



Cycleton



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SPONSORSHIP PROPOSAL

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CHOC Childhood Cancer Foundation SA

Cancer takes an enormous toll on everyone it touches. But it is possible to survive its ravages and end up stronger, wiser and more compassionate for having endured the journey. At CHOC we aim to provide the best possible support for children with cancer and life-threatening blood disorders, and their families. Beginning as a parent support group in 1979, CHOC then developed into a nationwide organization.

Our holistic approach includes emotional support in the hospital wards, from diagnosis onwards and practical support ranging from accommodation, transport, nutritional support.

Without our support, many children – particularly from low-income families living far from treatment centres – would not be able to access, or adhere to, the necessary but arduous treatment cycle, which can last over three years.



"Keeping more than hope alive"

Introduction

South Africa's premier stationary cycling charity event will once again be held at Melrose Arch on the 9th of September this year. The popular six-hour event is packed with energy, great fun and entertainment, and draws crowds of shoppers and onlookers to the pulsing music and action packed event.

Each hour of stationery bike cycling gives you options so its challenging but achievable for your own level of fitness.

Details of the Event

Event Name : The Cyclethon at Melrose Arch

– Keeping more than hope alive one pedal stroke at a time

- Date : Saturday 9th September 2023
- Venue: Melrose Arch
- Time: 08h00 – 13h00 (5 hours)
- Bikes: 140 Bikes
- Cost : R160 per person



Adults and children (from 12 years) Cyclethon Concept

With 140 bikes on offer for the full 6 hours. Bikes are charged at R160 per bike per hour. Bookings are essential as space is limited and social distancing compliant. You have the option to book for as many hours as you wish to cycle.

Every session is made up of a 50 minute ride with a qualified instructor, who guides you through correct technique and resistance to give you an excellent fun workout.

Not only will you be chiselling your waist line you will also be cycling for a worthy cause and great charity being the CHOC Childhood Cancer Foundation SA.

As a non-profit organisation, CHOC assists over 150,000 children annually, regardless of their ability to pay.

Denise Modlin, fitness trainer and professional spinning instructor for over 36 years and the spear founder of the event will take you on a ride to remember. Denise has been organising sports events for the past 26 years.



Melrose Arch- our Host Venue

Melrose Arch has been the home of Cyclethon for the last 9 years.

Melrose Arch is not only hosting the event but will also support the advertising and marketing of this event.

They allow the promotion of event by advertising on the following platforms:

- Big screen advertising
- Concierge desk screens
- Newsletter
- Social media posts
- Boosted social media posts
- Advertising on the Piazza (2 days)
- Fabric Frame Alcove next to parking pay points

melrose
— • arch



Headline Sponsor – R200 000

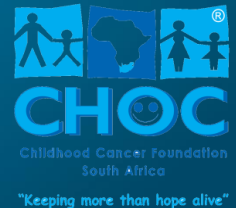
- Naming Rights of the event
- Official Recognition as the headline sponsor of the event
- Branding and first option to an activation stand
- Brand exposure on all marketing materials
I.e. posters, flyers, entry forms and the electronic booking portal
- Advertising on the Piazza (2 days)
- Collaboration with Charity's PR Campaign including advertising in emailers, logo placement on websites and social media posts
- Mention on Charity's digital platforms by way of social media posts
- Opportunity to hand out branded items to participants, such as t-shirts, water bottles, towels, caps. Etc.
- x20 complimentary entries to participate in the event



"Keeping more than hope alive"

Hourly Sponsor – R50 000
(limited to 5 hourly slots)

- Co Naming rights of the specific hour session
- Branding allocation area's
- Brand exposure on all digital platforms that are to promote the event. E.G all social media platforms and electronic booking portal
- Advertising on the Piazza (2 days)
- Collaboration with Charity's PR Campaign including advertising in emailers and logo placement on websites
- Mention on Charity's digital platforms in the form of social media posts
- Opportunity to hand out branded items to participants, such as t-shirts, water bottles, towels, caps. Etc.
- x10 complimentary entries to participate in the event



ROI for Sponsors



Supplier	Description	Unit	Cost ex vat	Total Value
Guerilla Special Ops	Moove Gym fabric banner	1		R 15 000,00
Guerilla Special Ops	Corlett Drive Billboard Below BP			R10 000,00
Guerilla Special Ops	A1 Posters	1		R5 000,00
BOO Media	Corlett Backlit Billboard	1		R20 000,00
BOO Media	Piazza and Sqaure screens (can't be used exclusively for event)	1		R30 000,00
Melrose Arch	One on Whiteley and Retail Concierge desk screens	1		R10 000,00
Melrose Arch	Newsletter over 35k subscribers	1		R10 000,00
Melrose Arch	Social Media paid advertising	1		R5 000,00
Melrose Arch	Activation Slip and Cross Street (50sqm)	1		R10 000,00
Melrose Arch	Event Area - Piazza	1		R80 000,00
Melrose Arch	Storage Facility	1		R20 000,00
Total				R 215 500,00

A look at previous Cyclethon events at Melrose Arch



"Keeping more than hope alive"

Contact Details

Contact Denise Modlin
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Hedley Lewis, CHOC CEO: “For children and families facing cancer, the COVID 19 pandemic has made the challenges of their diagnosis all the more daunting. CHOC Childhood Cancer Foundation South Africa wants to help these families, so that they do not face this fight alone.”

