



**ELECTION
CAMPAIGN**

2022 - 2023



**HIS EXCELLENCY
CHIEF SAMUEL SAM SUMANA
FORMER VICE PRESIDENT
OF THE
REPUBLIC OF SIERRA LEONE**

CONTENTS

- **BACKGROUND pg 3-5**
- **CONCEPT MANIFESTO pg 6-18**
- **BUDGET pg 19-23**





BACKGROUND

The current President of Sierra Leone stated a few months ago that the country's ward, parliamentary, and presidential elections will take place on June 24, 2023. Sierra Leone is a West African country located on Africa's west coast. Only four political parties—the ruling Sierra Leone Peoples Party (SLPP), the main opposition All Peoples Congress (APC) party, the National Grand Coalition (NGC) party, and the Coalition for Change (C4C) party—have representatives in the Sierra Leone House of Parliament, out of more than 13 political parties.

CURRENT POLITICAL CLIMATE IN SIERRA LEONE:

The vast majority of Sierra Leoneans, both at home and abroad, are adamant that the current Sierra Leone Peoples Party (SLPP) administration has not lived up to expectations set by the majority of Sierra Leoneans when it came to the promises made in the party's manifesto before the 2018 general elections.

Many Sierra Leoneans think that the government has been favouring one tribe (The Mendes) over others when it comes to hiring for public positions, joining the military, police, and even international diplomatic posts. The regime, regrettably, has been using harassment and intimidation of political leaders, opposition political parties, and regular citizens in government as a means of suppressing any form of protest against their undemocratic and unconstitutional policies. The regime has also not made any concrete efforts to bridge the tribal and political divide.

The Truth and Reconciliation Commission, which was founded after the nation's devastating 11-year civil war, believes that all residents should be treated fairly and that good governance practice should be applied. To prevent the violence from developing and escalating across the country, several suggestions were offered. The international community, which has made significant investments in the country to increase economic and racial stability, has also promised to pay the bill for the 2023 elections. The undemocratic governance approach of this government, which has become more commonly associated with the trend of power abuse and deviation from the rule of law for good governance, has caused the international community to lose faith in it.

The excessive cost of living has risen to unthinkable heights as individuals are battling to make ends meet as a result of economic hardship without even a shred of hope to correct it. The condition needs a complete makeover and the mood is hostile. Although we are aware of the global economic crisis, countries have been able to survive thanks to wise political and economic decisions that take into account the requirements of the populace right away. In the case of Sierra Leone, bad policies and a weak governance structure have rendered the regime unable to manage the current economic crisis, which includes the high cost of food, fuel, and other essentials. People in Sierra Leone are now determined to change this government in June 24 2023, due to the country's current political climate.

WHY CHIEF SAMUEL SAM SUMANA:

In 2007, together with former president Ernest Bai Koroma, Chief Samuel Sam Sumana was initially selected to hold the position of vice president of Sierra Leone. They were both re-elected in 2012 for another five (5) year term of office; but by 2015, Chief Sam Sumana was unconstitutionally removed from office as Vice President. However, as a patriotic, peace loving and believer in the Rule of Law, he took his case to the ECOWAS Court of Justice after being denied fair hearing at the Sierra Leone Supreme Court. He won his case at the ECOWAS Court of Justice, and having done so, he decided to lie low and allowed peace to reign in Sierra Leone by declining to return back to office as the elected Vice President for the completion of his term of office.

To prove his political mettle, he agreed to head a political party – the Coalition for Change (C4C) that his people of Kono formed two (2) months to the 2018 Presidential elections in Sierra Leone. He won Eight (8) out of the Nine (9) Parliamentary seats in his Kono district, as well as all the Local Council Seats. In politics, one has to have a strong political base if one is to make any significant difference in the political landscape.

The strategic advantages that Chief Sam Sumana has over the other contenders are as follows:

Firstly, he has a strong political base, which is Kono district, which has become like a swing State that inevitably has to be won by any presidential candidate in order to win the Presidency of Sierra Leone. Secondly, he hails from the minority Kono tribe in the east of the country which is considered one of the strongholds of the ruling SLPP. Chief Sam Sumana has the potential to secure a significant amount of the votes from that part of the country – East and South, that will tilt the outcome of the final results to his APC party's advantage.



BACKGROUND

Thirdly, through his tribal origins, he has the capacity to unite a now divided nation along tribal lines because he has demonstrated the ability to remain peaceful and reconciliatory even when provoked – hence, his current accolade of a Global Peace Ambassador.

Additionally, the only other strong contender to Chief Sam sumana currently has legal matters he is dealing with. These legal issues arose from the Commissions of Enquiries that this current regime set up to probe into activities of members of the previous APC regime. His chances of surviving these legal issues are very slim. Chief Sam Sumana who was never named in any corruption matter even after serving the country for eight (8) years as Vice President, remains unblemished and a saleable candidate for the 2023 presidential elections in Sierra Leone.

It is for all the reasons above that his campaign team is currently soliciting urgent financial contributions from financiers in and outside of Sierra Leone so that Chief SamSumana could accomplish his goal of setting up a strong campaign machinery that will eventually see him as the next President of Sierra Leone come 2023. He would need all the resources at his disposal to be able to engage key stakeholders within the political realm of Sierra Leone and other kingmakers outside of Sierra Leone. He would be required to fund all the activities and items contained in the attached budget so that he can position himself strategically over all other Aspirants contesting the Flagbearer race and eventually win the Presidency of Sierra Leone. We therefore ask that you support us in this fight to **save our fragile democracy and redeem the nation of Sierra Leone**. We look forward to your prompt action on this matter.

END

CONCEPT MANIFESTO

MY VISION - MY HOPE FOR SIERRA LEONE

I have been bereft of hope while left wondering what happened to all the developments made by the Ernest Bai Koroma All Peoples Congress (APC) Party led Government. Painstakingly, I have done a thorough evaluation of our current national situation and it is not a pleasing one. We now find our nation wallowing in retrogression as we are faced with abject poverty, insecurity, human rights abuses and moral decadence.

Since the Retired Brigadier Julius Maada Bio Sierra Leone Peoples Party (SLPP) led Government took over the governance of Sierra Leone in April 2018, his administration has been characterized by major issues of despotism, police brutality, killings of descent voices of opposition operatives, abuse of Human Rights, neglect of due processes and injustice, abysmal political intimidation, unlawful dismissal of public officials including people who served in positions with security of tenure guaranteed by the laws of Sierra Leone, the absence of national cohesion, blatant promotion of tribal bigotry and hate by the sitting President and members of his political party, a collapsing economy to a state of bankruptcy including hyper-inflation reaching more than one hundred percent, rampant corruption and misappropriation of meagre public funds by top Government officials including the presidency.

Sierra Leone is endowed with several natural resources yet our citizens continue to be destitute in our land. This has been betrayed by the current government's neglect to enhance gains we had made as one of the fastest growing economies in Africa before Ebola and covid-19 eprdemics. It is now abundantly clear that the suffering masses made the wrong choice in 2018 by voting this dysfunctional government into office. With that trend, our people have realised their mistakes and are ready for a change in the next presidential elections of June 2023.

I, Chief Samuel SamSumana, and my SAM '23 team, as the major leading presidential flagbearer aspirant of my APC political party; we are ready to make available the deliverables to the people of Sierra Leone.

With my leadership, when I shall be addressing my nation as the next President of the Republic of Sierra Leone, I will be a President of the people and not only for the people. This is to depict that I shall be an assertive President that will be a **Servant-Leader**. I will not only be a President for my country but moreso a President of the people that will continue to associate myself with the actual challenges and opportunities for the progressive management of our nation.



THE ONLY
PRESIDENTIAL
HOPEFUL

THE REPUBLIC
OF SIERRA
LEONE

◇ MY VISION - MY HOPE FOR SIERRA LEONE

Sierra Leone is in a state of crisis created by some of our very selfish and unpatriotic compatriots through bad governance, mismanagement of public funds, incompetence, rampant corruption, poor fiscal management, and abuse of power as illustrated by the poor and unhealthy leadership of the Retired Brigadier Julius Maada Bio. I am eronously puzzled by the obscurity that Sierra Leone is one of the highly potentially rich countries in Africa; unfortunately, it is being ranked at the bottom of the United Nations Human Development Index (HDI). This anomaly alongside some of the other poorest countries are inhibited by corrupt leadership that have marred the development of their various countries which seem to bring them into dystopia.

I am determined to ensure that we change Sierra Leone from being run as a retrogressive state but as a country that can innovate and compete with other emerging economies.

Therefore, with humility and dedication I offer myself and my services to the people of Sierra Leone as a potential Presidential Candidate of the All Peoples Congress (APC) Party for the 2023 Presidential and General Elections.

With a new awakened passion for positive changes also backed with absolute optimism for better things to come, I am therefore fixated on **REUNITING** our nation, deliver **GOOD GOVERNANCE** and build a strong platform for its **SOCIO-ECONOMIC** activities.

The economy of Sierra Leone has been derailed by the Ebola and covid-19 epidemics. The present government has been negligent to put proper strategies to alleviate our ailing economies. As such; if need be, a State of Economic Emergency could be declared to bolster some key growth sectors of the economy in my administration including agriculture, marine resources, mineral resources, tourism and tranportation infrastructures so as to attract local and foreign investments that will yield instant results within the shortest possible time.

My leadership will bring along knowledge, understanding and experience with a combination of local and international political and diplomatic participations. I shall also work to attract partnerships that will greatly impact



THE ONLY
PRESIDENTIAL
HOPEFUL

THE REPUBLIC
OF SIERRA
LEONE



MY VISION - MY HOPE FOR SIERRA LEONE

the rebuilding and rebranding of our country. This is intended to reduce illiteracy, extreme poverty, inequalities, and injustice. This will help to eliminate bad governance, tribalism and nepotism. As a result it will boost production, efficient service delivery, create jobs for the unemployed youths, gender parity, reunite our nation, rescue and revitalize our broken economy. By doing so, we would have strengthened democratic and public institutions, enforcing the separation of powers, promoting and ensuring respect for the rule of law and justice at all levels.

Our investments in human capital and skills development will be beyond just access to education but to yield better dividend. This can be done through expansion of carefully selected sustainable infrastructures and energy investments to support more rapid growth, industrialization, reforms and economic diversifications. Partnership with skills transfer capacity and technology transfer will be encouraged.



THE ONLY
PRESIDENTIAL
HOPEFUL

THE REPUBLIC
OF SIERRA
LEONE

EDUCATION

In the area of education, greater improvement is needed. Our country once enjoyed the accolade of the 'Athens of West Africa', sadly we do not have that anymore. The quality and standard of our education have fallen over the last three and a half decades.

Granted that we had 11 years of civil war, but much could have been done regardless. At the time our regime took over governance in 2007, funding for education was a mere 3.7% of our GDP. We were able to increase it to 15% when we left office in 2018.

The Bio-led SLPP regime introduced a 'Free Quality School Education Program' that was not well thought out. Because of its alleged free component, enrollment did increase to an additional 800,000 children within the last four years. Quality could not be attained as a result of a lack of adequate funding to this sector. The teachers who could have enhanced the quality aspect of the program were not and are still not fully capacitated in terms of teacher training, increase in teachers remunerations and lack of adequate infrastructure for the influx of new students.



**100% Quality
Education**

Some of our utmost priorities in the education sector are:

A. Infrastructure – Because of the increase in enrollments, we have serious overcrowding in our schools. We currently have a little over 7,000 public schools. There is need to have an additional 3,000 public schools for a total of 10,000 by the end of 2028.

B. Improving Quality - We also desire to improve our Information, Communication and Technology (ICT) capabilities in our school system by increasing financing for procurement of equipment, teaching and learning materials and teacher training. Strengthening the capacity of teachers with a prioritised focus on ICT and teacher training with performance-based remuneration will also be part of our focus and priority.

C. Capacitating Our Higher Institutions of Learning: Fourah Bay College (the University of Sierra Leone) was the first university in sub-Saharan Africa. Some countries in the sub-region used to send their students to come and access higher education in Sierra Leone. Today painfully some of those countries have more and better universities than we do. We currently have a total of seven public universities for our 16 districts in the country. We intend to have one public university in each of the 16 districts of Sierra Leone.





HEALTH

Infant maternal mortality rate and several curable diseases have decreased the basic life span in Sierra Leone to 47 years. Our Health Care Delivery system is faced with serious challenges and we need immediate turnaround in this sector to address one of the tenets of the United Nations Sustainable Development Goals (SDGs).

Strengthening Health Service Delivery:

We want to do this through the inclusion of modern medical infrastructure, technological and laboratory capabilities, incapacitating our health workforces with qualified health professionals including Health Research capabilities will remove barriers accessing better health facilities. We stand to make health delivery services as one of our utmost priorities.



**100% Modern
Medical
Infrastructure**



◇ AGRICULTURE

Agriculture has been the mainstay of Sierra Leone's economy outside of other economic activities within the growth sector of our economy. It constitutes almost half the country's GDP, employing about 60 – 70 % of the population (although at subsistent level) and contributes to foreign exchange earnings. The price of basic food continues to rise daily because of lack of modern agricultural techniques and equipment which the present government failed to sustain as we had established under the MAPUTO declaration.

The major problems impeding development in this sector include the following:

- * Absence of robust food security policy.
- * Limited access to acquire improved seeds, hybrid animals and technology.
- * Limited value addition to farm products
- * Poor roads
- * Poor management of agricultural lands
- * Limited market information
- * Limited technical capacities
- * Inadequate Research and Development Schemes
- * Low investment in agriculture by government
- * The use of land for non-profitable agricultural purposes
- * Non existence of agricultural diversity
- * No scheme for animal husbandary or poultry facilities



100% Establish small scale industries for value addition to agricultural products





Under my leadership I will increase investment in agriculture by embarking on the following:

- a.** Encourage international Partners to invest massively in our local agricultural activities.
- b.** Increase budgetary allocations to the agricultural sector within or above the MAPUTO Declaration of at least 10% of GDP.
- c.** Promote Domestic financing through setting specified Agricultural Financial Institutions.
- d.** Work with the extractive industry to invest in agriculture or compensate through Corporate Social Responsibility within their places of operation.
- e.** Establish local monitoring and evaluation units to educate and support farmers through review and visitations.
- f.** Establish small scale industries for value addition to agricultural products.

When the above interventions are properly addressed, there will be substantial increase in agricultural activities in the following ways:

- * There will be increment in Crop and Animal production.
- * There will be improvement in water and Land management.
- * There will be improvement in Research, development and upgrading of most agricultural institutions.



100% Establish small scale industries for value addition to agricultural products





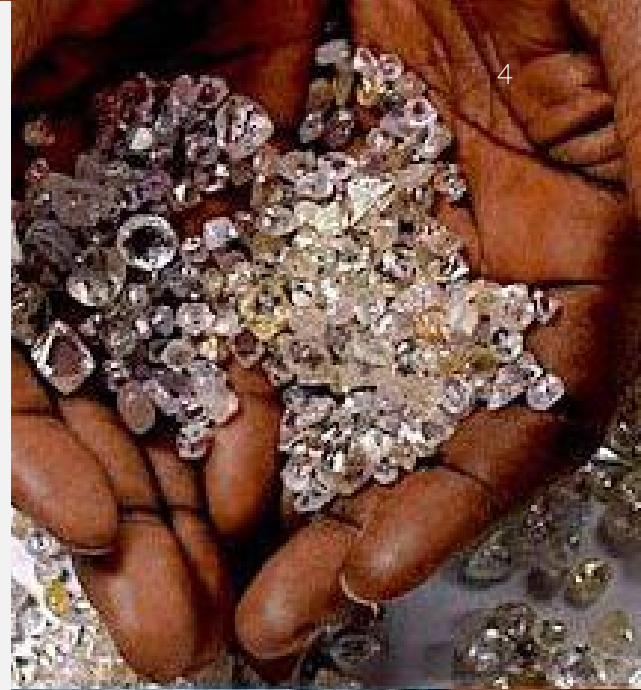
NATURAL RESOURCES

Africa is endowed with one third of the world's natural resources to which Sierra Leone contributes an attractive percentile.

However this is not reflective in our economies. I will ensure judicious and sustainable management and utilization of our major natural resources such as land, marine, minerals, forests, fisheries, oil and gas and all other related eco-system services that will provide a better quality of life for our people.



100% Make sure our major natural resources provide a better quality of life for our people.





CLIMATE CHANGE

The shift in temperatures and weather patterns across the globe are a serious threat to our human existence. Sierra Leone has been identified as the third most disaster prone country in the world by 2025.

It is unfortunate that the present regime has not put proper mechanisms in place including appropriate policies and adequate public knowledge against pending potential catastrophes.

My government will therefore promote and ensure that human activities are not inimical to the livelihoods of our people and consequently wreak havoc on communities.



100% ensure that human activities are not inimical to the livelihoods of our people.





ENERGY

Electricity in Sierra Leone is at its lowest ebb.

I will therefore revamp the energy sector with improved facilities including thermal energy and alternative energy sources, including Independent Power Projects.

Sierra Leone needs 4800 megawatts of energy and my government is aiming at achieving at least 75% by 2028.

Sierra Leone has good access to natural resources necessary for energy production such as access to viable wind speeds and sunshine for renewable wind and solar projects.



100% ensure Sierra Leone gets 4800 megawatts of energy



INFRASTRUCTURE

Sierra Leone is ready for construction at every level – ranging from housing, roads, bridges, railways, airports, Land and water terminals, water supply infrastructure, energy, telecommunication infrastructure, health and education infrastructure, tourism infrastructure, etc.

Addressing these issues of accessibility would require the following.

1. A new Airport on main land, Western Area
2. Construct major trunk roads linking regional capitals with agricultural communities
3. Renovation and expansion of existing trunk roads linking the regions.
4. Construction of a seaside bypass and alternate roads
5. Construction flyovers and bridges in congested areas of Freetown
6. Construct large modern markets in the regional capitals and Freetown
7. Construct water terminals and jetties in major riverine towns
8. Construction of 300,000 middle class and affordable housing scheme
9. A Teaching and referral hospitals in each of the 16 districts of Sierra Leone



100% ensure Construction of 300,000 affordable housing are build



◇ SERVICE INDUSTRY

Like most West African countries, Sierra Leone is currently referred to as a virgin market that can accommodate investments in the service industries like financial services, telecommunications, manufacturing, engineering and technology, tourism and hospitality sectors. There are acute needs within the air, sea and railway transportation sector.

There is extreme potential for real estate expansion and the creation of industries for processing of raw materials. It is expected that through its various sectors, we seek to improve tremendously on service industries to benefit both investors and the ordinary Sierra Leonean consumer to providing employment opportunities.



100% ensure we seek to improve tremendously on service industries to benefit both investors and the ordinary Sierra Leonean consumer to providing employment opportunities.



Budget

PRIMARY ELECTION ACTIVITIES

PROPOSED BUDGET FOR FLAGBEARER AND PRESIDENTIAL CAMPAIGN 2022 -2023 ELECTIONS							
PRIMARY ELECTION ACTIVITIES							
VEHICLES							
No.	Items	Unit	Unit Cost \$	Frequency	Total	\$	
1	PICK-UPS 2015-17 Model (used)	5	15,000.00	1		380,000	
2	SUV (LandCruiser/Nissan)	19	60,000.00	1		1,140,000	
3	Secured VIP Vehicles	1	68,000.00	1		680,000	
4	Security Vehicles (used)	2	15,000.00	1		30,000	
5	Motorcycles TVS (To be purchased locally)	50	900.00	1		45,000	
		Sub Total				2,275,000	
PROMOTIONAL ITEMS							
No.	Items	Unit	Unit Cost \$	Frequency	Total	\$	
6	Mobile P.A System	1	25,000.00	1		25,000	
7	"T" Shirt	25,000	4.00	1		100,000	
8	Poster/Handbills - Assorted	10,000	1.00	1		10,000	
9	Banners	200	100.00	1		20,000	
10	Take home Promotional Items	10,000	1.00	1		10,000	
11	Stickers	10,000	1.00	1		10,000	
12	Pin-Ups	10,000	1.43	1		14,300	
		Sub Total				189,300	
MEDIA							
No.	Items	Unit	Unit Cost \$	Frequency	Total	\$	
13	Print Media					550,000	
14	Radio/TV & Electronics media					1,250,000	
15	Social Media					505,000	
		Sub Total				2,305,000	
PARTY MEMBERSHIP SENSITIZATION							
No.	Items	Unit	Unit Cost \$	Frequency	Total	\$	
16	Membership Recruitment for 446 wards	2500	4.10			3,500,000	
17	Special Imprest for Delegates			1		1,500,000	
18	Logistics Support to 132 Constituency Chairmen			1		1,500,000	
		Sub Total				6,500,000	
LOGISTICS							
No.	Items	Unit	Unit Cost \$	Frequency	Total	\$	
19	Portable 5KVA Generator	1	5,000.00	1		5,000	
20	Megaphones	100	50.00	1		5,000	
21	Walkie Talkie	20	50.00	1		1,000	
22	Fuel			1		500,000	
		Sub Total				511,000	
CASH EXPENSES							
No	Items	Unit	Unit Cost \$	Frequency	Total	\$	
23	Campaign Tokens					1,400,000	
24	VIP/ Delegates Welfare					350,000	
25	Polling Agents, Etc...					500,000	
		Sub Total				2,250,000	
	Miscellaneous					916,030	
						14,946,330	
						GRAND TOTAL	

PRESIDENTIAL CAMPAIGN ACTIVITIES

PROPOSED BUDGET FOR FLAGBEARER AND PRESIDENTIAL CAMPAIGN 2022 - 2023 ELECTIONS

PRESIDENTIAL CAMPAIGN ACTIVITIES

VEHICLES

No	Items	Units	Unit Cost \$	Frequency	Total \$
1.	PICK UPS 2015 - 17 (used)	10	15,000.00	1	150,000
2.	SUV (Toyota/ 4 Runner) (used)	4	25,000.00	1	100,000
3.	Secured VIP Vehicles (Land Cruiser)	22	94,000.00	1	2,060,000
4.	Motorcycles TVS (To be purchased locally)	200	900.00	1	160,000
Sub Total					2,470,000

PROMOTIONAL ITEMS

No	Items	Units	Unit Cost \$	Frequency	Total \$
5.	"T" Shirt - various sizes	150,000	4.00	1	600,000
6.	Mobile P.A System	2	25,000.00	1	50,000
7.	Posters - assorted sizes			1	100,000
8.	Banners	5,000	100.00	1	500,000
9.	handbills (A5)	25,000	1.00	1	25,000
10.	Stickers (Glossy A7)	25,000	1.00	1	25,000
11.	Pin-Ups	5,000	1.50	1	7,500
12.	Wristbands	50,000	1.00	1	50,000
13.	Face Caps	50,000	3.60	1	180,000
14.	Whistles and Vuvuzelars	5,000	5.00	1	25,000
15.	Umbrellaa for bikes	5,000	15.00	1	75,000
16.	Portable promotional Umbrellas	5,000	10.00	1	50,000
17.	Mufflers/ Scarfs	5,000	2.00	1	10,000
Sub Total					1,697,500

MEDIA

No	Items	Unit	Unit Cost \$	Frequency	Total \$
18.	Print Media	20	35,000	1	700,000
19.	Electronics Media (Radio, TV Stations, etc...)	10		1	1,500,000
20.	Social Media			1	1,025,000
21.	Productions and Post Productions			1	200,000
22.	Road Shows			1	500,000
Sub Total					3,925,000

AUDIO/VISUAL EQUIPMENTS

No	Items	Unit	Unit Cost \$	Frequency	Total \$
21	Digital Cameras - Sony Alpha 87-Mac 3	5	2000.00	1	10,000
22	Drones	5	800.00	1	4,000
23	Pocket Cameras (for snap shots of materials or events at polling stations for evidence	100	230.00	1	23,000
24	75 inches Television sets	5	1500.00	1	7,500
25	Projector/ Screen	5	2,500.00	1	12,500
26	Media Promotional Vehicles	13	20,000.00	1	260,000
Sub Total					317,000

OFFICE EQUIPMENT						
No	Items	Unit	Unit Cost	\$	Frequency	Total \$
27	Laptops, Desktops, Printers, Scanners and Network Equipment					1,000,000
		Sub Total				1,000,000
LOGISTICS						
No	Items	Unit	Unit Cost	\$	Frequency	Total \$
28	Fuel for all vehicles				1	1,500,000
29	Portable 5KVA Generator	2	5,000.00		1	10,000
30	Megaphones	1,000	50.00		1	50,000
31	Walkie Talkie	50	50.00		1	2,500
		Sub Total				1,562,500
CASH EXPENSES						
No	Items	Unit	Unit Cost	\$	Frequency	Total \$
32	Special Imprest for Party polling agents and other party elections officials					2,500,000
33	Campaign Tokens to community stakeholders and volunteers					2,500,000
34	VIP and Delegates Welfares, Etc...					3,200,000
		Sub Total				8,200,000
	Miscellaneous (10% of all sub totals)					1,646,920
		GRAND TOTAL				16,469,200

PROPOSED BUDGET FOR THE LOWER LEVELS/PRIMARY, FLAGBEARER AND PRESIDENTIAL ELECTIONS CAMPAIGN FOR THE 2023 ELECTIONS IN SIERRA LEONE

SUB TOTAL 1 AND 2 BROUGHT FORWARD

PROPOSED BUDGET FOR THE LOWER LEVELS/PRIMARY, FLAGBEARER AND PRESIDENTIAL ELECTIONS CAMPAIGN FOR THE 2023 ELECTIONS IN SIERRA LEONE			
SUB TOTAL 1 AND 2 BROUGHT FORWARD			
NO	ITEMS		TOTAL COST \$
1	PRIMARY ELECTIONS ACTIVITIES (PEA)		
	Sub Total	1	14,946,330
2	PRESIDENTIAL CAMPAIGN ACTIVITIES (PCA)		
	Sub Total	2	16,469,200
	GRAND TOTAL		31,415,530
	<i>(THIRTY ONE MILLION FOUR HUNDRED AND FIFTEEN, FIVE HUNDRED AND THIRTY DOLLERS)</i>		

BUDGET NARRATIVES

VEHICLES

This main item 'vehicles' are needed to facilitate the general mobility of campaign personnels from place to place during the course of campaigning. It is so because print ,electronics and social media may not reach some parts of the country.

PROMOTIONAL ITEMS

Word of mouth alone is not enough to brand and market a presidential candidate sufficiently. For this reason , a campaign team would be required to use some of the promotional items that we have mentioned under this main item to depict the true image and character of the candidate in question. Hence there inclusion in this budget. Thus qualifying the adage 'I see and I remember'.

MEDIA

Media is very important this day in age. For that reason we are utilising all medium available to enable us reach a wider audience (locally and internationally) with all our campaign messages on the candidate.

AUDIO/VISUAL EQUIPMENT

We intend to utilise these equipment for productions and post-productions, to enhance our outreach and engagement activities on behalf of the candidate and to be able to properly capture and document such activities.

OFFICE EQUIPMENT

These are needed to provide administrative, logistical and operational support to all activities surrounding the campaign.

CASH EXPENSES

This area of the budget addresses human resources, including party volunteers at the ward, constituency, district and regional levels. Much of the work that is required to strategically position the candidate and give him greater advantage over other contenders, is usually undertaken at this level of the campaign by these personnels. It is important to add that this is the most crucial aspect in any presidential campaign in Sierra Leone.

The grassroot actions, led by hundreds of thousands of volunteers of Chief Samuel SamSumana's 2023 presidential campaign, are an added value dedicated to strengthening community mobilisation, promoting civic awareness campaigns, to enhance the advancement of our political campaign messages down to the smallest units and persons of our communities to influence the change we all want. Here also is where we would cover expenses for traveling to the Diaspora support bases in the USA, UK, Asia, Germany, Australia etc. Consultancy work such as media consultancies, consultancies for strategizing and lobbying, as well as branding and rebranding the image of the candidate, is also going to be paid for from this part of the budget.

NOTE: this is not just about campaigning, but also to salvage the economic hardship of the ordinary Sierra Leonean in the communities; given that the economy has broken down due to bad governance by this current regime. This will not only make the community members happy but, will also serve as economic empowerment that will address their livelihood challenges and other basic domestic needs which include, financing the educational needs of their school going children;

whilst also enterprising it as a revolving fund in the communities. That is like a micro economic bail out of the prevailing economic regression that the country is facing today.



THANK YOU