

Momentum 94.7 Cycle Challenge 20 November 2011



Exec Summary

We may not be the fastest cyclists in the pack... in fact we can't even endure shaving our hairy legs... but we'll be riding the Momentum 94.7 Cycle Challenge for a worthy cause and we're asking for your help! Your donation will not only provide hope to burn victims after their horrifying ordeal, but will raise awareness of your brand. That's because for a minimum donation of R2 000 to Children of Fire, we will proudly wear your logo as we ride the Momentum 94.7 Cycle Challenge with our heads held high (as long as we stay on our bikes of course).

Each and every cent you give will be deposited directly into the bank account of Children of Fire. The centre is dedicated to caring for and rehabilitating burn survivors and facilitating surgery where necessary. After the initial suffering comes the aftermath... Many survivors are unable to work or have to face life without their families. Children of Fire also take in children who have been orphaned by the blazes that rip through shanty homes in seconds.

Children of Fire is a charity dedicated to the care and rehabilitation of burn survivors. They facilitate surgeries, community education and awareness of fire hazards in the poorest of poor communities.

We want to help them in this worthy cause by raising funds and awareness of Children of Fire. This year's Momentum 94.7 Cycle Challenge has been chosen as an ideal platform launch this fund raising campaign.

The Race:

Momentum 94.7 Cycle Challenge, Johannesburg, 20 November 2011

The vision:

A few of us have seen the financial plight of the burn survivors being cared for by Children of Fire in Auckland Park and have decided to “ride for a cause” in the annual Momentum 94.7 Cycle Challenge ... and make a difference.

Marketing opportunity :

In conjunction with Children of Fire we’ve designed some nifty team cycle shirts and shorts that will allow the logos of all sponsors to be displayed prominently to give your brand maximum “milage”.

Children of Fire has undertaken to use any media exposure it’s given to raise awareness of the team and its sponsors. The team members are going to expose their “ride for a purpose” to their individual social networks via Twitter and Facebook and are committed to listing the Children of Fire corporate sponsors where suitable.

Team Sponsorship Options

1) Primary clothing logo sponsorship – YOU GET THE PRIMARY SHOULDER AND THIGH SPOTS FOR YOUR LOGO ON CYCLISTS CLOTHING

Minimum R 10 000 once off, paid directly to Children of Fire, referenced 94.7 “your name”

2) Secondary clothing logo sponsorship – YOU GET YOUR LOGO ON CYCLISTS CLOTHING

Minimum R 2 000 once off, paid directly to Children of Fire, referenced 94.7 “your name”

3) Cash donations – YOU GET A CHANCE TO MAKE DIFFERENCE

Paid directly to Children of fire referenced 94.7 “your name”

4) Individual rider sponsorships - YOU GET A CHANCE TO MAKE DIFFERENCE AND THE RIDER GETS THE CREDIT FOR RAISING THE FUNDS

Paid directly to Children of Fire, referenced 94.7 “riders name”

Acknowledgments

All corporate sponsors will be acknowledged on the Children of Fire Website

<http://www.firechildren.org/>

and their very active Facebook page called Place of Miracles

<http://www.facebook.com/profile.php?id=100001498274290&ref=ts>

“Fire Children” is an official Momentum 94.7 Cycle Challenge charity

<http://www.cyclechallenge.co.za/charity.aspx>

Directory information

<http://www.prodder.org.za/civicrm/contact/view?reset=1&cid=8422>

Children of Fire Trust

Reg No: IT121180/98

NPO number: 006-702

Banking Details

Account name: Children of Fire

Account number: 614 920 23919

Bank : First National Bank

Branch : Melville

Branch sort code: 25-65-05

Type of account: savings account

Proof of payment and company LOGO to be emailed to the team organiser neil@targer.co.za by no later than 30 September for LOGO inclusion on the team cycling clothing.



Neil Seen here on a recent visit to the Children of Fire home at 58 Auckland Ave, Auckland Park.
Jose (11), Neil (48), Karabo (11), Balawa (11), Boipelo (16)