



THE MT KENYA MTB SERIES: CYCLING WITH A PURPOSE

The Mt. Kenya MTB Tour and Mini-Series stand out by not only offering thrilling races but also aiming to positively impact local communities and the environment around Mt. Kenya.

This is achieved through the fulfilment of the following objectives:-

- Competitive Sports and Tourism: Exposing riders to year-round high-altitude mountain biking in the region.
- Cycling and Youth Development: Boosting cycling in Kenya through youth initiatives with Safari Simbaz Trust, aligning with Vision 2030.
- Community and Conservation: Engaging local communities in conservation efforts to preserve Mt. Kenya's ecosystems..

THE MT KENYA MTB TOUR

The Mt Kenya MTB Tour is a 3 to 5-day multi-stage event in the Mt. Kenya region, open to local and international participants. It starts with a one-day time trial to set race order, followed by endurance rides of up to 100 km per day at altitudes up to 10,000 ft. Riders can join for a day, multiple days, or the entire event, experiencing camaraderie in race villages with fellow riders, crew, and supporters. The overall winning team in each category is determined by aggregated stage times, with daily stage winners also recognized.

MT KENYA MTB SERIES – ONE DAY EVENTS

As preparation for the main Mt Kenya MTB Tour, Africa Extreme organizes the Mt. Kenya MTB Mini Series: three annual training events held in diverse locations.

- The Kari Challenge held at KALRO Muguga: 26th July, 2025
- The Naro Moru Trail Trial held in Naro Moru: 26th and 28th September 2025 (part of the Naro Moru Cycling Festival)
- The Githunguri Adventure held in and around Githunguri town: 12th April, 2025

The one-day Mt. Kenya MTB Series events feature rides of up to 60 km each, with winners decided and prizes awarded on the same day. Some events include a kids' race (Ages 5-16) aimed at introducing young riders to MTB racing and developing their skills. Event structures follow the standard MTB Series format, though adjustments may be made based on participant demographics.

[CLICK TO DOWLOAD THE FULL SERIES PROPOSAL](#)

[CLICK TO DOWNLOAD THE ONE DAY PROPOSAL](#)

SPONSORSHIP OPPORTUNITIES

Despite being a relatively new sport on the Kenyan scene, Cycling has become one of the fastest-growing sports in recent years, particularly since the pandemic.

Benefits of sponsorship include but are not limited to the following:-

BRAND MARKETING

- Brand a portion of the event - the route, water stations, event venue, and start/finish areas
- Feature your company logo on all publicity materials
- Right to brand marshal's bibs, safety sacks and officials
- Right to conduct activations; display of products and sampling

PUBLICITY

- One-on-one engagement with participants and spectators
- Brand promotion across event counties through badges, newsletters, posters, flyers, and tickets.
- Mentions in email blasts, on the event web site and on the event's social media platforms
- Mentions during interviews, press releases, media campaigns, launch event(s) and prize-giving ceremonies
- Possibility of naming a trophy
- Cheque presentation

For more information and details kindly contact us:

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