicken Pita or a Chicken Wrap.

■ SIDES THAT FIT

Roasted Veg, Flame-Grilled Mielie, Butternut, Spinach & Feta, and Turmeric Roasted Potatoes.



LET'S RUN TOGETHER.

WIN WITH MX × NANDO'S

Move. Connect. Refuel.

We would love the opportunity to meet with the Nando's team and discuss how we can build a collaboration that delivers value for both brands.

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