



**CHANGE THE WORLD  
THROUGH  
SPONSORSHIP**

**SATURDAY,  
APRIL 28TH, 2018**

# “ITS A RIDE, NOT A RACE.”



## MISSION:

TO PLACE BIKES IN AFRICAN NATIONS, TO PROMOTE HEALTH, EDUCATION, AND ECONOMIC OPPORTUNITY.

## WHAT IS THE RWANDA RIDE?

WHAT BEGAN AS A 50<sup>TH</sup> BIRTHDAY RIDE IN 2006, HAS EVOLVED INTO ONE OF THE LARGEST MOUNTAIN BIKE EVENTS IN SOUTHERN CALIFORNIA.

WE'VE RAISED OVER \$1,000,000 FOR TEAM AFRICA RISING AND QHUBEKA IN OUR FIRST ELEVEN EVENTS. **THESE FUNDS ARE USED TO FURTHER THE ECONOMIC DEVELOPMENT OF RWANDA AND OTHER AFRICAN NATIONS THROUGH INITIATIVES BASED ON THE BICYCLE AS A TOOL AND SYMBOL OF HOPE.**

## WHY?

THAT'S SIMPLE. BIKES CHANGE LIVES FOR THE BETTER. OUR RWANDA RIDE PROVIDES SPONSORS WITH AN AMAZING OPPORTUNITY FOR EXPOSURE TO HUNDREDS OF MOUNTAIN BIKE ENTHUSIASTS AND THEIR FAMILIES AND FRIENDS. **THIS IS NOT A RACE, OUR RIDERS ARE WEEKEND WARRIORS – THEY ARE “RETAIL CUSTOMERS,” PEOPLE WHO BUY YOUR PRODUCTS AND HELP GROW YOUR BUSINESS.** LAST YEAR WE HAD 1,200+ RIDERS – AND ANTICIPATE 1,500 THIS YEAR.

**WILL YOU JOIN US?**

# OBJECTIVES



WE'VE GOT THIS

1. SUPPORT A HEALING NATION THROUGH OUR SPORT, RAISING AWARENESS.
  2. MOBILIZE THE LOCAL COMMUNITY TO HELP AND PARTICIPATE.
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3. RAISE FUNDS.

HERE'S WHERE  
WE NEED YOU

# PERCENTAGE OF SPONSOR DONATIONS THAT GO TO CHARITY



100%

**TEAM AFRICA RISING'S** MISSION IS TO UNIFY AFRICAN COUNTRIES THROUGH THE SPORT OF CYCLING.

**COLLABORATION** - THROUGH THE SPORT OF CYCLING AMONGST CYCLISTS, FEDERATIONS, NATIONS AND THE WORLD OF CYCLING.

**COMMUNITY** - BUILD A GROUP OF TEAMS AND FEDERATIONS ALL WORKING FOR THE COMMON GOOD, TO ADVANCE THE SPORT OF CYCLING TO GIVE HOPE TO THEIR ATHLETES AND THEIR COUNTRIES.

**COMPETITION** - RAISE THE LEVEL OF COMPETITION IN AFRICA TO COMPETE ON THE WORLDWIDE STAGE AS A MEANS TO ILLUSTRATE EXCELLENCE IN SPORT TO THE WORLD.

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### **THE VISION OF TEAM AFRICA RISING:**

- ▶ TO REPLICATE THE TEAM RWANDA CYCLING SUCCESS STORY.
- ▶ BY INTEGRATING EFFORTS, HELP TO IMPROVE AFRICAN SPORTING COMPETITIVENESS AND EXCELLENCE.
- ▶ MORE AFRICANS WINNING INTERNATIONAL RACES WILL CHANGE THE FACE OF CYCLING.
- ▶ AFRICAN CYCLISTS BECOMING ROLE MODELS TO YOUNGER ATHLETES IN THEIR RESPECTIVE NATIONS.
- ▶ GIVE COUNTRIES AN OPPORTUNITY TO RACE COMPETITIVELY ON THE EUROPEAN CYCLING CIRCUIT WHO OTHERWISE MAY NEVER HAVE HAD THE CHANCE.
- ▶ BRING SPONSORSHIP SUPPORT TO THE CONTINENT OF AFRICA IN THE SPORT OF CYCLING.
- ▶ BRING COUNTRIES TOGETHER WHO MIGHT OTHERWISE BE IN CONFLICT VIA THE SPORT OF CYCLING.
- ▶ FIELD THE FIRST ALL-AFRICAN TEAM IN EUROPE WITH THE EVENTUAL GOAL PARTICIPATING IN THE TOUR DE FRANCE. TEAM AFRICA RISING IS A 501(C)(3) NON-PROFIT, TAX ID # 27-3113955. [WWW.TEAMAFRICARISING.ORG](http://WWW.TEAMAFRICARISING.ORG).

# **OUR CHARITIES**

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# **TEAM AFRICA RISING**



**QHUBEKA** MOVES PEOPLE FORWARD WITH BICYCLES. PEOPLE EARN BICYCLES THROUGH OUR PROGRAMMES, IMPROVING ACCESS TO SCHOOLS, CLINICS AND JOBS.

QHUBEKA IS AN NGUNI WORD THAT MEANS “TO PROGRESS”, “TO MOVE FORWARD”. BICYCLES HELP PEOPLE MOVE FORWARD. WITH A BICYCLE, A PERSON CAN TRAVEL FASTER AND FURTHER, AND CARRY MORE.

**PEOPLE EARN BICYCLES THROUGH THESE PROGRAMMES:**

- LEARN-TO-EARN PROGRAMMES FOR CHILDREN
- WORK-TO-EARN PROGRAMMES FOR ADULTS

WE ALSO PROVIDE BICYCLES TO FIRST RESPONDERS FOR DISASTER RELIEF.

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**THE VISION OF QHUBEKA:**

- ▶ BICYCLES ARE AN EFFECTIVE WAY TO ADDRESS THE NEEDS OF SCHOOL CHILDREN IN SOUTH AFRICA.
- ▶ 12 MILLION OF THE COUNTRY’S 16 MILLION SCHOOL-GOING CHILDREN WALK TO AND FROM SCHOOL AND 500 000 OF THESE WALK MORE THAN TWO HOURS TO SCHOOL AND TWO HOURS BACK. WITH A QHUBEKA BICYCLE, A CHILD’S COMMUTE TIME IS REDUCED BY UP TO 75%.
- ▶ IN AFRICA, A LACK OF ACCESS TO TRANSPORT MEANS THAT PEOPLE HAVE TO WALK LONG DISTANCES TO GET TO JOBS, CLINICS, SHOPS AND OPPORTUNITIES.
- ▶ WITH A BICYCLE, PEOPLE CAN TRAVEL FOUR TIMES FASTER THAN IF THEY WERE WALKING. A BICYCLE ALSO INCREASES A PERSON’S CARRYING CAPACITY BY FIVE TIMES AND SAVES PEOPLE MONEY THEY WOULD OTHERWISE HAVE HAD TO SPEND ON PUBLIC TRANSPORT.
- ▶ BICYCLES MAKE IT EASIER FOR PEOPLE TO GET TO WHERE THEY NEED TO BE, WHETHER IT’S A WORK OPPORTUNITY, OR VISITING FAMILY, A CLINIC, SHOPS OR COMMUNITY EVENT.

# OUR CHARITIES QHUBEKA



# STATS AND FIGURES



- ▶ **DIGITAL AUDIENCE: 25% FEMALE AND 75% MALE**
- ▶ **PERCENTAGE OF AUDIENCE LIVING IN ORANGE COUNTY: 49%**
- ▶ **EMAIL LIST SIZE: 10,000+**
- ▶ **TOTAL SOCIAL IMPRESSIONS (2017 EVENT): 180,000+**
- ▶ **YEARLY WEB TRAFFIC: 14,167 USERS**

# 2017 HIGHLIGHTS



- ▶ GROWTH FROM APPROX. **250 RIDERS** IN 2006 TO **1,200+ RIDERS** IN 2017.
- ▶ **\$144,000 RAISED** IN 2017 FOR A TOTAL OF **\$1,000,000 RAISED** IN TOTAL OVER THE LAST 11 YEARS.
- ▶ **JOCK** (TEAM AFRICA RISING FOUNDER), AND **KIMBERLY** (TEAM AFRICA RISING MARKETING DIRECTOR) **FLEW TO THE US FROM RWANDA** TO PERSONALLY THANK THE PARTICIPANTS IN 2017.
- ▶ **“THE 50 RWANDA RIDE WAS A GREAT EVENT THIS YEAR AND AS ONE WHO’S NOW DONE IT FOR SEVERAL YEARS, I CAN ATTEST THAT IT KEEPS GETTING BETTER!” – TS**
- ▶ **THANK YOU FOR BEING THE SOURCE OF A REMARKABLE EVENT... ON ALL LEVELS. AS I WAS RIDING, IT HIT ME HOW BLESSED I AM TO BE A PART OF IT!” – BL**



<b>SPONSOR LEVELS</b>	<b>PRESENTING SPONSOR</b>	PLATINUM SPONSOR	<b>GOLD SPONSOR</b>	SILVER SPONSOR	<b>BRONZE SPONSOR</b>
Booth Space	20x40	10x20	10x10	10x10	10x10
Opportunity to Offer Prizes	Yes	Yes	Yes	Yes	Yes
"Sponsor" Billing	Yes	Yes	Yes	Yes	Yes
Flyer, Sticker, and Sampling in Swag Bag	Yes	Yes	Yes	Yes	Yes
Presence on <a href="http://50mr.com">50mr.com</a>	Logo	Logo	Logo	Logo	Name Only
Inclusion in all Pre and Post Email Campaigns	Yes	Yes	Yes	Yes	No
Social Mentions	Weekly	Two	One	One	No
Logo or Name on All t shirts	Yes	Yes	Yes	No	No
Online Article(s)	2	1	1	No	No
Banner Locations Onsite	5	3	1	No	No
Option to Add Survey Questions	Up To 5	2	No	No	No
Inclusion in Press Release	Yes	Yes	No	No	No
Use of Database for Promotional Emails	3	1	No	No	No
Logo Inclusion on Onsite and Online Registration forms	Yes	No	No	No	No
Inclusion in Registration Emails	Yes	No	No	No	No
Inclusion in Rwanda Ride Logo (2017)	Yes. Logo included with Rwanda Ride Lockup	No	No	No	No
<b>Cost</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$1,000</b>

# JOIN US IN OUR MISSION OF MAKING THE WORLD A BETTER PLACE BY BIKE!

CONTACT US FOR INFORMATION AND INQUIRIES ON DEMOS, SPONSORSHIP AND OTHER CREATIVE OPPORTUNITIES.

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50 Mile Ride for Rwanda is an Enthusiast Group, Inc Event. A promotions company specializing in Live Event promotion and community engagement.



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