



MT KENYA MTB SERIES
FULL SERIES SPONSORSHIP PROPOSAL

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MT. KENYA MTB TOUR

The Mt Kenya MTB Tour is a 3 to 5 day Multi-stage tour set in and around the Mt. Kenya region.

This event is the culmination of the series and is open to both local and international participation.

Stages are comprised of a one-day time trial to determine race order followed by several days of endurance riding for distances of up to 100 km per day at altitudes as high as 10,000 ft.

Riders are welcome to join the race for a day, 2 days or for the entire duration of the event. Both amateurs and professionals have a chance to experience great camaraderie in the race villages where riders, crew, volunteers, sponsors and supporters following the race will have a chance to mingle at the end of each stage.

The times taken to finish each stage of the race are aggregated to determine the overall winning team in each category at the end of the race. Winners of each stage will be recognized at the end of each day.

Adult entry:

Daily: Kshs 2,000/- ppn

Two days: Kshs 26,000/- ppn

Full Tour: Kshs 70,000/ ppn

International participation:

Two days: USD 200 ppn

Full Tour: USD 550 ppn

Corporate Entry:

Two Days: Kshs 35,500/- ppn

Full Tour: Kshs 80,000/ ppn

Categories: Mens Open, Ladies, Mixed, Junior (Youth ages 16-18)

MT. KENYA MTB MINI-SERIES - ONE DAY EVENTS -

As part of the training and preparation for the main Mt Kenya MTB Tour; a 3 - 5 day multi-stage event; Africa Extreme also organizes the Mt. Kenya MTB Series mini-series: three mountain bike training events held annually in three different locations which include :

- a. The Githunguri Adventure held in and around Githunguri town : 12th April, 2025
- b. The Kari Challenge held at KALRO Muguga : 26th July, 2025
- c. The Naro Moru Trail Trial held in Naro Moru: 26th and 28th September 2025

Each of the one day events is comprised of rides of up to 60 kms each. Winners are determined at the end of each race and prizes awarded the same day.

Some of the mini-series events include a kids event (Ages 5 - 16 years) that is designed to introduce children and teenagers to MTB racing and to develop their technical and competitive riding skills.

The 01 day events are structured according to the standard MTB Series event structure, copy attached, but may be adjusted based on the demographics of the race entry.

Entry fees:

Adult entry: Kshs 2,000/- ppn

Child entry: Kshs 1,500/- per child

Mt Kenya MTB Series 2025 Event Structure (and budget) - See link below

<https://www.mtkenyamtbseries.co.ke/Mt-Kenya-MTB-Series-2023-Event-Structure.pdf>

For cyclists, whether taking part as professionals or as amateurs seeking to pursue a personal challenge, the events offer a professionally executed opportunity to be exposed to some of the most amazing scenery and also to experience exhilarating physical challenges. They offer both a physically and emotionally enriching life encounter while every aspect of the organization of each event is crafted to meet the international standard in terms of event design, route preparation, communication, control of the public along the routes, safety, security accommodation and services.

CYCLING WITH A PURPOSE

What differentiates the Mt. Kenya MTB Tour and the Mt. Kenya MTB mini-series from any other cycling events is that they are more than just a series of mountain bike races; they also seek to make a positive impact on the various stakeholders of the event including the communities and the environment in which the events are hosted, especially Mt. Kenya the surrounding environs.

This is achieved though the fulfillment of the following objectives:-

- Creation of a highly competitive sports and tourism product which provides riders both locally and internationally with exposure to the abundant opportunities for high altitude mountain biking in the region which can be enjoyed all year round.
- Enhancement of the status of cycling as a sport in Kenya and in the region, particularly through several youth development initiatives that are aimed at developing cycling at the grassroots level working in conjunction with the Safari Simbaz Trust. These youth development initiatives are also aligned with supporting Kenya's Vision 2030 social pillar that aims to improve the livelihoods of the youth to make them globally competitive and to capitalize on the nation's international reputation as an "athletic superpower" by positioning the country as a top destination for global sports events, supported by corporate sponsorships.
- Creating opportunities for involvement of the communities in the areas where the events are held in conservation activities that contribute to the preservation of the fragile eco-systems in which they co-exist with nature, particularly that of Mt. Kenya.

SPONSORSHIP OPPORTUNITIES

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

The nature of the sport and the increasing popularity provide excellent opportunities for brands and businesses to benefit as sponsors for enhanced visibility, development of new markets, product activation, team building and CSR engagement in partnership with the Mt. Kenya MTB Series

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

Brand Marketing

- Right to brand a percentage of the event - around the route, water and check points, event venue and sponsor tent and start/finish venue.
- Feature of 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
- Promotion of brand identity in all the counties in which the event(s) takes place
- Visibility on event badges, newsletters, posters, flyers, and tickets
- Mentions in email blasts, on the event website and on the event social media platforms
- Mentions during interviews, press releases, media campaigns, launch event(s) and prize giving ceremonies
- Possibility of naming a trophy
- Cheque presentation

MAIN SPONSOR CATEGORIES

PLATINUM SPONSOR

	Category	Amount	Package Offer
2.	Platinum Sponsor	Ksh. 7,500,000	<u>Main Sponsor</u> Branding on all marketing materials. Branding on race numbers. Branding on all collateral. Branding at the race villages. Branding on the website. Title Banners at start and finish of race. Largest Hospitality Tent Editorial description in official brochure/ programme. Website Banner. Mentions in media press releases and advertisements. Invitation to functions mini-event. Involvement in causes. Free team entry. Category Exclusivity Free team entry (all events)

MAIN SPONSOR CATEGORIES

DIAMOND SPONSOR

	Category	Amount	Package Offer
2.	Diamond Sponsor(s)	Ksh. 5,000,000	<u>Strategic Partner</u> Branding on all marketing materials. Branding on all collateral. Branding on the website. Branding of portions of the route. Hospitality Tent. Editorial description in official brochure/ programme. Mentions in media press releases and advertisements. Logo on website. Invitation to functions mini-event. Involvement in causes. Free team entry into Mt Kenya MTB Tour

	Category	Amount	Package Offer
2.	Gold Sponsor(s)	Ksh. 2,500,000	<u>Official Partner</u> Branding on all marketing materials. Branding at start, finish and select sites on routes Logo on website Branding of portions of the route. Branding on the website. Hospitality Tent. 1 page company information flier in participants bag. Mentions in media press releases and advertisements Invitation to functions mini-event.
2.	Silver Sponsor(s)	Ksh. 1,000,000	<u>Partner</u> Branding of portions of the route. Logo on website Branding on the website. Invitation to main event launch Mentions in media press releases and advertisements. Invitation to functions mini-event. Use of logo on event programme.
2.	Bronze Sponsor(s)	Ksh. 500,000	Use of logo on event programme Use of logo on website Invitation to functions mini-event

NB:

Title sponsorship : 10,000,000/- will be entitled to naming rights for the event and all the rights and privileges that pertain thereto, inclusive of all the benefits that pertain to the Platinum Sponsorship category.

Team Sponsorship

Partner with a team (02 pax) to sponsor their participation in the Mt. Kenya MTB Mini-Series.

As sponsors, the teams you sponsor will become your brand ambassadors for the event and if necessary on to any events or activities in which the winners will participate.

Sponsors will also receive publicity on the communication platforms related to the event(s) and depending on the level of sponsorship will have an opportunity to have your brand represented through placement of banners or activation desks at the event(s)

Team sponsorships are investment in changing the lives of the individuals concerned by building their skill, confidence and competence in cycling as a professional sport.

Opportunities:

- a. The Kari Challenge held at KALRO Muguga : 26th July, 2025
- b. The Naro Moru Trail Trial held in Naro Moru : 26th and 28th September 2025
- c. The Githunguri Adventure held in and around Githunguri town : 12th April, 2025

Kshs : 26,000/- per team, per event

Sponsorship includes travel fare to/from the venue, accommodation and meals for one night and entry fees for the event.

Mt Kenya MTB Tour: Multi-stage tour -

Full series sponsorship for 3 events plus 2 day tour : 135,000/- per team

Full series sponsorship for 3 events plus 5 day tour : 206,000/- per team

Sponsorship is inclusive of travel fare to/from the venue, all accommodation, meals and transport during the four day event.

Rider's jerseys with your brand

Medical evacuation cover for the duration of the event.

Full Series Sponsorship for 2024:

Three pre-events; Mini-series: Kari Challenge, Naro Moru Trail Trial, Githunguri Adventure and the main Mt Kenya Epik MTB Tour

- Competing in 2 day tour 120,000/-
- Competing in 5 day tour 200,000/-

This includes participation of the team in all of the events listed above. Riders will also receive a branded jersey at the start of the series and fully sponsored riders/teams will be featured separately on the event website and in the media communication for the event throughout.

Full team sponsors will also have an opportunity to place their banner at the start/finish site of each event and place and/or place an activation desk.

Not included in any of the sponsorship proposals indicated above is medical cover in case of hospitalization. We recommend that riders have their own basic medical cover and will check evidence of this as one of the required documents upon registration. (Please feel free to contact us should you require some assistance with this)

Event Logistics Sponsorships

- Prize donations

- o Cash Prizes
- o Donations in kind (gifts, goody bags, etc.)
- o Trophies/medals

- Event related materials

- o Water/drinks
- o Transport
- o Shirts/Bibs

Mt Kenya MTB Series Youth Cycling Development Initiatives in partnership with the Safari Simbaz Trust

Safari Simbaz Centre: Naro Moru River Lodge - establishment of the first cycling centre in the Naro Moru area.

The Safari Simbaz Trust was established by David Kinjah in 2008. The name Safari Simbaz denotes the journey that participants who are attached to the educational centre are encouraged to take with a Lion's spirit: courageous, strong, determined and disciplined. These are the characteristics that the centre seeks to impart.

The Naro Moru cycling centre will be a satellite of the main Kikuyu campus and will focus on teaching both road and mountain biking skills, bicycle maintenance, fitness and conditioning. It will also provide some training on being a bicycle guide and riding instructor. Services provided by the centre and those they have trained will be available for the local tourist establishments and community to use on a commercial basis thereby establishing sustainability of the project for the future.

Aside from helping youth develop these life skills with a view to self-improvement, the centre is also a place through which youth with a particular talent are identified and nurtured to develop their pro-cycling skills. The existing centre in Kikuyu offers various incubation programmes under the mentorship of several pro-cycling specialists to develop this talent.

The centre will also be key to:-

- a. Providing support for the professional skill development workshop
- b. Facilitating access to equipment for development of the sport
- c. Assisting in training local clubs and schools and in structuring and coordinating regional competitions
- d. Educating the youth on the various benefits and opportunities available through cycling and cycling related businesses.

Funding raised for this programme will go towards:-

- a. Purchase of a container and office/workshop fabrication
- b. Support for two youth trainers for a period of 12 months: allowance and accommodation
- c. Procurement of equipment required to furnish the centre: furniture, bikes, parts, tools, safety gear etc.
- d. Administrative costs: office communication, transport etc.
- e. Branding of the centre and the staff.

The organisers of the Mt. Kenya MTB Series together with Naro Moru River Lodge and the Safari Simbaz hope to garner the support of corporate sponsors to facilitate the replication of the Safari Simbaz success story beginning with these communities that are located around the Mt Kenya region.

This investment will have a unique impact on changing the lives of the riders by positively impacting themselves, their families and their communities as skilled riders, successful sportsmen and women, mentors and potential entrepreneurs.

Grassroots, regional cycling competitions

As part of the Africa Extreme/Safari Simbaz partnership, the Simbaz centre will be responsible for mobilisation of schools and clubs to participate in three regional competitions within the year. A separate sponsorship opportunity exists to support the each of these competitions to cover;

- a. Marshalls, manpower
- b. Logistics
- c. Prizes for each event

Professional Development Workshop

This will be held at Naro Moru River Lodge immediately prior to the Naro Moru Trail Trial culminating in the race day.

The workshop consists of a three and half day workshop residential workshop which has been designed to equip upcoming riders with both professional riding skills and soft skills to enhance their ability to be successful cycling professionals. The workshop also aims at empowering the participants to be able to sustain a living from the sport as professionals and also as trainers, as mechanics or as qualified tour leaders.

The workshop curriculum will include topics such as financial management, professional etiquette, personal motivation and management and nutrition for athletes conducted by various professionals in the respective fields in addition to practical cycling and bike mechanic skills conducted by members of the Safari Simbaz team led by Kenya most prolific rider; David Kinjah.

Sponsorship opportunities:

- Per rider: 50, 000/-
- Per team: 100, 000/-

Cost is inclusive of:-

- a. Accommodation and meals
- b. Writing and other training materials
- c. Naro Moru Trail Trial and workshop participation fee

Workshop full sponsorship: Kshs 1,000,000/-

- a. 20 riders
- b. Trainers/facilitators
- c. Accommodation and materials
- d. Branding of the workshop
- e. T-shirts for all participants with corporate brand

Riders will be required to bring their own: -

- Mountain Bike
- Personal Tool Kit
- Helmet

Riders that successfully complete the course will receive a certificate of completion.

Participation is open to riders and teams from across the country. Maximum participation will be capped at 25 riders for 2025.

The professional development workshop will take part alongside the Mt. Kenya MTB series in which we encourage most of the participants in the workshop to take part.

Through the Mt Kenya MTB Series we will provide a world class platform aimed at showcasing upcoming young, talented riders, linking them with an both an international audience and opportunities for a bright future.

Youth engaged with and trained through any of the sustainability programmes, both riders and cycling enthusiasts, will also form part of the future workforce that is required in the execution and management of the annual Mt. Kenya Epik events.

Corporate sponsorship of the teams or any of the youth development initiatives will see the sponsors benefit indirectly by being engaged in the following:-

- An opportunity for positive brand positioning of your products
- An opportunity to diversify your audience and engage them in a unique setting
- An opportunity to showcase your commitment to the advancement of local sport
- An opportunity to be involved in conservation and promotion of this world heritage site.

In addition to contributing the establishment of cycling as a major sport and the development of gifted young Kenyan cyclists, we believe this platform will provide various opportunities for partners and sponsors to help put Kenya on the map as a major cycling destination.

Conservation Programmes

Africa Extreme is partnering with the following organisations as part of their commitment to running sustainable events and supporting various conservation programmes that are working towards preserving the pristine habitats and environments in which all of our events take place.

Miti Alliance

Miti Alliance was founded in 2018 as a social enterprise in Kenya. Our drive to formation was inspired by late Prof. Wangari Mathaai's legacy, whose passion to environment torched our vision to SUSTAIN LIFE through planting, growing and maintaining trees by Educating, Empowering and Sustaining the Environment. The soul and heartbeat of humanity is the people and resources that they use to live. Miti Alliance purposed to positively impact the environment for humanity to live in harmony with nature. Our goal is to plant 5 Million trees by 2025 to restore an imbalanced global ecosystem by taking urgent action to combat climate change and its negative impact: SDG13. "We chose to be the citizens that make the difference, however small, to make our environment sustainable." Our mission: SUSTAIN LIFE through planting, growing and maintaining trees through Educating, Empowering and Sustaining the environment. Our Vision: Greening Kenya One Tree At A Time -To help achieve 10% forest cover in Kenya.

Venturing further afield into the area of conservation, Africa Extreme is in the process of forging a relationship with ACF to enhance our engagement in the area of sustainable ecosystem management.

The Africa Conservancy Foundation (ACF)

ACF was established in 2017 and based in Kenya, is the authentic African organization providing thought leadership in solving existing and emerging conservation problems on the continent. While building a track record in delivering tangible outcomes, it will be the trusted and respected partner of funding organizations and philanthropists wishing to be part of the rapidly expanding conservancy movement across the region. ACF seeks to find creative and innovative approaches for attracting capital to secure space for nature engage people and implement programs that ensure sustainable natural resource management. ACF exists to promote the sustainability of conservancies by enabling, supporting and motivating public and private land owners to set aside land for conservation and invest in good land/range land/land-based resources management. This is borne out of an undisputed realization that the viability of wildlife conservancies can only be achieved if the land investment translates into building of equity on the part of the owners, and the difference between the value of the assets and liabilities remains positive or growing. Africa Extreme will be working with ACF to explore ways in which the organisers, participants and the partners can collaborate to achieve the foundations objectives.

For more information on how you can partner with us in giving towards these projects, please feel free to contact us.

Event Organisers:

Africa Extreme

Africa Extreme was founded in 2014 by the following four individuals, each with a passion for sports, youth development and conservation; David Kinjah, Julie Matiba-Wahome, Douglas Wakiihuri and Michael Wamithi. The four teamed-up to offer the innovative, world-class and unique event solutions for local and international participants to take part in and at the same time contribute towards initiatives that support the areas outlined above.

David Kinjah

If you talk to anyone about Kenyan cycling it won't be long before you are talking about David Kinjah. His many achievements and many claims to fame, would individually make him stand out from the rest, but as a whole it makes David Kinjah Kenya's most prolific, active cycling talent. David was the first mentor and training partner of Chris Froome, winner of the 2013 Tour de France, now one of the preeminent cyclists in the world. Chris regularly credits David's early coaching as being the motivation to make him succeed. David has used the experience to form the Safari Simbaz, his cycling team to which he has dedicated over 15 years of spotting, supporting and developing cycling talent in Kenya. Under his tenure, David has nurtured some of the most successful cyclists who are invited all over the world to compete in races. The mentor, coach and team leader is himself an accomplished cyclist, with countless race wins under his belt. Some of the activities organized by Africa Extreme are aimed at supporting the work of the Safari Simbaz Trust through fundraising and professional engagements.

Follow their progress on <http://www.safarisimbaz.com/team>

Julie C.M. Matiba-Wahome

Julie Wahome is a hospitality professional with a BSc degree from Cornell University in Ithaca, N.Y. She has also completed a post graduate certificate programme from the Victoria University of Manchester, Institute of Development Policy and Management, in Manchester UK, and from Cornell University specializing in Hotel Real Estate Investments and Asset Management. She has over thirty years experience working in the Hospitality industry in Kenya, East Africa, in various roles both at unit and corporate level with a focus in Human Resource Development and Marketing. She is currently a director at the Alliance Group; an organization which has various interest's in Real Estate, Education, Hospitality and Agriculture. In addition to her current role at the Alliance Group, Julie also owns and runs several small enterprises involved in real estate development and outdoor recreation. She has been a previous board member of East African Wildlife Society, the Pan African Leadership Foundation - an organisation that seeks to transform our society by nurturing young leaders and The Cluster Foundation - an organisation which raises awareness about and advocates for respect for the rights and dignity of persons living with spinal cord injury. In the recent past she has been more involved in the area of sports, currently holding a seat on the global board of Ambassadors Football, is the Beyond Sports Director for FIM Africa as well as the chair of the Motorcycling Commission of the Motorcycling Sport Federation of Kenya. Julie is also founder and director of Extreme Outdoors Africa; a company focused on outdoor and extreme sports and activity in East and Central Africa.

Each of the events organised by Africa Extreme offer extreme outdoor challenges in locations that are off the beaten path and offer participants a unique opportunity to discover some of the most beautiful and untamed natural habitats in the region. All of our events require that participants be not only in good physical condition, but also have the mental capacity and determination to successfully complete the extreme trials. Africa Extreme is currently run by two of the four founding partners, David and Julie, with Douglas Wakiihuri and Michael Wamithi having moved on to other successful ventures in the area of sports and conservation respectively.

See link for Douglas and Michael's Bio

<https://www.mtkenyamtbseries.co.ke/about/mt-kenya-mtb-series-profile>

Safari Simbaz Trust:

In our quest to develop “champions both on and off the bike”, Africa Extreme is partnering with the Safari Simbaz Trust. This partnership will see the Simbaz working together with the Mt. Kenya MTB Series organisers to develop programmes that target the youth and promote cycling in the counties surrounding Mt. Kenya at grassroots level.

The Simbaz will provide the technical capacity to:-

- Carry out various skill development workshops and programmes
- Assist in structuring local level competitions
- Facilitate access to equipment to develop and support the sport
- Create awareness and train the youth on opportunities/benefits of cycling and cycling related businesses.

Abayomi

Abayomi is a private sporting entity under the VeloNos (Team VeloNitrous) brand. The latter is a very popular name within the cycling community and within it is a team of bike racing enthusiasts who compete in both local and occasionally in international races all year round. It was established in 2016.

The event execution team consists of 8 individuals all of who are professionals in their respective fields and have played a key role in growing the Abayomi brand over the years. They are currently one of the most recognized brands in the cycling community with at least one event every month

Kenya Forest Service and Kenya Wildlife Services

The locations in which all of the events that constitute the Mt. Kenya MTB Mini - Series and the Mt. Kenya MTB Tour are set are natural forest or plains which are located in areas that are mostly managed by the Kenya Wildlife Service or Kenya Forest Service.

As such we work in close collaboration with the respective organisations in selection and preparation of the routes and in management of the event.

With the caliber of athletic founts at its disposal, and in partnership with the organisations above, the Mt. Kenya MTB Series is well on its way to establishing it's premier position as a world class event and one of the major events on the Kenya Sports Calendar.

Africa Extreme & Safari Simbaz Partnership Progress Report - November 2024

The Safari Simbaz organization has made significant strides in engaging children and youth in the Naro Moru region through the development of a 10km MTB trail and hosting training programs for the youth. Partnering with Naro Moru River Lodge, the project has seen success in training youngsters in bike assembly, maintenance, physical training, and environmental conservation. The youth have been involved both as cycling teams and as officials and marshals in the execution of several national and regional cycling events working with Africa Extreme and Naro Moru River Lodge at the Naro Moru MTB Trail and in the Mt Kenya environs.

Notably, the project has produced several promising young cyclists who have excelled in national and international competitions, earning recognition and opportunities to race overseas. The national MTB championships which were hosted at Naro Moru River Lodge saw the Under 12, the Youth under 16 and the Junior Under 18 titles taken by riders developed through the Simbaz programmes. Joseph Nyaga, a product of the Naro Moru Simbaz team represented Kenya in the 2024 All Africa Games in Ghana and is now racing with a Semi -Professional team "Ride United" in the Netherlands. Kenneth Karaya and Jordan Schleck have been signed up by Team Amani for gravel racing both locally and internationally.

Despite recent challenges such as the destruction of bridges due to the heavy rains, the Safari Simbaz have continued to expand their outreach programmes to communities even further afield.

Looking ahead, plans include expanding the range of annual events, growing the Naro Moru Cycling and Sports Festival which will be held for the second time in September 2025, and continuing to positively impact the youth in the community. The success of the project demonstrates the power of sports in nurturing talent, fostering community engagement, and creating opportunities for young individuals in Naro Moru and the greater Mount Kenya region.

We are grateful for the continued sponsorship and support of our partners including TotalEnergies Kenya, Abeyomi, Naro Moru River Lodge and Africa Extreme who have enabled the Safari Simbaz to both strengthen their roots at the original Kikuyu Simbaz Centre, but also to firmly establish the new Simbaz Initiative based at Naro Moru River Lodge. The team will be looking for support to rebuild some of the damaged bridges and infrastructure of the Naro Moru MTB Trail which is core to the training of new young riders and also to grow the community of youth that are involved in the various development activities and sports from the region.

https://www.youtube.com/watch?v=opWXM0P0fBM&ab_channel=Mt.KenyaMTBSeries



THANK YOU

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