



DISCOVERY 947 RIDE JOBURG WATER POINT SPONSORSHIP

**Get
R50 000
in air time
included**



SPONSOR A WATER POINT

For the first time in the 11 years of the Cycle Challenge – the naming rights sponsor has opted not take the ownership and branding of the 9 water points on route – (this had been closely guarded by previous sponsors in the past Momentum and Telkom) it's a unique opportunity to interact with the thousands of cyclists on the route and feel the vibe and support those Riding for a Purpose.

There are 9 strategically placed Water Points on route and now is the chance for your company to show their support for the iconic Joburg event and the cyclists on the route.

Whether you use it as a **team building event for your staff**, or you are supporting your colleagues riding, or you simply want Joburg know you support Ride Joburg or looking to get your company name out there – peruse this document and we challenge you to be part of this exciting day

Each water point supplies cyclists cold Bonaqua water, Powerade, Coca-Cola either to onboard at the water point or to fill the cyclists water bottle. In addition, each water point has a medical and physio station, a mechanical station and toilets. Strategically placed water points will also have nutrition and energy supplements, much needed over the gruelling route.

The water points are both a necessity, in terms of hydration and refuelling, and a motivational break.

Each water point offers the sponsor an opportunity to brand both functionally and creatively.

The Ride Joburg provides and covers the cost of hydration, racefood, physios, medical crew, infrastructure (tables, chairs, baths, ice baths, dustbins, toilets, security, water point captains, cups etc..) and transport thereof.

The water point sponsor would need cover the costs of crew, t-shirts, caps, transport of crew, food for all working crew, sponsor branding, music and entertainment at each point.

The following slides will discuss each water point in more detail.

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**ride
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SPONSORSHIP FEE: R15 000 EX VAT (BASE RATE)

Included in base rate:

- Management team
- Branding team
- Water Point Captain
- Logo on event website
- Mention in our eBrochure that is emailed to all participants.

Event supplies:

- Bonaqua water; Powerade; Coca-Cola
- Ice & Ice baths
- Medical Point
- Physio Point
- Mechanical Station
- Toilets
- Tables
- Cups
- Brooms and Rakes for clean-up
- 2 x Cleaners
- 1 x Security Guard
- Strategically placed water points will also have nutrition and energy supplements, much needed over the gruelling route.

Remember:

A water point sponsor is required to supply the following:

- 40 x staff members to assist with water point setup
- Transport for your staff members to and from the water point
- Food for all staff and other personnel on site
- Music and vibe
- T-shirts for all staff
- Caps for all staff
- Branding (we suggest 10 gazebos and 20 flags)

We can supply all of the above (excl. Branding) for:

R80 000 EX VAT (INCL. OF THE BASE RATE)

AND RECEIVE A R50 000 AIR TIME PACKAGE FROM 947





WATER POINT INFORMATION

LOCATIONS AND TIMINGS



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Entertainment is key to keep cyclists motivated!

WATER POINT I
LOCATION: CEDAR RD
SET UP: 03H00
BREAKDOWN: 11H00



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
8,00	25°58'35.35"S 27°57'15.62"E	4:40	5:40	9:59	10:59



Water point crew hard at work serving riders at a water point

WATER POINT 2
LOCATION: WITKOPPEN RD
SET UP: 04H00
BREAKDOWN: 12H00



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
21,00	26° 1'38.80"S 27°58'57.67"E	5:00	6:00	10:53	11:53



Cyclists getting much needed hydration at a water point. There is a tough climb before this point, many riders stop here! It gets busy.

WATER POINT 3

LOCATION: BRAM FISHER DR

SET UP: 04H00

BREAKDOWN: 12H30



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
29,00	26° 4'44.59"S 28° 0'37.28"E	5:11	6:11	11:25	12:25



Cardboard dustbin boxes, sponsored by Neopak, are lined with plastic bags. Cyclists are asked to stash their trash.

The elite riders will not stop at water points, but we are always ready to greet them as they pass!

WATER POINT 4
LOCATION: JAN SMUTS AVE
SET UP: 04H00
BREAKDOWN: 12H30



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
37,40	26° 8'40.14"S 28° 2'9.17"E	5:23	6:23	11:58	12:58



Racefood is available for cyclists nutrition.

WATER POINT 5

LOCATION: MIS @ EMPIRE RD
SET UP: 04H00
BREAKDOWN: 14H00



Approx. Distance (km)

46,50

Position

26° 11' 4.83" S 28° 1' 50.36" E

*Route Opens
(Road is closed to Traffic)

3:30

*First Cyclists
Arrive

6:36

*Last Cyclists
Arrive

12:35

*Road Open to
Traffic

13:35



Aerial view of a waterpoint.

WATER POINT 6

LOCATION: MIS @ MARLBORO
SET UP: 04H00
BREAKDOWN: 14H00



Approx. Distance (km)

58,60

Position

26° 5'41.03"S 28° 5'5.42"E

*Route Opens
(Road is closed to Traffic)

5:53

*First Cyclists
Arrive

6:53

*Last Cyclists
Arrive

13:23

*Road Open to
Traffic

14:23



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Staff work long hours at the later water points, so a good team is essential to make the day fun and above all a success!

WATER POINT 7

LOCATION: KYALAMI GPC
SET UP: 05H00
BREAKDOWN: 15H30



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
70,00	25°59'52.32"S 28° 4'15.99"E	6:10	7:10	14:09	15:09

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Gig rigs or mobile DJs add the essential
vibe needed for the cyclists and water
point crew



The music at a water point is usually placed over the road from where the tables are.

WATER POINT 8
LOCATION: BLUE HILLS
SET UP: 05H00
BREAKDOWN: 16H00



Approx. Distance (km)	Position	*Route Opens (Road is closed to Traffic)	*First Cyclists Arrive	*Last Cyclists Arrive	*Road Open to Traffic
79,30	25°57'19.24"S 28° 5'9.28"E	6:23	7:23	14:46	15:46

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Each water point has a
physio station close to
medical.

WATER POINT 9

LOCATION: SUMMIT RD

SET UP: 05H00

BREAKDOWN: 16H30



Cyclists getting much needed rub down at a water point.



Approx. Distance (km)

83,80

Position

25°55'44.57"S 28° 4'30.25"E

*Route Opens
(Road is closed to Traffic)

6:29

*First Cyclists
Arrive

7:29

*Last Cyclists
Arrive

15:04

*Road Open to
Traffic

16:04

CONTACT US

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