



SPONSOR PACK 2021



Western Cape Event
Plett to Cape Town Walkathon "Walk/Run/Ride 4 Animal Rescue"



800km - Plett to Cape Town

1.2 Million Steps

27 days



CHAPTERS:

- Algeria • Angola • Benin • Cameroon • Cape Verde • Comores • Congo Republic • Cote d'Ivoire • Djibouti • DRC • Egypt
- Eritrea • Equatorial Guinea • Gabon • Gambia • Ghana • Guinea • Guinea-Bissau • Kenya • Libya • Liberia • Madagascar
- Mauritania • Mauritius • Morocco • Mozambique • Namibia • Nigeria • Reunion • São Tomé and Príncipe • Senegal
- Seychelles • Sierra Leone • Somalia • South Africa • Sudan • Tanzania • Togo • Tunisia • Western Sahara

WHO?

Walk For Africa (W4A) is a member-driven non-profit collective of travel trade, media, conservation, and environmental experts in 40 African coastal countries and ocean island states.

WHAT?

Two events; virtual and physical. The physical event is a multi-day public-participation walkathon along the Western Cape coastline from Plettenberg Bay to Cape Town - a distance of 800km / 1 million steps). The virtual event follows the same route/distance using the participants exercise devices.

WHEN?

World Tourism Month - September 2021 (South Africa)
World Tourism Day - 27th September 2021 (International)
Virtual Event - 01 July to 27 September 2021
After this years' inaugural launch, the events will become annual fixtures in South Africas' tourism calendar.

WHY?

- 1) To boost post-COVID-19 tourism recovery in Africa by fostering public wellness through outdoor walkathon/hiking participation.
- 2) To unite African nations through responsible and inclusive tourism practices.
- 3) To protect the environment and wildlife, enhance African culture, and benefit local communities.
- 4) To raise funds for animal welfare (Cape of Good Hope SPCA & Garden Route SPCA).

View our Mission, Vision, and Values at walk4africa.org/mission

HOW?

READ ON...

WHAT?



The Numbers at a Glance



DURATION

27*

* Days: 01-27 September 2021



PARTICIPANTS

6750*

* Based on COVID-19 outdoor group gathering restrictions of 250 (x27 days)



DEMOGRAPHICS

AGE 18+ LSM 10+

Primarily eco-conscious domestic tourists.
60% female / 40% male



ENTRY FEES

DAY WALK

R550*

MULTI-DAY

R2,500**

PER DAY

* Day Walker incl donation, goody bag, T-shirt, packed lunch & beverages.

** Multi-Day incl donation, goody bag, T-shirt, accommodation, 3x meals, entertainment & road transport options.
Excl crowdfunding option.



FINANCIAL

REV

4.1m*

-

EXP

1.9m

=

GP 2.2m

* Est: based on 50% of max participant numbers



MEDIA EXPOSURE

3m+*

* Est: based on participant / member social media posting, media partner & PR exposure reach.



DISBURSEMENTS

15% ADMIN

35% CARRY-OVER

50% BENEFICIARY

Carry-over to fund 2022 event
Beneficiary: SPCA

WHEN/WHERE?



Plett to Cape Town

DAY	DATE	DISTANCE	START/END LOCATIONS	FUNCTION VENUE
DAY 00	TUE 31 st AUG	: N/A	Pre-launch onsite registration	TBA
DAY 01	WED 1 st SEP	: ±40km	Keurbooms Beach (Plett) to Knoetzie Beach	TBA
DAY 02	THU 2 nd SEP	: ±37km	Knoetzie Beach (Knysna) to Brenton Beach	TBA
DAY 03	FRI 3 rd SEP	: ±27km	Brenton Beach to Sedgefield (Garden Route)	TBA
DAY 04	SAT 4 th SEP	: ±23km	Sedgefield to Wilderness (Garden Route)	TBA
DAY 05	SUN 5 th SEP	: ±38km	Wilderness to Outeniqua Strand	TBA
DAY 06	MON 6 th SEP	: ±33km	Outeniqua Strand (George) to Mossel Bay	TBA
DAY 07	TUE 7 th SEP	: ±31km	Mossel Bay to Fransmanshoek	TBA
DAY 08	WED 8 th SEP	: ±35km	Fransmanshoek (Vleesbaai) to Fynbosstrand	TBA
DAY 09	THU 9 th SEP	: ±24km	Fynbosstrand to StilBaai (Still Bay)	TBA
DAY 10	FRI 10 th SEP	: ±47km	StilBaai to Puntjie Nature Reserve	TBA
DAY 11	SAT 11 th SEP	: ±37km	Puntjie (Witsand) to Noetsie Hut (De Hoop Reserve)	TBA
DAY 12	SUN 12 th SEP	: ±56km	Noetzie Hut to Arniston	TBA
DAY 13	MON 13 th SEP	: ±27km	Arniston to Struisbaai	TBA
DAY 14	TUE 14 th SEP	: ±11km	Struisbaai to L'Agulhas (Southern Tip of Africa)	TBA
DAY 15	WED 15 th SEP	: ±33km	L'Agulhas to Die Dam	TBA
DAY 16	THU 16 th SEP	: ±30km	Die Dam to Pearly Beach	TBA
DAY 17	FRI 17 th SEP	: ±28km	Pearly Beach to Gansbaai	TBA
DAY 18	SAT 18 th SEP	: ±27km	Gansbaai to Hermanus	TBA
DAY 19	SUN 19 th SEP	: ±28km	Hermanus to Mereenbosch	TBA
DAY 20	MON 20 th SEP	: ±34km	Mereenbosch to Cape Hangklip	TBA
DAY 21	TUE 21 st SEP	: ±43km	Cape Hangklip to Strand	TBA
DAY 22	WED 22 nd SEP	: ±24km	Strand to Strandfontein	TBA
DAY 23	THU 23 rd SEP	: ±22km	Strandfontein to Simons Town	TBA
DAY 24	FRI 24 th SEP	: ±22km	Simons Town to Cape Point	TBA
DAY 25	SAT 25 th SEP	: ±27km	Cape Point to Scarborough	TBA
DAY 26	SUN 26 th SEP	: ±29km	Scarborough to Noordhoek	TBA
DAY 27	MON 27 th SEP	: ±23km	Hout Bay to Cape Town (V&A Waterfront)	TBA

World Tourism Day

Route plan subject to change prior to launch

SPONSOR LEVELS



Western Cape Event

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM*
VALUE	R5-R49k	R50-R99k	R100-250k	> R251k+
BRANDING				
Logo on W4A website homepage (hyper-linked)	✓	✓	✓	✓
Product / brochure in participant 'goody bags' (supplied)	✓	✓	✓	✓
MEDIA				
Social media acknowledgement with hashtags	✓	✓	✓	✓
Logo on advertising collateral	—	✓	✓	✓
Mention in press-releases	—	✓	✓	✓
MERCHANDISING				
Logo on T-shirt (silkscreened)	—	—	—	✓
Logo on safari shirt & sun hats (embroidered)	—	—	—	✓
Logo on event signage	—	—	—	✓
ACTIVATION				
Banner display at registration venues (mornings)	—	—	✓	✓
Product/service demo/display at function venues (evenings)	—	—	✓	✓
PRESENTATION				
Speaker podium / video at dinner venue	—	—	—	✓
DONATION				
Sponsorship % to beneficiary (SPCSA)	✓	✓	✓	✓

* Platinum **Naming Rights** sponsorship available at R350 000.

PARTNERS: **CAPE TOWN & WESTERN CAPE**
marketed by WESGRO



BENEFICIARY:

Cape of Good Hope



HOW?



VIRTUAL EVENT

WHO? The online virtual event is intended for international / regional / national entrants who can't attend the physical event but still want to get involved.

WHAT? A virtual event that uses the participants fitness device (watch, pedometer or heart rate monitor) to record their walk, run, ride, swim, hike, or gym workout. They do this by registering a free Strava.com account to enable syncing and uploading of their device data records. Their calories burned during exercise is then converted in to kilometres/miles.

WHEN? From 01 July to 27 September 2021.

WHY? To raise awareness and raise funds for our event beneficiaries; the Garden Route SPCA and the Cape of Good Hope SPCA.

HOW? Tickets for the Virtual Walk/Run/Ride 4 Animal Rescue SPCA Fundraiser can be purchased at R350 (\$25) per entry from [Quicket.co.za](https://www.Quicket.co.za). Regular SPCA donors can also enter by logging into the [GivenGain](#) crowd-funding platform. Participants then join the Strava [Walk For Africa Club](#) and then join the [Club Event](#).

The entire 800km Plettenberg Bay to Cape Town route map has been plotted in the Club Event dashboard and the participants activity is ranked to determine the leaders. When the virtual event closes on 27 September 2021, the top 10 leaderboard winners will be rewarded with accommodation or restaurant vouchers and invited to attend the physical event closing function at the V&A Waterfront in Cape Town.

HOW?



PHYSICAL EVENT

REGISTER online at walk4africa.org between 01 August to 26 September 2021 or purchase an eco-tour package from participating W4A member tour operators/travel agents.

Note: Pre-event (expression of interest) registrations are now open at walk4africa.org/western-cape-pre-event-entry/

Choose individual or team entry option. Enter contact details & complete medical form/questionnaire for each participant. Choose single-day (day walker) or multi-day option for each participant. View/select dates (route entry limits/availability & profiles/maps/360views/drone-fly-overs). Choose arrival/departure parking/transport options. View/select daily overnight B&B accommodation options (location/type/star-rating/facilities/roomrates/availability). View/select camping/outdoor gear options. Select lunch/dinner dietary preference. Review selected options/price. Add to shopping cart.

FUND individual/team walkathon for beneficiary cause. Choose fundraising option: once-off donation (add to shopping cart) or crowdfunding (raise pledges per km walked). Review auto-generated crowdfunding page. View/select W4A merchandise options/sizes. Review shopping cart checkout, T&Cs/disclaimer & digitally agree/decline. Approve & process payment. Download W4A walkathon app for Android/Apple. Check email for booking confirmation & reference number.

Promote crowdfunding link to family/friends/colleagues/followers via social media channels. Challenge competitors/suppliers to equal or better donations.

Optional: Purchase Medical Emergency Evacuation insurance on a daily-cover basis.

WALK the talk. Arrive for onsite registration between 6-8am. Hand-in car keys if parking booked. Sign indemnity form. Collect goody bag & pre-ordered merchandise/camping/outdoor items. Enjoy a coffee/muffin while browsing sponsor displays. Attend pre-walk safety briefing. Take the first step along the days route at 09h00 for walkers, 10h00 for runners, and 11h00 for cyclists (fat bikes - suitable for beach riding).

ABOUT



OUR BENEFICIARIES

Established in 1872, the Cape of Good Hope SPCA (Society for the Prevention of Cruelty to Animals) is the founding society of the SPCA movement in South Africa and is the oldest animal welfare organisation in the country.

The Garden Route SPCA was formed when the George and Mossel Bay branches joined forces to combat animal cruelty in the region.

Over the past 147 years they have diligently carried out their mission to prevent cruelty to animals through education, law enforcement, and veterinary care services. They also have an Animal Care Centre, Horse Care and Farmyard Unit, and Wildlife Facility.

The Cape's wildlife are continually under threat. Certain animal species are in conflict with humans, some are exploited for financial gain, threatened by natural disasters and urban sprawl and others, hunted for sport and recreation.

The Cape of Good Hope SPCA Wildlife Department serves a critical role in mitigating this threat by rescuing displaced, injured and sick wildlife and investigating reports of cruelty to wild animals. They are committed to their credo that wild animals belong in the wild and their team works to also bring an end to the illegal keeping, import and sale of exotic animals as pets.

During the past two years (2019-2020), the Cape of Good Hope SPCA has facilitated 968 dog & cat adoptions, 6759 animal cruelty investigations, and sterilised 6974 animals. This year has been particularly hard for the SPCA to continue their good work. They need funding. Walk For Africa aims to help with that by raising R1 million through our "Walk/Run/Ride 4 Animal Rescue" virtual and physical events.

MEDIA PARTNERS:



INDUSTRY PARTNERS:



SPONSORS:



Cape of Good Hope

BENEFICIARY:

