

***FORMERLY KNOWN AS THE RWANDA 50 MILE RIDE***



**GOOD  
DIRT**  
*Ride*

***GOOD FUN. GOOD DIRT. GOOD CAUSE.***

*Saturday, April 25th 2020*



***“IT’S A RIDE, NOT A RACE.”***

***- Our Mission -***

***To create epic and fun riding experiences, as a means of providing bikes and support to students and athletes in developing African nations.***

### ***What is the GOOD Dirt Ride?***

Formerly known as The Rwanda Ride or 50 Mile Ride, this event started back in 2006. It has evolved into **one of the largest mountain bike events in Southern California.**

**We’ve raised over \$1,260,000 for our African non-profits in our first 13 events.**

These funds are used to further the economic development of Rwanda and other african nations through initiatives based on the bicycle as a tool and symbol of hope.

### ***Why Sponsor?***

That’s simple. **Bikes change lives for the better.** Our event provides sponsors with an amazing opportunity for exposure to thousands of mountain bike enthusiasts and their families and friends.

This is not a race, our riders are weekend warriors - they are “retail customers,” people who buy your products and help grow your business.

**Last year we had 1,100+ riders - and anticipate 1,300 this year.**

***Will you join us?***



# 2019 HIGHLIGHTS

- Growth from approx. 250 Riders in 2006 to **1,100+ riders in 2019.**
- Thanks to the generous support of our 50+ local and national sponsors, our legendary post-ride party included a **giant raffle with over \$30,000 in prizes.**
- **\$127,000 Raised in 2019** for a total of \$1,260,000 raised in total over the last 13 yrs.
- Jock (Team Africa Rising founder), and Kimberly (Team Africa Rising marketing director) joined to personally thank the participants.
- Adrien Niyonshuti (2-time Olympic athlete) and Rafiki Uwimana, two of the original Team Rwanda Cyclists, participated in our event.





# OUR CHARITIES: TEAM AFRICA RISING

**Team Africa Rising's mission is to unify African countries through the sport of cycling.**

**Collaboration** - through the sport of cycling amongst cyclists, federations, nations and the world of cycling.

**Community** - build a group of teams and federations all working for the common good, to advance the sport of cycling to give hope to athletes and their countries.

**Competition** - raise the level of competition in Africa to compete on the worldwide stage as a means to illustrate excellence in sport to the world.



## ***Vision of Team Africa Rising:***

- To replicate the team Rwanda cycling success story.
- More Africans winning international races will change the face of cycling.
- African cyclists becoming role models to younger athletes in their respective nations.
- Give countries an opportunity to race competitively.
- Bring sponsorship support to the continent of Africa in the sport of cycling.
- Bring countries together who might otherwise be in conflict via the sport of cycling.
- Field the first all-african team in europe with the eventual goal participating in the tour de france.



**TEAM  
AFRICA  
RISING**

501(c)(3) non-profit,  
Tax ID # 27-3113955.  
TeamAfricaRising.org



# OUR CHARITIES: QHUBEKA

## Qhubeka moves people forward with bicycles.

Qhubeka is an Nguni word that means “to progress”, “to move forward”. Bicycles help people move forward. With a bicycle, a person can travel faster and further, and carry more.

People earn bicycles through these programmes:

- Learn-to-earn programmes for children
- Work-to-earn programmes for adults

Qhubeka also provides bicycles to first responders for disaster relief.

## Qhubeka™



## *Qhubeka Vision*

- Bicycles are an effective way to address the needs of school children in South Africa.
- 12 Million of the country’s 16 million school-going children walk to and from school. Some taking up to 4 hours round trip. With a Qhubeka bicycle, a child’s commute time is reduced by up to 75%.
- In Africa, a lack of access to transport means that people have to walk long distances to get to jobs, clinics, shops and opportunities.
- With a bicycle, people can travel four times faster than if they were walking. A bicycle also increases a person’s carrying capacity by five times and saves people money they would otherwise have had to spend on public transport.
- Bicycles make it easier for people to get to where they need to be, whether it’s a work opportunity, or visiting family, a clinic, or going to school.



# SPONSOR OPPORTUNITIES

## Ways You Can Provide Support:

- Product donations (\$500 minimum value) for our giant prize raffle.
- Cash contribution to our non-profit (Team Africa Rising), funds that will directly support the development of continental cycling teams as well as provide bikes to students in developing African nations.
- Donations of nutrition and hydration products to be used by 1200+ riders at our aid stations along the routes.
- Provide coupons, discount cards or flyers to be inserted into each rider bag.
- Promote our event through your social media and marketing channels.





# SPONSORSHIP LEVELS

	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Booth Space	10 x 20	10 x 10	10 x 10	10 x 10
Opportunity to Offer Prizes	Yes	Yes	Yes	Yes
“Sponsor Billing”	Yes	Yes	Yes	Yes
Flyer, Sticker and Sampling in Swag Bag	Yes	Yes	Yes	Yes
Presence on Website	Logo	Logo	Logo	Logo
Inclusion in all Pre and Post Email Campaigns	Yes	Yes	Yes	No
Social Mentions	Two	One	One	No
Logo or Name on All t-shirts	Yes	Yes	No	No
Online Article(s)	1	1	No	No
Banner Locations Onsite	3	1	No	No
Inclusion in Press Release	Yes	No	No	No
Cost	<b>\$10,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$500</b>

***JOIN US IN OUR MISSION OF MAKING  
THE WORLD A BETTER PLACE BY BIKE!***

***CONTACT US FOR INFORMATION AND INQUIRIES  
ON DEMOS, SPONSORSHIP AND OTHER CREATIVE  
OPPORTUNITIES.***

***EMAIL: [INFO@GOODdirtRide.com](mailto:INFO@GOODdirtRide.com)***



**GOOD  
DIRT  
Ride**

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