

RHINO CHARGE

SPONSORSHIP DETAILS

Requirements						
Category	Guard Post (GP) Sponsors	Service Sponsors	In-kind Donors	Raffle Sponsors	Car Sponsors ¹	Individual Sponsors ²
Sponsorship type	Cash sponsorship for competition guard posts + service delivery ³	Cash sponsorship for services required to run the event + service delivery ³	In-kind donations to support the operations of the event	Raffle Prize donations	Sponsorship of a competing team/ car	Individual cash sponsorship (to Rhino Charge)
Sponsorship value	<ul style="list-style-type: none"> Regular GP (10 available): 40,000 KES (1 day) Gauntlet GP (3 available): 70,000 KES (1 day) Combined Scrutineering & Final Control: 100,000 KES (2 days) – note: no service provision required on Charge day 	100,000 KES cash sponsorship + service Area sponsorships + service: <ul style="list-style-type: none"> HQ sponsorship 100,000 KES (5 days) Venue Check-in sponsorship 200,000 KES (3 days) Medical sponsorship 100,000 KES (5 days) Competitor Information sponsorship 75,000 KES (3 days) Spectator information 50,000 KES (1 day) 	Sponsor decision (i.e. helicopter, tentage, IT equipment, security, fuel, etc.)	2,000 KES and above	Sponsor decision	Sponsor decision
Sponsorship duration	1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than calendar year	1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than calendar year	1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than calendar year	1 Jan – 31 Dec, max. 12 month, depending on donation date, no longer than calendar year	n.a.	1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than calendar year

Benefits: Visibility & Branding						
Category	Guard Post (GP) Sponsors	Service Sponsors	In-kind Donors	Raffle Sponsors	Car Sponsors ¹	Individual Sponsors ²
Sponsor listed on RC Programme, with logo	Yes	Yes	Yes	Yes	No	No
Sponsor logo on official event apparel (t-shirt & cap, bag)	No	No	No, only for the apparel sponsor	No	No, only on optional team apparel (team responsibility)	No
Sponsor logo on official event posters	Yes	Yes	Yes	Only on the Raffle poster placed at the Pre-event Briefing and at the Venue	No, only on optional team posters	No
Sponsor listed on RC website, with logo and hyperlinks	Yes, 1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than one calendar year	Yes, 1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than one calendar year	Yes, 1 Jan – 31 Dec, max. 12 month, depending on signing date, no longer than one calendar year	Yes, 1 Jan – 31 Dec, max. 12 month, depending on donation date, no longer than one calendar year	Yes, on team/car profiles ⁴	Yes, no logo
Sponsor listed in RC APP, with logo	Yes	Yes	Yes	Yes	Yes, on team/car profiles ⁴	Yes, no logo
Sponsor listed 1x in Rhino Ark's biannual ARKive magazine	Yes, post-Rhino Charge in the November issue	Yes, post-Rhino Charge in the November issue	Yes, post-Rhino Charge in the November issue	Yes, post-Rhino Charge in the November issue	Yes, post-Rhino Charge in the November issue	Yes, post-Rhino Charge in the November issue
Sponsor branding at Rhino Charge venue ⁵	Yes, in sponsored areas	Yes, in sponsored areas	Yes, in designated areas	Only on the Raffle poster placed at the Pre-event Briefing and at the Venue	No, only team and car branding	No
Permission to use Rhino Ark and Rhino Charge logos ⁶	Yes, in line with our Rhino Charge Branding Guidelines	Yes, in line with our Rhino Charge Branding Guidelines	Yes, in line with our Rhino Charge Branding Guidelines	Yes, a dedicated STAMP "I support the RC Raffle"	Yes, in line with our Rhino Charge Branding Guidelines	Yes, in line with our Rhino Charge Branding Guidelines

Media Opportunities

Category	Guard Post (GP) Sponsors	Service Sponsors	In-kind Donors	Raffle Sponsors	Car Sponsors ¹	Individual Sponsors ²
Mention on event social media (Facebook, Twitter, G+, Instagram) – Sponsor logo, weblink + thank you message	Yes, 1x in advance and in bulk during the event	Yes, 1x in advance and in bulk during the event	Yes, 1x in advance and in bulk during the event	Yes, 1x in advance and in bulk during the event	No, only through supported teams	Yes, 1x in advance and in bulk during the event
Permission to create own promotional material on site (film, interviews, branded photos, etc.)	Yes, as per Media Toolkit & Branding Guidelines	Yes, as per Media Toolkit & Branding Guidelines	Yes, as per Media Toolkit & Branding Guidelines	Yes, as per Media Toolkit & Branding Guidelines	Yes, as per Media Toolkit & Branding Guidelines	No

Additional offers⁷						
Category	Guard Post (GP) Sponsors	Service Sponsors	In-kind Donors	Raffle Sponsors	Car Sponsors¹	Individual Sponsors²
Back cover colour advert in the event programme	12,000 KES					
Front inside cover colour advert in the event programme	10,000 KES					
Inner pages colour advert in the event programme	10,000 KES					
Inner pages black and white advert in the event programme	7,000 KES					
Back cover colour advert A4 in the May ARKive	50,000 KES					
Front inside cover page advert in the May ARKive	50,000 KES					
Inner pages colour A4 advert in the May ARKive	45,000 KES					
Inner pages colour A5 advert in the May ARKive	35,000 KES					
Back cover colour advert A4 in the November ARKive	65,000 KES					
Front inside cover page advert in the November ARKive	65,000 KES					
Inner pages colour A4 advert in the November ARKive	60,000 KES					
Inner pages colour A5 advert in the November ARKive	45,000 KES					
RC APP: Advertisements	During event period: 5,000 KES per day Outside event period: 15,000 KES per month					

Contact details	
Physical address	Rhino Charge Management c/o Rhino Ark offices KWS Headquarters on Langata Road P.O. Box 181 – 00517 Nairobi, Kenya
Email contact	General contact: info@rhinocharge.or.ke Raffle contact: raffle@rhinocharge.or.ke
Phone numbers	Landline: +254 (0) 202136010/1 Mobiles: +254 (0) 733632460 or +254 (0) 724604233

Notes

1. Please note that if you wish to sponsor a competing team/car, you must get in touch with the entrant directly. The Rhino Charge Management can assist to make the initial contact, however all team/car sponsorships are agreed upon between the entrant/team and the sponsor.
2. We are grateful for all donations made to support our cause: Fundraising for Conservation to support Rhino Ark's mission "Humans in Harmony with Habitat and Wildlife". If you would like to support the Rhino Charge, please get in touch with the Rhino Charge Management (info@rhinocharge.or.ke). If you would like to donate to Rhino Ark directly, please get in touch with the Rhino Ark office (info@rhinoark.or.ke).
3. For more information on services required within this sponsorship type, please contact info@rhinocharge.or.ke.
4. Entrants/teams are responsible for updating their profile pages on our website and to ensure the correctness of information posted.
5. Sponsor branding guidelines will be shared upon signing an agreement.
6. Please note the use of the Rhino Charge and/or Rhino Ark brand for commercial purposes is strictly prohibited.
7. Rates listed are subject to change without prior notice.