



To: Whom it may concern

Re: Rotary Cycle Tour

The focus points of this annual ultra-cycle tour is threefold:

1. Install multipurpose sports fields at disadvantaged schools;
2. Create awareness for the following campaigns; Substance abuse (anti-drug) and HIV/AIDS
3. Conservation.

The **Annual Rotary Cycle Tour** provides an opportunity for people, corporates and businesses to get involved with the children of previous disadvantaged communities. Helping them to help themselves. Providing a safe environment to keep them away from drugs and educating them through sport.

The starting point for all tours will be at the “Sterkfontein Caves”(origins of humankind) and go to various destinations from there. The 2014 tour will go from Sterkfontein to Lüderitz in Namibia and cover 20 towns. This is a nine-day tour and cyclists will be doing an average of 179km per day.

On the drug campaign the following departments have joined in: Departments of Justice, Correctional Services, Education, Health, Home Affairs. The Mogale City Local Municipality, SAPS and several churches. The Executive Mayor of Mogale City have also joined in the fight. The idea is to grow this tour to an international event where cyclists from all over the world can ride for the communities, creating awareness that they have a voice and that we care.

The impoverished people around the world are in survival mode and we need to speak out for them. As the volume of our voices increase, more people will take notice. Let us put a stop to illiteracy and substance abuse by providing a positive environment for children to learn and become tomorrow's leaders.

(see Attachment for Sponsorship, donations and media partners)

Kind regards

PE Steve du Plessis (Rotary Club of Johannesburg New Dawn)

Chair: Rotary Cycle Tour





## SPONSORSHIP and DONATIONS

NPO/PBO registered, sponsors and donor will receive their Tax certificates for amount donated or sponsored. Substantial media coverage and long-term exposure as per donation or sponsorship. All media coverage include (Print, Radio, TV, Social) local, national and International unless otherwise indicated.

1. Naming rights: R110,000 / day = R990,000 for tour  
Media coverage; Value about R2.8 mil
2. Start & Finish sites (2 days) R220,000  
Media Coverage : Value about R850,000
3. 2 Days (except Start & Finish) R160,000  
Media Coverage: Value about R500,000
4. 1 Day (Except Start or Finish) R80,000  
Media coverage: Value about R230,000
5. Cyclist (each) R26,000 for complete tour  
Media coverage: Value about R80,000
6. Sponsorship of individual items (clothing, lodging, support vehicles etc.)  
Media Coverage: Value as per agreement with sponsor
7. Donations:  
Media coverage to approximately 2.8 times the value of donation

### Media Partners:

1. Print: Rapport, Beeld
2. Radio: SABC
3. TV: SABC

Documentary production by: Noisy Pictures Production, Director: Gert van Niekerk (Egoli, Binneland)

Rotary Club of Johannesburg New Dawn  
NPO Registration: 132-617 NPO

