



Sponsorship Proposal

www.10to4.org

01. Introduction



FEB
18-20
2022

One of the best-kept secrets on Africa's adventure tourism calendar is the Mt. Kenya mountain bike race, with courses for all abilities.

Raising money for the Mount Kenya Trust, riders in the main day of event start at an altitude of 10,000ft and drop through alpine moorlands, forests, and game-filled plains to end on a private wildlife conservancy at 4,000ft.



02. About The Event



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The **10to4 Mountain Bike Challenge** is the largest cycling event in Kenya

- A **three day event**, consisting of 6 mountain bike races for all abilities (from children to elites) and a horse-back safari.
- **400+ participants** take part from all over the world (from Kenya, South Africa, Britain, Germany, USA, Tanzania).
- The **Classic** ride, which has become synonymous with the 10to4, starts at **10,000 feet** dropping to **4,000 feet** through Mount Kenya National Park, Ngare Ndare Forest Reserve, Borana Conservancy and a range of private land and farms.
- Ridden by Kenya's elite cyclists including David Kinjah (mentor to Chris Froome) and the Safari Simbaz.
- Featured in regional and national media



03. Why Sponsor 10to4?



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1. Corporate Social Responsibility impact

Show that you are working with the communities of Kenya. All proceeds go to the Mount Kenya Trust who support the people, forest, wildlife and water on Africa's second highest mountain.

2. Great PR! Social media promotions and stories

We will give you stories and media to promote how you are helping Kenya through your partnership with the 10to4.

3. Advertisement and branding at three-day race event held in central Kenya

Branding on event merchandise including t-shirts, goodie bags, banners, event programme, prize giving, website and social media.*



04. Sponsorship Options



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Title Sponsor *Taken by Tropic Air, Nanyuki

Mini 10to4 (Children's Race) Sponsor *Taken by eastafrican.com

Platinum Sponsor: KeS 1,000,000 (\$10,000)

Gold Sponsor: KeS 250,000 (\$2,500)

Silver Sponsor: KeS 100,000 (\$1,000)

Water Stop Sponsor: KeS 65,000 / 40,000 (\$650/ \$400)

Friends of MKT Sponsor: KeS 25,000 (\$250)



05. Package Details



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Platinum Sponsor (KeS. 1,000,000)

- Full branding and positioning as Platinum sponsor across the event
- Presentation of Prize during Prize Giving
- Branded goody bags and placement of item inside 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 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)

05. Package Details



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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 channels via Facebook, Instagram and 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

05. Package Details



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Silver Sponsor (KeS. 100,000) *Previously known as “Friend of Mount Kenya”*

- 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
- Regular social media coverage on 10to4 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)

05. Package Details



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Water Stop Sponsor (KeS. 65,000 unmanned/KSh. 40,000 manned)

- Company banners/branding at Water Stop (to be provided by sponsor)
- Named Water stop on route maps
- Options include manned or unmanned
- Some social media coverage on 10to4 channels via Facebook, Instagram and 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)

05. Package Details



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Friends of Mount Kenya Trust Sponsor (KeS. 25,000)

- Social media coverage on 10to4 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)

05. Package Details



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Sponsorship Packages Summary

	Full branding & 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	Regular social media coverage	Named water stop on route maps	Social media coverage
Platinum Sponsor KeS 1,000,000	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Gold Sponsor KeS 250,000			✓	✓	✓	✓	✓	✓	✓		
Silver Sponsor KeS 100,000				✓	✓	✓	✓		✓		
Water Stop Sponsor KeS 65,000 (unmanned) KeS 40,000 (manned)					✓					✓	✓
Friends of MKT Sponsor KeS 25,000											✓

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
Platinum Sponsor	✓	✓	✓	✓	✓	✓	✓	
Gold Sponsor	✓	✓	✓	✓	✓	✓		
Silver Sponsor	✓	✓	✓	✓	✓			
Water Stop Sponsor	✓	✓	✓	✓	✓			
Friends of MKT Sponsor	✓	✓	✓	✓	✓			✓