



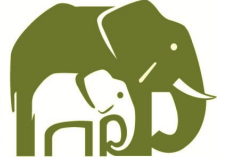
*Cycle With the Rhino 2011*

Platinum Sponsor

**Standard Chartered**



**KENYA  
WILDLIFE  
SERVICE**



**CYCLE WITH THE RHINO 2011  
17<sup>TH</sup> SEPTEMBER 2011  
LAKE NAKURU NATIONAL PARK**

**EVENT SPONSORSHIP PROPOSAL**



***Come cycle wild!***



**CCS *Coca-Cola Sabco***  
**Entertainment & Beverage Sponsor**





*Cycle With the Rhino 2011*

Platinum Sponsor

Standard Chartered



#### Our Friends and Partners,

*Cycle with the Rhino 2010* could not have been a more spectacular event, thanks to corporate sponsorship and support!

With over 100 cyclists battling the wildlife infested dusty tracks of Lake Nakuru National Park, **'The bird watchers paradise'** and an exciting circuit through the Nakuru district environ, the event helped to raise Kshs. 7 million for rehabilitation and maintenance of the park's 74kilometer perimeter electric fence. This event plays a major role in the management of human wildlife conflict and promoting a sustained public awareness campaign for the survival of the park in a region facing critical environmental and social challenges.

Lake Nakuru National Park's sustainability is highly threatened by the increasing urbanization, pollution, land de-gradation and loss of biodiversity as a result of deforestation in the Mau Forest Complex. Research has shown that unless immediate solutions are found, **we will lose this important eco-system in a period of 8years!**

*Cycle with the Rhino 2011* will challenge the strength, endurance and spirit of every professional cyclist and provide an extremely thrilling experience for sponsors, spectators and the media. This year's race will take competitors through the exciting Nakuru town to an adrenaline filled adventure in the Lake Nakuru National Park and its surroundings.

Cycle with the rhino is held annually to mobilize funds which we use to facilitate sensitization of local communities on the importance of protecting and conserving wildlife species and implementation of CSR projects for people living around the park.

Join us again this year through sponsorship and participation of ***Cycle with the Rhino*** race and contribute towards the survival of Lake Nakuru National Park for future generations.

The details and levels of sponsorship are listed herein. We look forward to hosting you!

**JULIUS KIPNG'ETICH, CBS**  
**DIRECTOR, KENYA WILDLIFE SERVICE**





# Cycle With the Rhino 2011

Platinum Sponsor

# Standard Chartered



### Partner with KWS and benefit through

- Media publicity opportunities to a TV audience of over 5 million viewers
- Brand visibility to an audience of over 7,000 people
- Product and customer interaction opportunities
- Team building opportunities for your corporate team



### Cycle with the Rhino 2010 Highlights

- Over 60 cyclists and 20 corporate organizations
- Over 5,000 people from the local communities, and tourists
- After event party for all corporate partners after the event



Sarova Lion Hill Camp

### Cycle with the Rhino 2011 will feature;

- The Elite race, Amateur race and Junior race
- Corporate Expo Village
- Kids fun village
- After event Party



Lake Nakuru Lodge

## SPONSORSHIP PACKAGES

Platinum Sponsor	Standard Chartered bank
Entertainment & Beverage Partner	Coca-Cola Sabco
Official Media Partner	TV/ Newspaper coverage
Gold Sponsor	Kshs. 1,500,000
Silver Sponsor	Kshs. 1,000,000
Bronze Sponsor	Kshs. 500,000
Event Partners	Kshs. 250,000
Thirst Partner	Kshs. 250,000
Post-To-Post Sponsors	1 Post@ Kshs. 6,500 (Minimum of 10 posts)

Nakuru Business Association



\*See attached branding guide for sponsors' benefits.





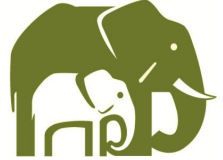
*Cycle With the  
Rhino 2011*

*Platinum Sponsor*

**Standard  
Chartered**



**KENYA  
WILDLIFE  
SERVICE**



## **RACE ENTRY CHARGES**

- |                     |  |
|---------------------|--|
| 1. Elite cyclists   | Kshs. 10,000 per rider                   |
| 2. Amateur cyclists | Kshs. 2,000 per rider                    |
| 3. Children's Race  | Kshs. 500 per rider (below 18yrs)        |
| 4. Corporate Team   | Kshs. 50,000 per team (5 riders maximum) |

**N/B:**

The closing date for all Race Entries is **10<sup>th</sup> September 2011**

**ALL charges are standard and apply to Kenyan citizens, residents and foreigners (tourists)**

## **Rules and Regulations**

- 1) An Entry Form along with the appropriate entry fee is to be submitted by the closing date on the entry form for riders to count in the series.
- 2) Competitors who enter the series will be required to stand down and marshal one event or supply a marshal for their event in question.
- 3) A Leaders Jersey will be presented to the overall Competition leader after stage One. The Leader will be determined on an overall finish time basis.
- 4) Points will be awarded after each stage as follows 1<sup>st</sup> 100 pts, 2<sup>nd</sup> 80, 3<sup>rd</sup> 60, 4<sup>th</sup> 50, 5<sup>th</sup> 60 down to the final finisher.
- 5) Any rider competing in a Race Series event is eligible to take away any awards. However only those riders entering the race by the closing date will qualify for the overall awards.
- 6) Competitors must sign on for each event at the designated Event Headquarters, which will open 1 hour before the scheduled event start. Signing on will close 30 minutes prior to the start. Any competitor who has failed to sign on by this time will be unable to start.



**CCS** *Coca-Cola Sabco*  
**Entertainment & Beverage Sponsor**

**Safaricom**



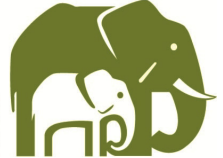
*Cycle With the Rhino 2011*

Platinum Sponsor

Standard Chartered



KENYA  
WILDLIFE  
SERVICE



- 7) Race numbers will be issued at the start of the race and competitors will retain this number for the entire race. It is their responsibility to keep it safe. It must be worn on the rear pockets of the Jersey.
- 8) Should any Competitor wish to retire from the race, they must report to a race judge at any of the stages immediately.
- 9) Alcoholic drinks or other food items except the designated water bottles are not to be handed up to riders during competition.
- 10) The race judges will impose penalties on any rider who infringes race regulation or is deemed to be riding to the danger of other riders. These may take the form of a time penalty or disqualification. Appeals may be lodged in writing within thirty minutes of the stage results being posted and must be addressed **FAO the Chief Commissar**.
- 11) A Neutral Service Vehicle will be provided where possible and endeavour to service riders. Competitors are required to provide their own wheels which must be labelled prior to handing them to the Neutral Service Team.
- 12) The event organizer is permitted at his discretion to run a "B" CATEGORY race in conjunction with the main event. However, entries into this event will be at the organiser's discretion. The Same Rules apply.
- 13) The series will run in accordance with the Technical Regulations of the Amateur Cycling Association of Kenya and it is the Competitors responsibility to familiarise themselves with these rules. The Chief Commissars decision is final!!

**For booking please contact;**

Cycle with the Rhino Secretariat

Lake Nakuru National Park

Tel: 0702185178

Email: [cycle@kws.go.ke](mailto:cycle@kws.go.ke)

OR

Kenya Wildlife Service

Resource Mobilization Department

DL: 020-2107457. ML: 0726610508/ 0735663421

Email: [kwanjala@kws.go.ke](mailto:kwanjala@kws.go.ke)



CCS *Coca-Cola Sabco*

Entertainment & Beverage Sponsor

*Safaricom*