



TOYZONE™

KIDS CYCLE RACE



27 May 2018



All proceeds
will help a child

smile
foundation



PROPOSAL 2018



All proceeds will help a child





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THANK YOU



All proceeds
will help a child



YOUR HELP | OUR WORK



SMILE FOUNDATION

is about putting smiles on the faces of children in South Africa!

Smile Foundation is a South African NGO that assists children with any type of facial or other conditions, to receive reconstructive surgery within South Africa. It helps children who suffer from treatable facial anomalies such as cleft lip and palate, all burns, Moebius syndrome (facial paralysis) and other conditions. They are currently based in 8 Academic Hospitals around South Africa. Smile Foundation also invest in the medical teams that they work with, through an Academic Skills programme, and assist the hospitals by purchasing equipment for use by the Departments of Plastic and Reconstructive Surgery.



ABOUT SMILE FOUNDATION



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We encourage kids to participate and create awareness about keeping fit

We highlight fitness, wellbeing and cycling in South Africa

We raise funds and support the Smile Foundation help put smiles on children's faces

Your contribution, no matter how big or small, makes the world of a difference for a child who just wants to smile.

CONCEPT



AGE GROUPS



S : 09h00
F : 09h45



S : 10h00
F : 10h45



S : 11h00
F : 11h45



S : 12h00
F : 12h45

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OUR RULES = YOUR SAFETY

- Register within your age group at least 20 minutes before the race time
- Sign the race indemnity form and have it ready at registration
- Children without helmet are not allowed to race
- Ensure your contact number is written on the race number you receive at registration
- Parents to accompany smaller young groups
- Keep within the race track at all times!

RACE ROUTE | 1.4km

- START on Whiteley Road (Piazza)
 - Turn left into High Street
 - Turn left into Crescent Drive
 - Turn right into Melrose Blvd
- ARRIVE AT THE PIT STOP | REFRESH
- U-turn on Melrose Blvd
 - Turn left into Crescent Drive
 - Turn right into High Street
 - Turn right into Whitley FINISH

IN ADDITION

- Each child receives a medal
- Each child receives a goodie bag
- Celebs and Smile Foundation brand ambassadors will be invited
- Water and refreshments supplied at the event
- Loop around the race track allowed under parents supervision

EVENT DETAILS

ENTRY FEE
R120

CAPACITY
MAX 1500

VENUE
MELROSE ARCH

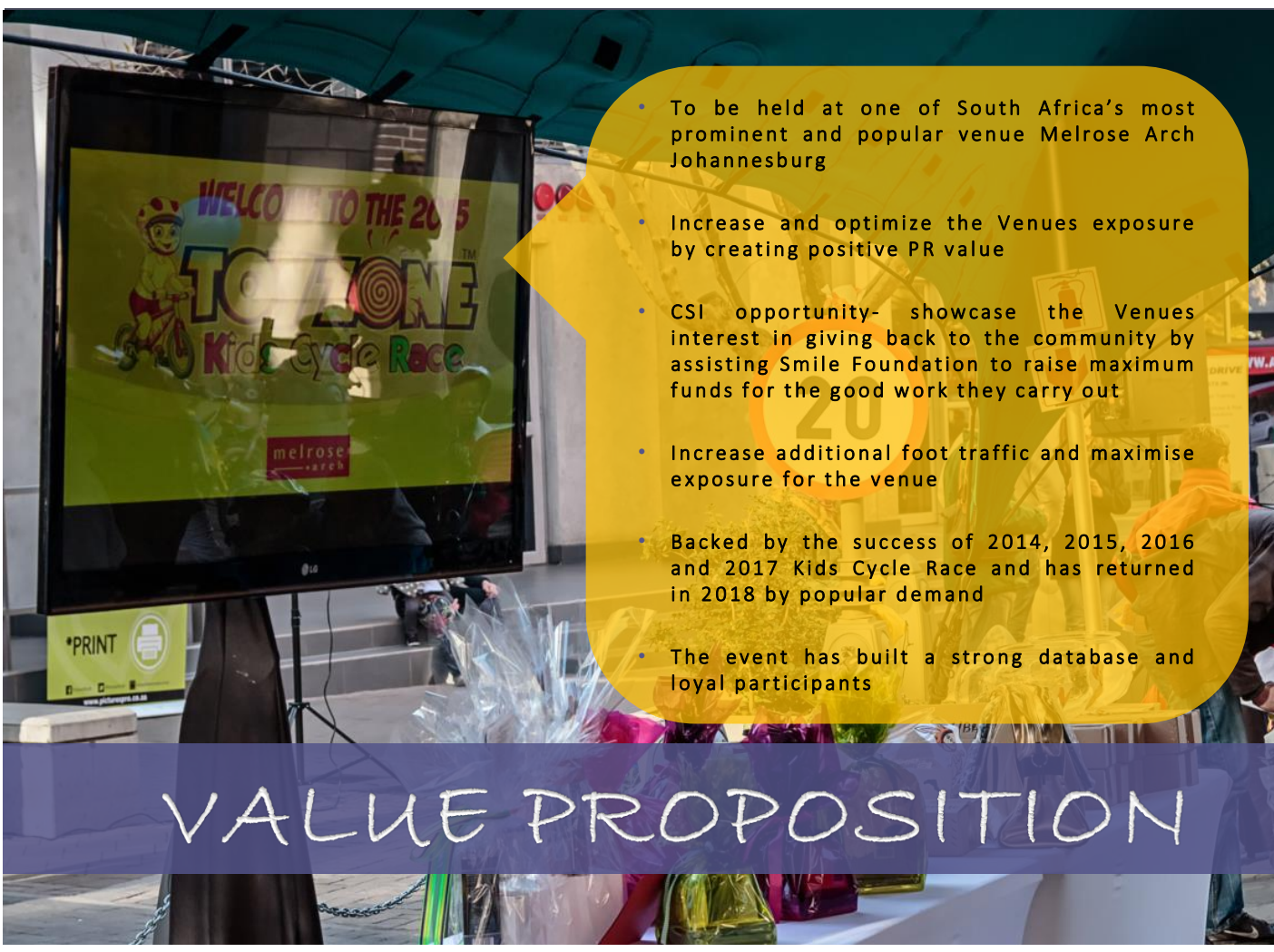
DATE
27 MAY 2018

TIME
9AM TO 1PM



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- To be held at one of South Africa's most prominent and popular venue Melrose Arch Johannesburg
- Increase and optimize the Venues exposure by creating positive PR value
- CSI opportunity- showcase the Venues interest in giving back to the community by assisting Smile Foundation to raise maximum funds for the good work they carry out
- Increase additional foot traffic and maximise exposure for the venue
- Backed by the success of 2014, 2015, 2016 and 2017 Kids Cycle Race and has returned in 2018 by popular demand
- The event has built a strong database and loyal participants

VALUE PROPOSITION



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SAVE THE DATE



27 MAY 2018

Melrose Arch | Start at 09h00
www.smilefoundationsa.org | 011 325 6480

All proceeds goes to:



- Posters & Flyers at local gyms targeting the V-clubs
- Distribute flyers at Schools/ at the venue
- Communication with The Learning Point | database share
- D6 School communicator
- Clamber Club
- Child Magazine
- Social Media drive across all sponsors platforms
- Radio Stations (possible live streaming from the venue)
- The venues advertising platforms



All proceeds will help a child



MARKETING & PR



We are pledging all schools to host a 'School Stand' (gazebo size), where fudge, pancakes, ice-lollies or lemonade can be sold, where all proceeds go to Smile Foundation.

- School (Brand) gains awareness
- Schools teach children to help other children
- School values and legacy to be well demonstrated to the public

SCHOOLS INVOLVEMENT



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A LOOK BACK

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TOYZONE™

KIDS' CYCLE RACE



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THANK YOU

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