



# EVENT SPONSORSHIP OPPORTUNITIES

37<sup>TH</sup> ANNUAL RHINO CHARGE EVENT



Driving Conservation Through Innovation and Partnership

# ABOUT THE CHARGE

The Rhino Charge is an annual off-road 4x4 competition held in Kenya in which entrants are required to visit 13 Checkpoints 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 to raise funds to support the activities of Rhino Ark Kenya Charitable Trust.



# MORE ABOUT THE CHARGE



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



# 325m

Whilst the first Rhino Charge raised only KES 250,000, this amount increased tremendously over the years to reach KES 325 million in the 2024 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](http://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

# ABOUT RHINO ARK & RHINO CHARGE IMPACT

Protecting Kenya's Water Towers. Empowering Communities.

For over three decades, Rhino Ark has worked to conserve Kenya's critical mountain ecosystems - the lifelines that provide over 50% of the nation's water supply.

Through initiatives funded by the Rhino Charge, Rhino Ark has:

- Protected more than 80,000 hectares of indigenous forest across Aberdare, Mt. Kenya and Mau.
- Built over 650 km of electric conservation fencing securing wildlife corridors and livelihoods.
- Supported tens of thousands of rural families with access to water, education, and sustainable land use programs.

Every Rhino Charge partner directly contributes to preserving these ecosystems and sustaining the communities that depend on them.



# WHY PARTNER WITH RHINO CHARGE



High-impact visibility in one of Kenya's most iconic and respected conservation fundraisers.



Measurable CSR outcomes aligned with SDG 6 (Clean Water), SDG 13 (Climate Action), and SDG 15 (Life on Land).



Long-term brand association with Rhino Ark's trusted conservation mission.



Authentic community connection with host areas in Kenya's most remote & beautiful ecosystems.

# GROUP A: Legacy & Innovation Partners

High-visibility flagship sponsorships supporting conservation, technology, and long-term impact.

| Package                                      | Donation (KES) | Focus Area              | Key Benefits  |
|--|----------------|-------------------------|---|
| <b>Community Water Security Partner</b>      | 2.5-3M         | Community & CSR         | Funds a borehole and/or solar water system for host communities.      |
| <b>Digital Partner (Basic/Comprehensive)</b> | 1-2M/5-7M      | Technology & Innovation | Supports the event technology requirements.                           |
| <b>Sustainability Partner</b>                | 3-5M           | Environment & ESG       | Consolidates green initiatives.                                       |
| <b>Film Sponsorship Partner</b>              | 2M             | Storytelling & Media    | Funds official event documentary.                                     |
| <b>12-Month Impact Add-On</b>                | 2M+            | Year-round Visibility   | Brand included in Rhino Ark reports, conservation updates, and media. |



# Community Water Security Partner

**Donation:** KES 2.5 – 3 million\*

**Concept:** A high-impact, long-term sponsorship package focused on improving community water access in Rhino Charge host areas.

**Impact:** Water remains one of the most urgent needs for host communities. This partnership provides a lasting legacy while aligning with CSR goals around water, sanitation, and climate resilience.

**Benefits:**

- Recognition as Community Water Security Partner for Rhino Charge 2026, contributing to the drilling and equipping of a borehole to provide safe, reliable water for the host community and event area.
- Acknowledgement in event and post-event communications as supporting long-term community water security linked to the Rhino Charge conservation initiative.

\* Packages can be tailored on discussion



**Donation:** KES 1 – 2 million (basic) / KES 5 – 7 million (comprehensive tech partnership)\*

**Concept:** Empower Rhino Charge’s technology and connectivity through sponsorship of digital tools, satellite systems, and online platforms.

**Impact:** Supports Rhino Charge’s evolution into a tech-forward, data-driven event, strengthening safety, and media capabilities.

**Benefits:**

- Recognition as Digital Partner for Rhino Charge 2026, supporting connectivity and digital tools that enable coordination of the event and sharing of conservation messages.
- Acknowledgement in event information channels as contributing to the smooth running of onsite and online communications.

# Digital Partner

\* Packages can be tailored on discussion



**Donation:** KES 3 – 5 million\*

**Concept:** A consolidated environmental impact package that brings together waste management, solar lighting, reusable bottles, and carbon offsetting under one sustainability banner.

**Impact:** This approach creates a cohesive sustainability message for corporates with strong environmental sustainability and climate-action goals.

**Benefits:**

- Recognition as Sustainability Partner for Rhino Charge 2026, supporting initiatives that reduce the event’s environmental footprint and promote responsible resource use.
- Acknowledgement in event communications as contributing to waste reduction, environmental stewardship and the long-term sustainability of Rhino Charge.

# Sustainability Partner

\* Packages can be tailored on discussion



**Donation:** KES 2 million

**Concept:** Support the production of the official Rhino Charge documentary — capturing the adventure, conservation story, and community spirit of the event.

**Impact:** Your contribution helps document and share Rhino Charge's conservation impact globally, raising awareness and inspiring future participation.

**Benefits:**

- Branding in film credits and promotional trailers.
- Recognition as a Conservation Storytelling Partner.

## Film Impact Partner

# GROUP B: Operational & Safety Partners

Supporting the essential logistics, safety, and coordination that power the Rhino Charge.

| Package                                | Donation (KES) | Focus Area                                   | Key Benefits   |
|--|----------------|--|--|
| <b>Headquarters Partner</b>            | 200K           | Headquarters Area                            | Funds the central HQ for event management & communication.         |
| <del>Venue Check-In Partner</del>      | 200K           | <del>Venue Check-in</del>                    | <del>Supports participant registration and site entry.</del>       |
| <del>Standard Checkpoint Partner</del> | 100K           | <del>Standard Checkpoint</del>               | <del>Supports checkpoint setup.</del>                              |
| <del>Gauntlet Checkpoint Partner</del> | 200K           | <del>Gauntlet Checkpoint</del>               | <del>Sponsors the most visible course zones.</del>                 |
| <del>Final Control Partner</del>       | 200K           | <del>Scrutineering &amp; Final Control</del> | <del>Ensures transparency and integrity in the event.</del>        |
| <b>Medical Support Partner</b>         | 3.5-4M         | Medical Area                                 | Funds the main medical base with doctors, nurses, and equipment.   |
| <b>Security Support Partner</b>        | 3-5M           | Security Base and Points                     | Supports security team operations across the event.                |
| <b>Logistics Camp Partner</b>          | 1.5-2M         | Logistics Camp Area                          | Supports transport, infrastructure, and heavy machinery logistics. |



**Donation:** KES 200,000

**Concept:** Support the operational centre of the event where logistics and coordination take place. This location may have multiple sponsors but would be venue dependent as the space available will dictate the number of sponsors allowed in this area.

**Impact:** By funding the HQ, sponsors directly enable smooth event operations, efficient coordination of 300+ officials and volunteers, and real-time communication with remote checkpoints across the venue.

**Benefits:**

- Prominent branding within the HQ area and administrative signage.
- Inclusion in official event materials and reports.

# ~~Headquarters Partners~~



**Donation:** KES 200,000

**Concept:** Enhance the first touchpoint of the event — where every competitor, spectator, and official begins their Rhino Charge experience.

**Impact:** Sponsors support the logistics and staffing that manage vehicle access, accreditation, and safety protocols for over 2,000 attendees, ensuring an organized and welcoming arrival.

**Benefits:**

- Branding at the venue entry gate and registration points.
- Visibility on event information boards and signage.
- Recognition as a supporter of safe and efficient event access.

# Venue Check-In Partner



**Donation:** KES 100,000

**Concept:** Adopt one of the event's ten remote checkpoints - the lifelines of the course where safety marshals record competitor progress and provide onsite support.

**Impact:** Checkpoint sponsorship ensures connectivity, communication equipment, and volunteer provisions in remote wilderness areas, helping safeguard both competitors and wildlife habitats.

**Benefits:**

- Branding at the checkpoint site and on competing cars.
- Inclusion in official programme and checkpoint communications.
- Recognition as a Checkpoint Supporter.

# ~~Standard Checkpoint~~ ~~Partner~~

(Please note that Checkpoint partners are expected to provide food and drinks for competitors and officials that visit the Checkpoint on event day)



**Donation:** KES 200,000

**Concept:** Support one of the three most visible sections of the Rhino Charge the Gauntlet checkpoints.

**Impact:** Gauntlet zones draw the highest spectator and media attention, highlighting both driver skill and environmental endurance.

**Benefits:**

- Premium branding at a high-traffic spectator zone.
- Visibility in media and photography coverage.
- Recognition as a Gauntlet Checkpoint Partner.

# ~~Gauntlet Checkpoint~~ ~~Partner~~

(Please note that Checkpoint partners are expected to provide food and drinks for competitors and officials that visit the Checkpoint on event day)



**Donation:** KES 200,000

**Concept:** Sponsor the final control area — where scrutineering is conducted, and the day's achievements are celebrated. This is a high traffic area on scrutineering day and from lunch time on event day.

**Impact:** Your support is contributing to the event's integrity and credibility. It also supports volunteer teams who manage end-of-day logistics.

**Benefits:**

- Branding at the scrutineering area and final control tent.
- Mention in official results communications.
- Recognition as the Final Control Partner.

## ~~Final Control Partner~~



**Donation:** KES 3.5 - 4 million\*

**Concept:** Provide critical medical infrastructure and resources at the Rhino Charge venue.

**Impact:** Your sponsorship ensures professional medical personnel, emergency equipment, and a fully equipped field clinic are available throughout the event — safeguarding over 2,000 participants and crew in remote terrain.

**Benefits:**

- Branding in medical area.
- Recognition as a Health and Safety Partner.
- Inclusion in event press materials and reports.

# Medical Support Partner

\* Packages can be tailored on discussion



**Donation:** KES 3 - 5 million\*

**Concept:** Support the security teams safeguarding competitors, officials, and spectators throughout the event. Assist in strengthening the event's broader security framework through equipment and operational support.

**Impact:** Sponsorship funds secure communications, patrol logistics, and welfare for more than 60 security personnel operating across remote checkpoints and camps. This sponsorship enables 24-hour coverage and enhanced coordination among security, medical, and results teams, ensuring the safety of all attendees and assets.

**Benefits:**

- Branding at the security base and in specific areas where security are stationed.
- Recognition as a Safety and Protection Partner.

# Security Support Partner

\* Packages can be tailored on discussion



**Donation:** KES 1.5 – 2 million\*

**Concept:** Provide vital support to the Logistics Camp, the operational base that houses transport teams, heavy machinery operators, and site-setup crews.

**Impact:** Your sponsorship ensures the safe and efficient setup of the entire Rhino Charge venue, including road access, signage, and infrastructure in remote environments.

**Benefits:**

- Branding on logistics camp vehicles and structures.
- Recognition as a Core Operations Partner.
- Inclusion in behind-the-scenes media and post-event reports highlighting your contribution to the event's success.

# Logistics Camp Partner

\* Packages can be tailored on discussion

# GROUP C: Community & Engagement Partners

Empowering host communities, volunteers, and sustainable visitor experiences.

| Package                                     | Donation (KES) | Focus Area          | Key Benefits  |
|---|----------------|---------------------|---|
| <b>Local Community Ration Packs Partner</b> | 500K–1M        | Community Support   | Provides essential rations for host community volunteers.       |
| <b>Volunteer Sponsorship Partner</b>        | 100K–300K      | Volunteers          | Supports accommodation and meals for volunteers.                |
| <b>Officials Camp Partner</b>               | 6M             | Officials Camp      | Provides logistics and comfort for event officials.             |
| <b>Camping Information Partner</b>          | 300K–600K      | Camping Information | Supports sustainable camping information and signage.           |
| <b>Event Bar Partner</b>                    | 4-6M           | Event Bar           | Sponsors the main social area; branding in the bar area.        |
| <b>Wristband Partner</b>                    | 300K–700K      | Wristbands          | Branded wristbands for entry control.                           |
| <b>Event Bag Partner</b>                    | 2-3M           | Event Bag           | Branded reusable event bags for all participants and officials. |



# Local Community Ration Packs Partner

**Donation:** KES 500,000 – 1 million\*

**Concept:** Fund the provision of food and essential rations distributed to host community volunteers who assist with logistics, security, and environmental protection around the event venue.

**Impact:** Your sponsorship supports hundreds of local families, reinforcing goodwill, community participation, and Rhino Charge’s commitment to equitable partnerships with host areas.

**Benefits:**

- Branding on ration pack packaging or distribution signage.
- Recognition as a Community Engagement & Support Partner.
- Inclusion in event legacy updates showcasing local impact.

\* Packages can be tailored on discussion



**Donation:** KES 100,000 – 300,000

**Concept:** Support the volunteers who make Rhino Charge possible from marshals to admin teams.

**Impact:** Funds contribute to volunteer accommodation, food, and training, ensuring an energized, motivated team delivering a smooth and safe event.

**Benefits:**

- Branding on volunteer shirts or signage.
- Recognition as a Community Engagement Partner.

# Volunteer Partner

(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)



**Donation:** KES 6 million

**Concept:** Provide comfortable accommodation and essential logistics for the 80+ officials who run the event.

**Impact:** Sponsors support the wellbeing and operational readiness of the event's core team — volunteers and specialists who manage course setup, safety, and timing systems.

**Benefits:**

- Branding at the officials' accommodation area.
- Recognition as a Team Support Partner.

## Officials Camp Partner



**Donation:** KES 300,000 – 600,000\*

**Concept:** Support the production and distribution of digital and printed materials that guide thousands of spectators to safe, sustainable camping zones at the venue.

**Impact:** Funds help create eco-friendly maps, waste-management guidelines, and safety notices that reduce environmental impact and improve visitor experience.

**Benefits:**

- Branding in the camping information area as well as on all camping information boards and digital maps.
- Recognition as a Visitor Experience & Sustainability Partner.
- Opportunity to include a sustainability message or QR code in the guide.

# Camping Information Partner

\* Packages can be tailored on discussion



**Donation:** KES 4 – 6 million\*

**Concept:** Sponsor the main Rhino Charge event bar — the social hub where competitors, spectators, and sponsors gather to celebrate the Charge spirit.

**Impact:** Your support funds responsible beverage service, waste-management systems, and social infrastructure that promotes camaraderie and responsible enjoyment.

**Benefits:**

- Prominent branding at the bar tent for 5 days.
- Mention in event programme and digital channels.
- Recognition as a Hospitality & Experience Partner.

# Event Bar Partner

\* Packages can be tailored on discussion



**Donation:** KES 300,000 – 700,000\*

**Concept:** Provide custom Rhino Charge wristbands for competitors, spectators, and officials — an essential access and safety tool.

**Impact:** Your sponsorship supports the event’s access control and safety systems while offering visible, daily exposure on thousands of wrists throughout the weekend.

**Benefits:**

- Logo placement on a specific colour event wristband.
- Recognition as an Access Partner.

# Wristband Partner

(The Wristband partner is not required to procure the wristbands, this will be managed by the Rhino Charge Organisers)

\* Packages can be tailored on discussion



**Donation:** KES 2 – 3 million\*

**Concept:** Provide durable branded event bags for all competitors and officials.

**Impact:** Your sponsorship replaces disposable packaging, providing long-lasting, useful items that promote your brand beyond the event.

**Benefits:**

- Logo printed on all distributed bags.
- Recognition as a Sustainable Logistics Partner.

## Event Bag Partner

(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)

\* Packages can be tailored on discussion

# GROUP D: In-Kind & Strategic Support Partners

Providing essential goods, services, or expertise that make the event possible.

| Package                            | Donation (KES)           | Focus Area           | Key Benefits  |
|------------------------------------|--------------------------|----------------------|---|
| <b>In-Kind Partner</b>             | Equivalent to cash value | Logistics & Services | Recognition proportional to contribution; operational cost savings.     |
| <b>Strategic Technical Partner</b> | Variable                 | Expert Support       | Recognition in technical briefings, media, and official communications. |



**Donation:** Equivalent goods or services

**Concept:** Provide goods, services, or logistics that are critical to the event's success — from fuel and communications to vehicles and catering.

**Impact:** In-kind sponsors reduce operational costs, allowing more proceeds to go directly to Rhino Ark's conservation work.

**Benefits:**

Branding proportional to contribution value.

Recognition as an Official Support Partner.

## In-Kind Partner

# SPONSORSHIP VALUE & REACH OVERVIEW

## Event Scale and Visibility

| Metric                               | Estimated Reach (2026)       | Description   |
|--------------------------------------|------------------------------|---|
| <b>Competitors</b>                   | 65 teams (260+ participants) | Top-tier off-road teams from across Kenya and the region. |
| <b>Spectators &amp; Support Crew</b> | 2,000–3,000 attendees        | Families, corporate guests, and 4x4 enthusiasts.          |
| <b>Officials &amp; Volunteers</b>    | 300+                         | Event operations, safety, scrutineering, and admin teams. |
| <b>Local Community Involvement</b>   | 800–1,000 individuals        | Paid and volunteer support from surrounding host areas.   |

# SPONSORSHIP VALUE & REACH OVERVIEW

## Media & Digital Footprint

| Channel                                 | Estimated Annual Reach         | Notes   |
|---|--------------------------------|---|
| <b>National TV &amp; Press Coverage</b> | 5–8 million impressions        | Extensive features across Citizen TV, NTV, KTN, Daily Nation, and Standard Media. |
| <b>Official Rhino Charge Website</b>    | 150,000+ annual visitors       | High engagement pre-, during, and post-event.                                     |
| <b>Social Media Channels</b>            | 1.5–2 million impressions      | Active engagement across Facebook, Instagram, X and TikTok.                       |
| <b>Live GPS Tracking Platform</b>       | 10,000+ unique event-day users | Real-time audience from 20+ countries.  |
| <b>Partner Media Mentions</b>           | 50–70 brand inclusions         | In print, broadcast, and online reports.  |

# SPONSORSHIP VALUE & REACH OVERVIEW

## Corporate & CSR Impact Value

| Impact Area                                       | Outcome   | Attribution Opportunity   |
|---|---|---|
| <b>Environmental Protection</b>                   | Over 80,000 hectares of indigenous forest under protection                              | Sponsor recognition in legacy reports and conservation updates. |
| <b>Infrastructure &amp; Community Development</b> | Schools, boreholes, water systems and other community beneficial projects in host areas | Branded visibility in community legacy projects.                |
| <b>Education &amp; Awareness</b>                  | Thousands of students and families reached through conservation outreach                | Joint storytelling in CSR and sustainability campaigns.         |
| <b>Sustainable Event Practices</b>                | Waste reduction, water reuse, solar power   | Co-branding as a Sustainability Partner in green initiatives.   |



rhinocharge.co.ke



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