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# SPONSORSHIP PROPOSAL

VUSA 24 HOUR CYCLE  
CHALLENGE

PREPARED BY  
NIKKI MATTHEWS





# ABOUT THE EVENT

The VUSA 24-Hour Cycle Challenge began during the pandemic and has evolved into a major community event. This year, we anticipate over 1000 participants, including students from 12 schools and various corporate teams, making it the most exciting edition yet.

## Event Details

**Date**

**24 - 25 August 2024**

**Time**

**9 AM**

**Venue**

**Bishops Diocesan College  
Piley Rees Field**



# ABOUT VUSA

The VUSA Rugby and Learning Academy is dedicated to improving the lives of primary school children in the Langa community. Through our sports programs, we nurture talent and instill values such as teamwork, discipline, and leadership. Our academic programs in English, mathematics, homework assistance, and coding aim to enhance educational outcomes. Additionally, we address food security by providing a hot daily meal to every child.





# OUR VISION



Our vision is a South Africa where a child's financial circumstance does not determine access to excellence. A place where all children have access to quality educational, sporting, and cultural opportunities. A society where every child has a safe space to grow, never goes to bed hungry and has access to adults who guide and protect them to become socially aware, financially secure, and active South African citizens.

# OUR MISSION

Our mission is to offer support and mentorship to children in the Langa community through structured academic, sports, feeding, and extramural programs. We aim to provide them with the skills and opportunities necessary to enhance their lives and futures.



# SPONSORSHIP

# OPPORTUNITIES

## PRIZE SPONSORSHIP

- **Adult Team prizes**

Prizes for top-performing teams of 6.

- **High school team prizes**

Prizes for top-performing teams of 6.

- **Primary school team prizes**

Prizes for top-performing teams of 12.

- **Individual Prizes**

Small prizes for individual achievements and participation

- **Raffle prizes**

High-quality items to be raffled during the event



# OTHER

## OPPORTUNITIES

R10,000

### Sponsor & brand a team

Teams will receive t-shirts with your corporate logo and you can place corporate branding at the event - your sponsorship funds will be added to your teams fundraising score



### Entertainment sponsor

Sponsor specific entertainment acts (e.g., live bands, magicians, DJs) to gain visibility through association with popular segments of the event.



### Make a donation

Bona fide donations are eligible to receive a Section 18A receipt.

# BRANDING

# & ADVERTISING



## 1 BRANDING IN VENUE

Banners and in-venue branding opportunities - and product mention throughout event



## 2 LIVE STREAM ADVERTISING

Branding and advertising opportunity on event live stream



## 3 MEDIA / SOCIAL MEDIA MARKETING

Logo will be used in all communications including on social media, magazine print,, brochures, programmes, newsletters articles and advertising.



## 4 PRODUCT PLACEMENT AND SAMPLING / MARKET

With prior arrangement, sponsors can showcase their products or services at the event by providing samples, product demonstrations, interactive experiences or sell goods at the market.

# EVENT HIGHLIGHT



**Silent Disco**



**Live music**



**Food & drink**

Live entertainment, including musicians and magicians. Vendors and a licensed bar area. The Tuff Nutterz obstacle course for children. 24-hour security to ensure a safe and enjoyable experience for all. Join Us: By sponsoring the VUSA 24-Hour Cycle Challenge, you will support a transformative program while gaining significant exposure for your brand. Together, we can make a lasting impact on the lives of children in the Langa community.







**THANK**

**YOU!** 

## Contact

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