



1 March 2018

Whom it may concern

Berg River Canoe Marathon 2018 Team Event Sponsorship

Sweeping changes have been made to the format of the iconic Berg River Canoe Marathon that will take place from Paarl to Velddrif from 11 to 14th July, 2018, to modernise the race and adapt to suggestions from its paddlers.

The biggest change is the conversion of the race, which has been a solo challenge since its inception in 1962, to a two-person team event, which mirrors the trend that has become popular in mountain biking.

This new format creates the opportunity for sponsors to enter a team under their brand name with the benefits to the sponsor explained on the following pages.

This is an amazing opportunity for you as sponsor to get exposure for your brand through one of the Western Cape's epic winter sport events.

We trust that through this new initiative the Berg Marathon will not only become more accessible to more paddlers but also more attractive to professional paddlers as we aim to plough back most of the funds generated this way back into prize money.

Regards


André Collins

Chairman Berg Management Committee

Berg River Canoe Marathon 11 - 14 July 2018

Team Event Sponsorship

Commercial and private entities are invited to sponsor one or more two-person teams which will take part in this year's Berg River Canoe Marathon. The race paddled over 4 days and 240km starts in Paarl on 11 July and finishes in Velddrif on 14 July in the Western Cape Province of South Africa.

1 The sponsor of any team is given the following rights:

- 1 The sponsor chooses its own name or brand under which the team races i.e. 'Team Cape Storm';
- 2 The team name features throughout the race on all media channels (social, printed, radio, TV, etc.);
- 3 Team members are allowed to race in the sponsor's branded clothing;
- 4 Branding will be allowed on canoes as prescribed by CSA branding rules;
- 5 The team name will appear on all published Berg results;
- 7 The sponsor has the right to include one item of promotional literature or promotion product in all athletes' goodie bags taking part in the marathon;
- 8 The sponsor has the rights to erect branding and gazebos in a designated team area at every overnight stop;
- 9 The sponsor has the right to erect branding at the start and finish bridges as well as popular spectator points and bridges along the way;
- 10 The sponsor will receive regular social media plugs on Facebook, Twitter and Instagram displaying it's logo with links to their web address of choice;
- 11 The sponsor's logo with a hyperlink to their web address of choice will be displayed on the Berg's website (www.berg.org.za) for an entire year;



2 Publicity Drive

The media drive for this year's Berg will once again be handled by the experienced Gameplan Media. This entails a structured media programme executed over 5 months (7 March to 14 July) which includes inter alia the following:

Media Releases: Depending on the nature of each release - gets sent to a stratified media database that covers radio, TV, newspapers, online news, magazines and bloggers at a local, community, regional, provincial, national, continental and international level;

Social media: They concentrate on Facebook and Twitter, YouTube with a new Instagram account this year. Much of the pre-race information and awareness is driven through Facebook and during the race updates are all via Twitter and Instagram, largely through video.

3 Results 2017 Campaign

Television

The marathon was covered by four different television channels namely the Berg's own 26-minute privately sponsored television production broadcasted 8 times on Mnet Supersport; a Supersport SS10 channel who provided their own production team to cover the entire marathon; newsclips of the start by eTV; and daily coverage on SABC TV2 and TV3's main news broadcasts for the 4-day duration of the marathon;

Printed Media

Articles were printed in The Argus, Cape Times, Die Burger, Rapport, Business Day Eikestadnuus, Paarl Post, Swartlander, Weslander, District Mail, (Dave more??)

Facebook

The 28 Day Total reach was 89,238 and 28 Day total impressions peaked at 408,365;

Twitter

Had 1033 followers, has posted 1268 tweets, 87% of which were image or video driven;

eNewsletters:

Send out 4 times to a national database of 7 635 paddlers.



4 Cost

All of these and other marketing opportunities can be enjoyed for a race levy of R15 000 per team which covers the two team members' basic entry fee.

All other costs that needs to be covered is by private arrangement between the team and their sponsor;

The team race levy can be paid in directly via the online entering facility on the website at http://berg.org.za/?page_id=662.

5 Contact

Kindly contact the Berg General Manager, Anthony Penderis at 084 306 0331 or bergrivermarathon@gmail.com for further information.

6 Addendum

Presentation Pics Berg 2018

