



Sponsorship Proposal: Urban Ninja 2009/2010

What started with 50 readers in my first month has blossomed to over 56 000 unique visitors in July as a viral project. I have not done 1 spot of marketing, advertising or spent any money on the site. I have merely invested my time, and the readership has grown organically through a combination of great content and word of mouth. The results have been truly life changing to.

Urban Ninja is the central hub for learning to balance a sporty life with working a full time job in the completely non-related wine industry. I juggle the two everyday to good success and I have become somewhat of a life coach as well as a sports coach to a lot of people. My ideas have generated a lot of interest and I was featured in 3 Magazines in the January-February period. Eish Magazine (www.eishmagazine.co.za) ran a 3 page feature on my life (& had me on the front cover), Triathlete (www.triathletesa.co.za) Magazine ran a 5 page article on me in January, and had me on the cover in February with an article on social media, and Go-Multi is also running a race report I did on the Hawaii Ironman World Champs (www.ironman.com/worldchampionship), which I was a participant in October 2008, finishing as the top South African.

As a brand manager for the last 10 years of my life, and as a highly accomplished triathlete, duathlete, swimmer, runner and Ironman, I already have a list of product sponsors who believe in the way I live my life. The results have been phenomenal and the site has really made an impact on peoples lives. The average user duration on the site is over 4 minutes, which means that people are reading more than 2 articles every time they come. The average page views per session are around 3 per session, and this means they read everything I write. I get sent emails weekly from people who say they print out the articles and post them on their walls to read as inspiration. With over 8000 unique visitors a month, I can claim to have a real community which I have influence over. I never thought this would be possible, but it seems to keep growing organically, through word of mouth.

In order to take the concept to the next level, I am going to tackle the most extreme Mountain Bike Stage Races in the world, and combine it with racing Ironman (a continuous race of a 3.8km swim, followed by a solo 180km cycle and a 42.2km run) races in South Africa and in Australia. I will complete the Totalsports Challenge, a 7 leg race around the Cape Peninsula including paddling, biking, running and swimming, the Sani2C Mountain Bike race (350km mountain bike race across KZN and a real challenge as the worlds top teams come to race) and the Cape Epic cycle race (800km mountain bike race across the Western Cape. This is the toughest mountain bike stage race in the world) in March. To top of it off, I will race Ironman South Africa in April, making it 4 crazy races in the space of 4 months. Insane, I realise.



But, it's not just for me. **Its part of a journey for a incredible new business called Rok This, in Cape Town.** For the mountain bike races, I have signed up a team member (mandatory for the races) in Brett Chilcott, a multiple SA Champion and all around tough guy, who is my key support for the team. Together we will raise money for every kilometre we race, and it's all going to Rok This, a philanthropic venture which generates clothing and food for the homeless people of South Africa.

With us racing a total of 1400km we are hoping to raise R140 000 for Rok This over the duration of this extreme effort. We are going to get kilometres sponsored and we already have around R13 000.00 in commitment from various sources. Rok This works off the basic foundation that for your R100 contribution, they will give a homeless person a weeks worth of food, and something warm to wear against the elements.

So, this proposal wouldn't be on your desk if we didn't need your help, and indeed, we do need help. Here is a list of projected expenses that the Urban Ninja team will have over the course of the preparation and racing period to complete this incredible journey and raise the funds to support the children at Ons Plek.

<u>EPIC basic costs for team</u>	Cost	Month Due
Entry	R 25,950.00	August
Massage Package	R 3,300.00	February
Bike Maintenance Package	R 5,000.00	February
Parts During Race	R 3,000.00	April
10 Race tops	R 5,000.00	August
8 Vermarc pants	R 8,500.00	August
Nutrition during race	R 2,000.00	April
Additional lunch during race	R 1,000.00	April
	<u>R 53,750.00</u>	
<u>Sani2C basic costs for team</u>		
Sani 2C Entry	R 7,095.00	September
Flights	R 4,000.00	January
Accommodation	R 2,000.00	January
	<u>R 13,095.00</u>	
<u>Other costs</u>		
Coaching Fees	R 9,000.00	Monthly
Monthly Bike Maintenance	R 9,000.00	Monthly
Travel, Accommodation & Other costs	R 5,000.00	Monthly
Ironman Race Entries	R 3,500.00	September
	<u>R 27,500.00</u>	
Total	R 93,545.00	

Clearly, the costs of undertaking this endeavour are large. In a tough economy, this is a large sum of money to raise, but we are confident we can do it if we split it down into smaller chunks.

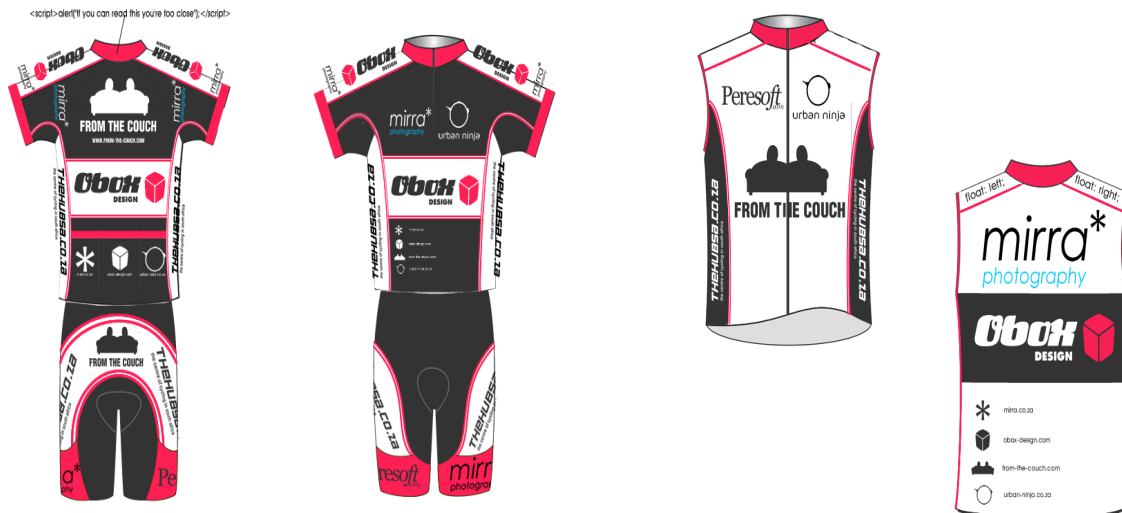


We have split the costs of sponsoring this dynamic team into 3 categories. A title sponsor, a secondary set of sponsors and a tertiary set of sponsors. The advantages of getting on board with our program are as follows:

1. **You will receive coverage on all our equipment.** This includes our bikes, our clothing, our helmets, and our casual gear as well. We are individually sponsored by two different clothing brands, but our central kit will be professionally assembled for each of us, so that we look like a team, with all sponsor logos on t-shirts, jackets, etc.
2. **The Urban Ninja blog will feature your logos in advertising blocks,** with title sponsor receiving most exposure and sponsors after that receiving coverage related to their investment in the team. With the blog growing at 50% a month, by the time racing season comes, we are hoping to be around 100 000 unique users by February 2010. This is a huge audience to have and a key opportunity to create a community for your brand.
3. **The Urban Ninja blog will feature key articles,** professionally written, for your brand. Title sponsor gets 1 article a week and key mentions in related articles. Secondary sponsors get one article a month, and related key mentions, and tertiary sponsors get key mentions and links to related material.
4. **The team will write articles for your newsletters,** websites and blogs to show your commitment to a great cause to help the street children of Cape Town.
5. **The team will go through a professional photo shoot** with Andrew Brauteseth www.andrewbrauteseth.com for images that you can use in your campaigns and to motivate your employees.
6. **We are looking to finish in the top 30 teams** in each race, which is incredibly important as the top 50 teams get all the TV, Media and Online coverage. We are both multiple SA Champions so this is very likely with enough hard work and support.

Other coverage and inclusive elements are included, dependant on which of the categories you are interested in. Please enquire for further information.

Examples of the look and feel of the cycling kit are below. Colours and logos are different, but the look and feel is here. Kit will be customised to include the colours of the primary sponsors corporate branding, with special consideration taken for all sponsors getting on board for this amazing journey.



Financial Commitments:

Single Title Sponsor: R40 000.00

2 (two) x Secondary Sponsors: R15 000.00 each (1st slot taken by Puma)

4 (four) x Tertiary Sponsors: R7 500.00 each (3 slots taken by Rok & Room 2 Grow Landscapers, as well as Olympic Cycles)

So who's the driving force behind all this? My name is Raoul de Jongh, and I am the top South African finisher at Ironman World Champs 2008. I have owned and sold 2 businesses in my life. I have successfully built brands in the wine, sports and running markets, successfully completed branding contracts in the publishing and imports industries and I intend to never stop innovating the way brands are marketed. I am an accomplished DJ, a life and sports coach and a friend to many people. I am currently sponsored by Puma, Orca, Whasp, Suunto, KHK Wines, Rockets & Oakley Precision Eyewear & Jack Black Beer. I am an opinion leader and a generator of social proof – the key determining factor in buying decision making for Generation X and Generation Y.

I have people who currently believe in me, and I think you should as well – we have lots to gain from each other. This proposal is merely the start, and can be adapted to your personal needs as well. Let's talk, I believe in meaningful conversation. Let's create this amazing thing that benefits both of us.

Don't see this as a sponsorship expense; rather see Urban Ninja as a advisor and marketing consultant, someone who generates PR, marketing, results and sales for you on a daily basis. I have direct conversation with more people than what a magazine can offer, for less than the price of a FPFC in the magazine. Please have a decent think about this and contact me back for a proper discussion on the matter. We have so much to gain from each other, and in the end, we are doing this as a team, to help kids who have no options in their lives.

Regards,

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