

OFFICIAL PARENT & STUDENT-ATHLETE PROSPECTUS

MARALAL · SAMBURU COUNTY · KENYA

ALPHA ELITE

FOOTBALL ACADEMY

PRIMUS PER DISCIPLINA

First Through Discipline.

Train High. Rise Higher.

Disciplined footballers. Academic excellence. Highland strength.

1,980m

ALTITUDE TRAINING BASE

U7-U15

FIVE AGE GROUPS

5

TRAINING PROGRAMMES

FKF

ALIGNED & CHILD-SAFE

WELCOME

Where Discipline Builds Champions

Alpha Elite Football Academy is Kenya's FKF-aligned youth football development academy, based at Maralal Primary Field on the Maralal-Baragoi Highway in Samburu County. We shape disciplined, technically skilled and academically strong young athletes, from their very first touch to elite level, while building people of character, integrity and community responsibility.

Our motto, **Primus Per Disciplina** (First Through Discipline), is not a slogan on a wall. It is how we arrive, how we dress, how we study and how we play. Speed is nothing without control, and talent is nothing without the habits that carry it forward.

Led by founder and manager **Lesupeer Mpuki**, our licensed coaches, team doctor and physiotherapist give every child a safe, structured and ambitious place to grow, whatever their background and whether they are a girl or a boy.

Our Vision

To become the leading youth football development academy in the Rift Valley region, producing players who compete at county, national and international levels while carrying the values of Discipline, Excellence and Integrity for life.

Our Mission

To train young athletes through structured FKF-aligned coaching, a strict academic co-dependency policy and certified child-safe environments, with clear professional pathways open to all youth regardless of background or gender.

THREE PILLARS

Built on Three Pillars

Discipline First

Strict arrival, uniform standards, high academic benchmarks and character regulation. Speed is nothing without control.

Sustained Excellence

From hydration and kit to tactical planning, we act with maximum professionalism in every detail, every day.

Samburu Pride

Our athletes draw on the cultural toughness, loyalty and highland resilience native to northern Kenya.

THE ALPHA DIFFERENCE

Why Families Choose Alpha Elite

The Altitude Advantage

TRAINING AT 1,980 METRES ABOVE SEA LEVEL

Maralal's natural highland environment builds superior aerobic capacity, lung efficiency and endurance. These are qualities that show clearly when Alpha Elite players compete at regional and national level, giving them a measurable edge over players who train at lower elevation.

Academic Co-Dependency Policy

FOOTBALL WITHOUT EDUCATION IS INCOMPLETE

No player may take part in competitive match days without verified passing academic scores from their enrolled school. Attendance and grade records are confirmed with local school trustees each term. Sport and education are inseparable in the development of a complete person.

Safe by Design

FKF CHILD-SAFE STANDARDS

Alpha Elite operates under Football Kenya Federation child-safe standards. All coaching staff hold certified FKF police clearance certificates, and every session is supervised by licensed coaches. No player imagery is ever published without written parental consent on file.

Open to Every Child

GENDER EQUITY AND COMMUNITY ACCESS

We welcome youth of every background. Our dedicated Girls Athletic Pathway offers fully funded scholarship slots to qualifying candidates, and our free Community Outreach Caravan takes training to rural villages across Samburu County.

Licensed Coaching

CAF 'B' and FKF-certified coaching staff.

Medical Oversight

A team doctor and FIFA-trained physiotherapist.

Clear Pathways

County, national and university soccer routes.

OUR PEOPLE

Meet the Team

Every member of our team is qualified, cleared and committed to the wellbeing of the young athletes in our care.

Lesupeer Mpuki**FOUNDER AND MANAGER**

Elite Sports Administrator and Samburu Community Patron

Coach Edward Onyach Halwenge**HEAD COACH**

CAF 'B' License and FKF Youth Coaching Certificate

Coach Christian Edu**ASSISTANT COACH**

FKF 'C' License and Sports Coaching Diploma

Oliver Wangila**TEAM DOCTOR**

MBChB, Sports Medicine Specialist

Rukia Omar**TEAM PHYSIOTHERAPIST**

BSc Physical Therapy, FIFA Diploma in Football Medicine

Lerte Tellah**MEDIA AND COMMUNICATIONS**

BA Journalism and Media Studies, Digital PR Specialist

TRAINING PATHWAYS

Our Programmes

Five structured, age-appropriate programmes built around discipline, technique and academic balance. For fees and enrolment, contact Admissions on **+254 701 254 507** (call or WhatsApp).

School Calendar Training

AGES 5 TO 15 (U7-U15) · SATURDAY & SUNDAY, 2:00 PM - 5:00 PM · TERM TIME

Our flagship weekend programme. Every weekend, young athletes at Maralal Primary Field receive structured FKF pitch training combined with academic mentoring and life skills coaching, supervised by FKF-licensed coaches under strict child-safe protocols.

Fees: contact Admissions

School Holiday Intensive

AGES 5 TO 15 · MON / WED / FRI, 9:00 AM - 12:00 PM · SCHOOL HOLIDAYS

An accelerated boot-camp that sharpens technical footwork, tactical understanding and physical agility, compressing more growth into fewer weeks. Ideal for athletes committed to serious development and competitive readiness.

Fees: contact Admissions

Girls Athletic Pathway Programme

FEMALE ATHLETES, AGES 5 TO 15 · WEEKENDS 2:00 - 5:00 PM + HOLIDAY INTENSIVES

A fully dedicated elite stream combining top-tier football training with university soccer placement pathways and scholastic support, giving young women in Samburu County a clear route to competitive and academic achievement. Select fully funded scholarship slots are available for qualifying candidates.

Fees and scholarships: contact Admissions

Specialist Goalkeeper Programme

OPEN TO ELIGIBLE ATHLETES · EMBEDDED IN REGULAR TRAINING SESSIONS

A specialist stream running alongside regular cohort training. It develops sweeper-keeper coordination, box positioning, reflex saves, distribution mechanics and counter-offensive launch technique.

Fees and kit packages: contact Admissions

Community Outreach Caravan

OPEN TO ALL YOUTH · MOBILE, ACROSS SAMBURU COUNTY · FREE OF CHARGE

The humanitarian heartbeat of Alpha Elite. Our mobile team carries premium training kits, coaches and life skills education into rural villages, so talent and opportunity are never limited by geography. Funded by the Alpha Elite Community Trust and regional partners.

To request a community visit: +254 701 254 507

JOIN US

Your Alpha Journey Starts Here

1

Choose a programme

Select the pathway that fits your child's age, goals and schedule.

2

Apply for trials

Complete the Recruitment & Trials form at alphaelitefc.com/academy, or message us on WhatsApp. Our recruitment team reviews every application personally.

3

Confirm with Admissions

Speak to our team about fees, kit packages and available scholarship slots.

4

Sign up and start training

Provide your child's school details and written parental consent, then take the field at Maralal Primary Field.

Remember

Competitive match days require verified passing school scores. Please keep your child's school records up to date.

Safeguarding

All staff hold FKF police clearance. Player imagery is only published with written parental consent.

GET IN TOUCH

Ready to join Alpha Elite?

Visit: Maralal Primary Field, along the Maralal-Baragoi Highway, Maralal, Samburu County, Kenya

Call / WhatsApp: +254 701 254 507

Email: info@alphaelitefc.com

Web: www.alphaelitefc.com

Follow: Facebook (Alpha Elite Football Academy) and TikTok @alphaeliteacademy

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