



ASMA

AFRICAN SPORT MANAGEMENT ASSOCIATION

**Office of the Secretary General**

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DATE: 16<sup>TH</sup> APRIL, 2019

**THE EXECUTIVE DIRECTOR,  
C/O MS. IDA BAH,  
THE GAMBIA NATIONAL SPORTS COUNCIL  
INDEPENDENCE STADIUM, BAKAU.**

Dear Sir/Madam,

**SUBJECT: HOSTING OF THE 5<sup>TH</sup> INTERNATIONAL CONFERENCE OF THE AFRICAN SPORTS MANAGEMENT ASSOCIATION (ASMA)**

The African Sports Management Association (ASMA) was established in 2010 during the 17<sup>th</sup> Biennial conference of the International Society for Comparative PE & Sports (ISCPES) at Kenyatta University. Since then, the Association has organized and held four (4) international conferences; at Kyambogo University in Uganda (between 2nd and 4th December, 2011), University of Dar es Salaam, Tanzania (7th - 9th November, 2013), Abuja, Nigeria in 2016 and at Mount Kenya University, Kenya (between 4<sup>th</sup> and 6<sup>th</sup> April, 2019). The 5<sup>th</sup> ASMA international conference is scheduled to be held in the year 2021.

During the 4<sup>th</sup> international conference of ASMA, the delegates unanimously endorsed the bid by Gambia to host the 5<sup>th</sup> international conference in the year 2021. The bid was made and presented by a Ms. Ida Bah, a delegate from the Gambia.

The purpose of this letter therefore, is to officially convey the decision of the ASMA fraternity to have the Gambia host the 5<sup>th</sup> ASMA conference, preferably in October, 2021. We also take this opportunity to congratulate your country for securing the honour to host the conference. As host, you will be required to make all necessary preparations to ensure success of the conference, including attending to the following:

1. Identify suitable and accessible venue for the conference.
2. Identify, in conjunction with the ASMA Executive Committee, a suitable date for the conference in 2021.
3. Make arrangements for suitable and affordable accommodation and meals for delegates.
4. Identify partners/sponsors and mobilize resources to support the conference.
5. Liaise with the ASMA Executive office to agree on the theme/sub-themes, submission and review of abstracts, and any other technical areas of the conference.
6. Develop the call for abstracts and circulate the same in good time, preferably over one full year before the conference.
7. Submit quarterly progress reports to the ASMA Executive.

Unfortunately, as you are aware, ASMA is still a fairly young Association, and to this date, the Association has not been able to financially supplement any of the past four conferences, and neither will this possible with 5<sup>th</sup> Conference. This implies that:

1. Your Local Organizing Committee (LOC) will raise all the finances required to host the conference.
2. If funds allow, you will be expected to support one or two representatives of the Executive Committee and possibly either the continental Vice-President or the Vice-President West African Region (both of them from Nigeria) to have pre-conference visit to the venue, meet the LOC, but only if possible.
3. Additionally, the LOC could (if funds allow) provide some exemptions to the Executive Committee members who will be in attendance at the conference. Such exemptions may include registration fees payment, or paying for their return air tickets or have their air fare and/or accommodation covered by the LOC but only if possible.

Finally, kindly read these terms of reference very carefully and sign a copy of this letter in the space provided here below, scan the same and send it back to the undersigned.

Thanking you in advance as we wish you success your preparations for the conference. We look forward to working closely with you.

Yours sincerely,

**Prof. Andanje Mwisukha,**  
**Secretary General, ASMA,**  
**Ag. Registrar (Academic),**  
**KENYATTA UNIVERSITY, KENYA.**



Copy to:  
President, ASMA  
Vice-President (Continental), ASMA  
Vice-President (West African Region), ASMA

**Declaration on the hosting of the 5<sup>th</sup> ASMA International Conference:**

This is to confirm that I have read and understood the terms stated on this letter about the hosting of the 5<sup>th</sup> ASMA Conference in the Gambia in 2021.

Name: Marchel Mendy Signature: [Signature] Date: 30/05/19  
Location: Bakau Province/ District, Kanifing Municipality State, Gambia

