



EVENT SPONSORSHIP OPPORTUNITIES

34TH ANNUAL RHINO CHARGE EVENT



ABOUT THE CHARGE

The Rhino Charge is an annual off-road 4x4 competition held in Kenya in which entrants are required to visit 13 Check Points while travelling the shortest possible distance across difficult, trackless terrain, where speed is not a necessity and is in fact penalised. The event is organised in order to raise funds to support the activities of Rhino Ark Kenya Charitable Trust.



MORE ABOUT THE CHARGE



65

The event is limited to 65 teams/cars, and cars can either be modified or unmodified

1989

The event was initially conceived in 1989 to raise funds for the construction of the Aberdare Electric Fence



181m

Whilst the first Rhino Charge raised only KES 250,000, this amount increased tremendously over the years to reach KES 181 million in the 2018 event which is currently the highest amount for a single year of fundraising.



The Rhino Charge continues to raise funds for the Rhino Ark Kenya Charitable Trust. The Rhino Ark projects, are multifaceted and are embedded in the overall philosophy **HUMANS IN HARMONY WITH HABITAT AND WILDLIFE**

www.rhinoark.org



The location and venue of the Rhino Charge is kept secret until the last minute to maximise the challenge



10h

The Charge takes place over a period of 10 hours

The event is featured in local and national media



Each entrant must pledge and raise a minimum sponsorship fee between 750,000 KES and 1.5 Million KES. Most entrants however raise considerably more

WHY SPONSOR THE RHINO CHARGE?



CORPORATE SOCIAL RESPONSIBILITY IMPACT

Show that you are working with the communities of Kenya. All proceeds go to the Rhino Ark Kenya Charitable Trust which works hard to seek sustainable, long-term solutions to the conservation challenges facing mountain forest ecosystems, and other areas of important biodiversity under threat here in Kenya.



PRICELESS PR!

Local & international press coverage + social media exposure. The event is typically attended by local media outfits and receives both national and international coverage. As a Rhino Charge sponsor you will also get social stories and media to promote how you are helping Kenya through your partnership with the event.



EXPOSURE & BRANDING AT THE CHARGE

Branding on event merchandise including t-shirts, caps, car stickers banners, event programme, website and social media.*

**Dependent on sponsorship level*



SPONSORSHIP OPTIONS

PACKAGE	COMMITMENT
Headquarters Sponsorship	KSh. 100,000
Venue Check-in Sponsorship	KSh. 100,000
Standard Check Post Sponsor	KSh. 50,000
Gauntlet Check Post Sponsor	KSh. 100,000
Final Control Sponsorship	KSh. 100,000
Water Bottle Sponsorship	Approx. KSh. 300,000-1,500,000
Competitor & Official Bag Sponsorship	Approx. KSh. 1,000,000-2,000,000
Wristband Sponsorship	KSh. 100,000
Volunteer Sponsorship	Approx. KSh. 50,000-300,000
Radio Maintenance Sponsorship	Approx. KSh. 100,000-300,000

PACKAGE	COMMITMENT
Recce Vehicle Sponsorship	KSh. 100,000
Search & Rescue Sponsorship	KSh. 100,000
Rhino Charge Film Sponsorship	KSh. 1,600,000
Community Area Sponsorship	KSh. 100,000
Camping Information Sponsorship	KSh. 100,000
Line-up Sponsorship	KSh. 50,000
Medical Camp Sponsorship	KSh. 800,000
Garbage Sorting Sponsorship	KSh. 100,000
In-Kind Sponsorship	N/A

Please note Sponsorship opportunities at the Rhino Charge are not limited to those detailed above. If nothing above fits we would be very interested in discussing how we can create a more tailored package to suit your needs.



Headquarters Sponsorship

KSh. 100,000

Headquarters at the Rhino Charge is the administration hub for the event.

- Branding opportunities and significant visibility at the Rhino Charge HQ area where much of the footfall takes place
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(The HQ sponsor is not expected to provide food and drinks so the costs of this are limited to the sponsorship fee alone.)



Venue Check-In Sponsorship

KSh. 100,000

Venue Check-in at the Rhino Charge is where every person that comes to the event gets checked in and issued their wristbands.

- Branding opportunities and significant visibility at the Rhino Charge Venue Check-In area where much of the footfall takes place
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter



Standard Check Point Sponsorship

KSh. 50,000

A standard check point at the Rhino Charge is a GPS point that must be visited by each of the competing teams and where they will start their event from.

- Branding opportunity at one of 10 Standard Check Points on Charge Day
- Logo on each of the Rhino Charge cars (all competitors are required to display branded stickers, provided by the Sponsor)
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(Please note that Check Point sponsors are expected to provide food and drinks for competitors and officials that visit the Check Point on Charge day)



Gauntlet Check Point Sponsorship

KSh. 100,000

A gauntlet check point at the Rhino Charge is a group of three that allows for spectators to see the competition cars in action.

- Branding opportunity at one of 3 Gauntlet Check Points on Charge Day
- Logo on each of the Rhino Charge cars (all competitors are required to display branded stickers, provided by the Sponsor)
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(Please note that Check Point sponsors are expected to provide food and drinks for competitors and officials that visit the Check Point on Charge day)



Final Control Sponsorship

KSh. 100,000

Final control is where all the teams have to return after they have completed the course to submit all their information and return their equipment. Final control is also where scrutineering is held for all the teams the day before the event.

- Branding opportunity at final control for two days
- Logo on each of the Rhino Charge cars (all competitors are required to display branded stickers, provided by the Sponsor)
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter



Water Bottle Sponsorship

KSh. 300,000-1,500,000

Reusable water bottles are encouraged to reduce the use of single use plastic at the event and to keep the event as environmentally friendly as possible.

- Your company logo, along with the Rhino Charge logo, on each of the reusable water bottles which could be issued to all attendees coming to the event or if you prefer to each competitor in the event
- Logo listed in Rhino Charge Programme, official event poster and website with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(The price of this package depends on the type of bottles and who you would like to allocate a bottle to e.g. Competitors/ Spectators/Officials/Everyone coming to the event)



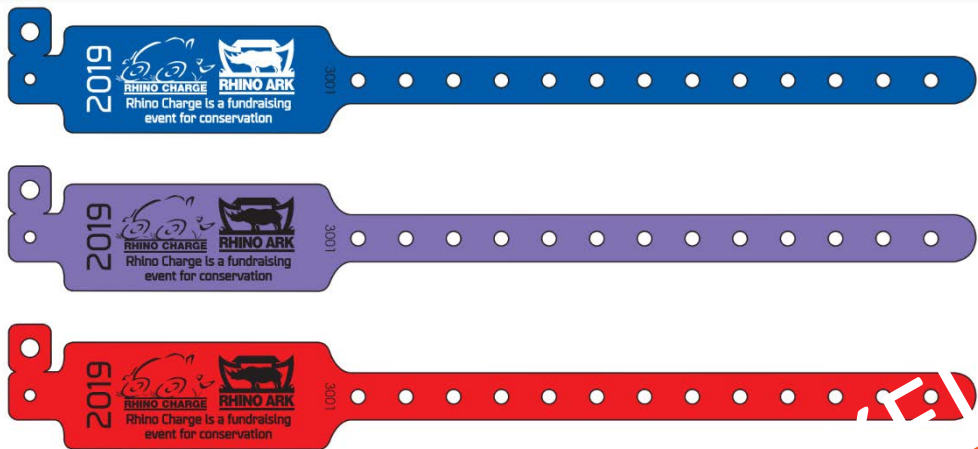
Competitor & Official Bag Sponsorship

KSh. 1,000,000-2,000,000

Competitor and official bags are used to distribute important information and equipment. There are usually around 200 bags required.

- Your company logo, along with the Rhino Charge logo, on each of the Competitor Bags issued to each team and official at the pre-event briefing
- Logo listed in RC Programme
- Logo on Official Event Poster
- Sponsor listed on RC website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(The price of this package is approximate as it depends on the design for the bag and the number of bags required, this is of course all open for discussion)



Wrist Band Sponsorship

KSh. 100,000

Wristbands are used to control access across the venue. Every person (around 3000) that comes to the Rhino Charge is used with a specific wristband.

- Your company logo, along with the Rhino Charge logo, on the wrist bands issued to each attendee
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(The Wrist Band sponsor is not required to procure the wrist bands, this will be managed by the Rhino Charge Organisers)



All the official volunteers at the Rhino Charge help to run the event. All the volunteers have to pay camping and access fees to support the event with their skills, by sponsoring this new category you are helping the event run smoothly.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)

Volunteer Sponsorship
KSh. 50,000-300,000

(The price of this package is approximate as some volunteers will be required to go to the venue multiple times or may stay at the venue longer than others)



Radio Maintenance Sponsorship

KSh. 100,000-300,000

The Radio Network is essential for the event so that the officials can easily liaise across the venue. This sponsorship would be for the maintenance of the radios.

- Your company logo, along with the Rhino Charge/Rhino Ark logo, on the radios and their chargers.
- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram, Twitter

(The price of this package is approximate as it would depend on the number and requirements of the radios that need to be fixed)



Recce Vehicle Sponsorship **KSh. 100,000**

The Rhino Charge recce vehicles are required for the committee to plan the course for the event and source the event location.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Logo on tyre covers on the recce vehicles
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)



Search & Rescue Team Sponsorship KSh. 100,000

The Search & Rescue Team is stationed in strategic places of the venue during the event day so that they are able to go in and assist vehicles and teams in case of emergency as well as breakdowns and other assistance.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Logo on all search & rescue vehicles
- Logo could be added to shirts worn by search & rescue team members (*this would be an additional cost after discussion of quality and quantity*)
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)



Rhino Charge Film Sponsorship KSh. 1,600,000

The 'Spirit of the Charge' film is produced every year. The competing teams for the following year's event often use the film as a promotional tool for all of their sponsors. The film is freely available online as well as a limited run on DVD from Rhino Ark.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Logo on DVD cover along with Rhino Charge and Rhino Ark logos
- Logo in credits for the film
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)





The community area is where every camping group has to go to employ their local security team to look after their campsites.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Branding in sponsorship area
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)

Community Area Sponsorship
KSh. 100,000



Camping Information Sponsorship **KSh. 100,000**

Camping Information is where everyone that comes to the event has to go to register the location of their camp. Bin bags and information about water are also provided from this area as such people have to visit the area multiple times.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Branding in Camping Information Area
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)



Line-up is the area where all the teams meet and get ready to be led out to their start controls before the event begins.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Branding in Line-up area only when teams are lining up before the start of the event
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)

Line-up Sponsorship
KSh. 50,000



Medical Camp Sponsorship KSh. 800,000

The Medical camp is the area where all patients get treated and the medical team that supports the event stays.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Branding in medical camp area
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)



The Rhino Charge restores the venue of the event to what it was before the event took place. To do this everyone must sort their rubbish and bring it to the garbage sorting station. Help us keep the event clean by sponsoring this.

- Logo listed in Rhino Charge Programme
- Logo on Official Event Poster
- Branding in garbage sorting area
- Sponsor listed on Rhino Charge website, with logo & hyperlinks
- Sponsor listed 1x in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)

Garbage Sorting Sponsorship
KSh. 100,000



If you offer a service or have something that you think would be of use to the Rhino Charge Committee in running the next event, please do reach out to us as we are always looking for in-kind sponsors, who in return will receive branding opportunities and exposure as a partner of the event.

Sponsorship In-Kind

rhinocharge.co.ke



Rhino Ark Kenya Charitable Trust

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