



# Event Sponsorship Pitch Deck



# 01 About 10to4



**FEB** 2025  
**'14-'16**

As one of the best-kept secrets on Africa's adventure tourism calendar, the **10to4 Mountain Bike Challenge**, attracts cyclists from across the globe to experience the exciting and thrilling Mount Kenya and Laikipia landscapes as they challenge themselves to the daring terrain. The globally renowned mountain bike event is a fundraiser towards the conservation of the Mount Kenya and Laikipia ecosystems and related community development work. The 10to4 Mountain Bike Challenge is **where conservation meets adrenaline**.

**3**  
**Days**

14th-16th  
February 2024

**6**  
**Mountain**  
**Challenges**

Challenges include; Extreme,  
Wild, Classic, Rush, Slide and  
Mini

**400+**  
**Participants From**  
**Around The World**

Kenya, Uganda, South Africa,  
Britain, Canada, Germany, USA,  
Tanzania and more

**The Event of**  
**Choice for Kenya's**  
**Elite Cyclist**

Ridden by Kenya's elite cyclists  
including David Kinjah (mentor to  
Chris Froome) and the Safari  
Simbaz.



*I did the Wild this year, and on Day 1 at the second water stop I had a brief chat with the couple manning that water point. I mentioned that last year I had reached that water point from the other side, and they laughed, "oh, are you one of those crazy ones?!". And indeed, it dawned on me that I was crazy. Cycling through the most beautiful scenery, with nice people handing out water and delicious snacks every so many kilometres, I was indeed crazy to have opted for the shorter route! Let me train and see you again for the Extreme next year! Many thanks for the fantastic organisation and everyone involved for making it happen!*

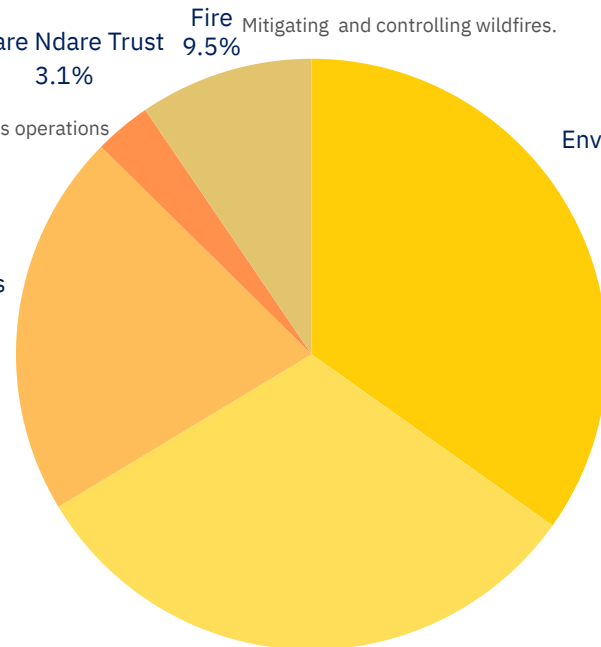


# 02 Adventure For A Cause



**FEB** 2025  
**'14-16**

## All Proceeds Go To Conservation...



Part of the funds go towards the Ngare Ndare Trust's operations

Environmental Education  
34.8%

Education and community sensitisation on the sustainable utilisation of natural resources on top of health education for both youths and adults is essential in nurturing a collective responsibility towards conservation and holds the key to sustainability over future generations. The project reaches over 3500 students annually. The funds also support the Borana Education program 'Mazingira Yetu'

Community Health Projects  
21.0%

Improving access to affordable healthcare services to 50,000 people annually while reaching over 150,000 with health education and awareness information, both youth and adults.

Rangers Welfare & Security  
31.5%

Empowering our patrol operations towards ecosystem threats intervention and catering for the welfare of the Mount Kenya rangers as they lead front line conservation efforts while navigating harsh terrain.

## ... And Community Development Projects across Mount Kenya and Laikipia Landscapes



# 03 Annual Impacts



**31,624 KMS**

covered in biodiversity protection and wildlife monitoring efforts on Mount Kenya

**279,226**

Trees planted



**10**

schools now have free access to clean water throughout the year



**235,753**

Gained access to free primary healthcare services and information.



**5869**

People reached through community sensitisation on conservation

**3500**

Students reached through the Junior Ranger Program







**01. Sustainability-Driven Brand Positioning**

Align your brand with a prestigious event centered around conservation, enhancing your reputation as a forward-thinking, environmentally responsible business.



**02. Boost CSR Credentials and Brand Loyalty**

Show your commitment to social responsibility by supporting conservation and community projects in the Mount Kenya region. This strengthens your brand's image and builds deeper connections with conscious consumers. You will receive regular updates on project impacts to upon request.



**03. Exclusive Brand Positioning Opportunities**

Be part of creating unforgettable, immersive experiences. This is an opportunity to network and position your brand to a local and international audience base consisting potential clients and future partners for your business or organisations.



**04. Direct Marketing & Activation Opportunities**

Capitalise on the event's large, engaged international audience with lead generation opportunities through social media marketing and on-site activations. You can coordinate to send a your marketing representatives to represent your brand



**04. Maximize Brand Exposure with Strong Media Visibility**

Benefit from extensive media visibility across local and global outlets, with opportunities for product placement, branded content, and logo visibility in a high-energy, natural and memorable setting.

# 04 Brand Visibility



**FEB**  
**14-16** **2025**

**400+**

Target Market Consisting Potential Clients, Donors, Partners, Adventure and Conservation Enthusiasts from around the globe.

**1 Million +**

Digital Engagement through endorsements on Mount Kenya Trust, 10to4 and Influencer Digital Assets including Social Media, Email Marketing Channels, Digital Print Media Channels, Search Engine and Websites.

## Product Placement

An avenue for brand positioning through banner displays, merchandise and display stands with a chance to have send in your marketing representatives

## Content Generation For Sponsors





# 05 Testimonials

Well folks, as a newbie to the 10to4 I would like to thank everyone for a great weekend and for making me feel so welcome. My aim was to start and finish without falling off - I achieved this, so success all round. A big thank you to the more experienced and faster riders who passed me saying "well done, keep going". I will encourage others who think they are too old (over 65) to experience this most inspiring ride and brilliantly organised event.



Bravo to the organisers, we drove the 1,500kms from Kilifi to the mountain and back, we are bumpy and bruised, torn and tattered but your dedication ensured a memorable experience, we eagerly anticipate returning in 2025 for more thrilling adventures.



What a privilege to cycle through this amazing landscape!  
Thanks to all the organisers and volunteers for a great event!



# Sponsorship Options



**FEB**  
**14-16** **2025**

## **Title Sponsor: KeS 4,000,000 \*Available**

**Platinum PLUS Sponsor:** KeS 2,000,000 \*Available

**Mini 10to4 (Children's Race) Title Sponsor:** KeS. 300,000 \*Available

**Platinum Sponsor:** KeS 1,000,000 \*Available

**Gold Sponsor:** KeS 250,000 \*Available

**Silver Sponsor:** KeS 130,000 \*Available

**Bronze Sponsor:** KeS 70,000 \*Available

**Water Stop Sponsor:** KeS 65,000 / 40,000 \*Available

**Friends of MKT Sponsors:** KeS 35,000 \*Available

**Vendors :** KeS 35,000 \*Available



# Package Details



**FEB**  
**14-16** **2025**



## Title Sponsor (KeS. 4,000,000)

- **Exclusive Naming Rights**

- The event will carry the title sponsor's name, e.g., "The [Sponsor Name] 10to4 Mountain Bike Challenge."
- The sponsor's name will be featured prominently across all communication platforms, including website, social media, email campaigns, and press releases.

- **Full Branding & Positioning**

- Lead position on all event branding materials:
  - Start and finish lines
  - Race bibs
- Largest logo on banners, posters, and all promotional items.

- **Grand Prize Presentation**

- Opportunity to present the grand prize to the overall winner during the awards ceremony.
- Speech at the prize-giving event.

- **Premium Merchandise Branding**

- Sponsor logo on official event merchandise (t-shirts, caps, gift bags etc).

- **Branding Along Event Route**

- Sponsor banners displayed at key points along the race route.

- **Media & Digital Coverage**

- Full-page advert in the event program.
- Company profile in the press pack.
- Regular mentions on social media platforms (Facebook, Instagram, Twitter) by both 10to4 and Mount Kenya Trust channels.
- Inclusion in digital assets such as newsletters, websites, and email marketing campaigns for pre-event, during-event, and post-event exposure.
- Logo inclusion on the 10to4 and Mount Kenya Trust websites for 3+ months post-event.
- Special recognition in all media relations activities.

- **Exclusive Product Placement Opportunities**

- Ability to showcase products at key event moments, such as water stops, rest stations, and the finish line.
- Product giveaways and sampling opportunities.
- Opportunity to put up a marketing stand.

# Package Details



**FEB**  
**14-16** **2025**

## ★ Platinum Plus Sponsor (KeS. 1,000,000)

- Full branding and positioning as Platinum sponsor across the event
- Presentation of Prize during Prize Giving
- Branding along event route (to be provided by sponsor)
- Banners at water stops (to be provided by sponsor)
- Full page advert in event programme
- Company profile in press pack
- Marketing tent at the race village
- Regular social media coverage on 10to4 and MKT channels via Facebook, Instagram, Twitter

### Your company logo on:

- Event programme
- Winner banner (size relative)
- 10to4 website
- Mount Kenya Trust website
- Mount Kenya Trust newsletters (post event 3+ months)
- All mailings for the event
- Winners podium (1st, 2nd, 3rd)

## ★ Gold Sponsor (KeS. 250,000)

- Placement of branded item inside goody bag
- Branding along event route (to be provided by sponsor)
- Banners at water stops (to be provided by sponsor)
- Full page advert in event programme
- Company profile in press pack
- Marketing tent at the race village
- Regular social media coverage on 10to4 and MKT channels via Facebook, Instagram and Twitter

### Your company logo on:

- Event programme
- Winner banner (size relative)
- 10to4 website & Mount Kenya Trust websites
- Mount Kenya Trust newsletters (post event 3+ months)
- All mailings for the event



# Package Details



**FEB**  
**14-16**  
**2025**



## Silver Sponsor (KeS. 130,000)

- Branding along event route (to be provided by sponsor)
- Banners at water stops (to be provided by sponsor)
- Half page advert in event programme
- Company profile in press pack
- Regular social media coverage on 10to4 and MKT channels via Facebook, Instagram, Twitter.

### Your company logo on:

- Event programme
- Winner banner (size relative)
- 10to4 website
- Mount Kenya Trust website
- Mount Kenya Trust newsletters (post event 3+ months)

## Mini 10to4 Title Sponsor (KeS. 300,000)

- Branded bottle and logo on a t-shirt and goody bag for mini cyclists.
- Branding opportunities – bring your marketing materials (teardrops, tents, bunting)
- 4 social media posts
- Your team participation
- Recognition by awarding each mini winner
- Company logo on podium banner, event program, 10to4 website, MKT website, all mailings for the event

## Play Area Sponsor: KeS. 100,000

- Branding opportunities – bring your marketing materials (teardrops, tents, bunting)
- 3 social media posts
- Your team participation
- Company logo on podium banner, event program,

# Package Details



**FEB**  
**14-16** **2025**

## ★ Bronze Sponsor (KeS. 70,000)

- Branding along event route (to be provided by sponsor)
- Banners at water stops (to be provided by sponsor)
- Advert in event programme
- Company profile in press pack
- Regular social media coverage on 10to4 and MKT channels via Facebook, Instagram, Twitter

### Your company logo on:

- Event programme
- Winner banner (size relative)
- 10to4 website
- Mount Kenya Trust website
- Mount Kenya Trust newsletters (post event 3+ months)

## Friends of Mount Kenya Trust Sponsor (KeS. 35,000)

- Social media coverage on 10to4 and MKT channels via Facebook, Instagram and Twitter

### Your company logo on:

- Event programme
- Press pack
- Winners banner (size relative)
- 10to4 website sponsors page
- Mount Kenya Trust website
- Mount Kenya Trust newsletters (+3 month post event)

## Vendor Space: KeS. 10,000 (Targeting 5 Businesses)

- Space to market or sell your products/service
- Branding opportunities – bring your marketing materials (teardrops, tents, bunting)
  - 2 social media posts
- Company logo on podium banner, event program



# 07 Package Summary



**FEB**  
**'14-'16** **2025**

## Sponsorship Packages Summary

	Full branding and positioning.	Grand prize presentation	Branded Goodie Bags	Branding Along Event Route	Banners At Water Stops	Full page ad in event programme	Company profile in press pack	Marketing tent at the race village	Digital Media Coverage	Named Water Stops on route maps	Website and Annual Reports
<b>Platinum Plus Sponsor</b> KeS. 1,000,000	✓	✓		✓	✓	✓	✓	✓	✓		
<b>Gold Sponsor</b> KeS 250,000				✓	✓	✓	✓	✓	✓		
<b>Silver Sponsor</b> KeS 130,000				✓	✓	✓	✓		✓		
<b>Water Stop Sponsor</b> KeS 65,000 (unmanned) KeS 40,000 (manned)					✓					✓	✓
<b>Friends of MKT Sponsor</b> KeS 35,000											✓

Company Logo on...	Event Program	Winner banner (size relative)	10to4 Website	Mount Kenya Trust Website	MKT newsletters (3+ months post event)	All mailings for event	Winners podium (1st, 2nd, 3rd)	Press Pack
<b>Platinum Plus Sponsor</b>	✓	✓	✓	✓	✓	✓	✓	
<b>Gold Sponsor</b>	✓	✓	✓	✓	✓	✓		
<b>Silver Sponsor</b>	✓	✓	✓	✓	✓			
<b>Water Stop Sponsor</b>	✓	✓	✓	✓	✓			
<b>Friends of MKT Sponsor</b>	✓	✓	✓	✓	✓			✓

# Contact Us

**E-Mail:** [10to4@MountKenyaTrust.org](mailto:10to4@MountKenyaTrust.org) - for general enquiries about the event, sponsorship, concessions and all other queries.

**Telephone:** +254 740 967 679

**Postal Address:** 10to4 Mountain Bike Challenge c/o The Mount Kenya Trust  
P. O. Box 690-10400, Nanyuki, Kenya

