

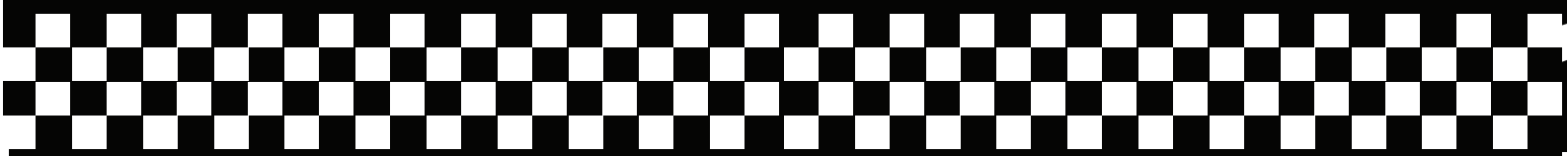


— • 2023 • —

Waache Mataa...

Proposal - 2023

www.tuktukrallyfestival.com





From the Team

First and foremost, we would like to say “Thank You” for taking the time to learn more about our TUK-TUK RALLY FESTIVAL.

Whether you are involved in reviewing and selecting sponsorship properties, developing your company’s marketing plans or activating programs and promotions, you will find that we speak your language, understand your issues and, most importantly, pursue what you pursue – bottom line results.

Whether you seek, to increase brand loyalty, create more visibility, change or reinforce your image, drive retail and/or dealer traffic, stimulate sales or entertain clients and prospects, we will work to help you achieve any and/or all of these objectives. We will perform, not only on the track, but off the track to help you accomplish your marketing plan. You will receive the highest level of service.

Should you have any further questions, please feel free to contact us. We would be more than willing to discuss all possible opportunities to ensure a mutually beneficial partnership.

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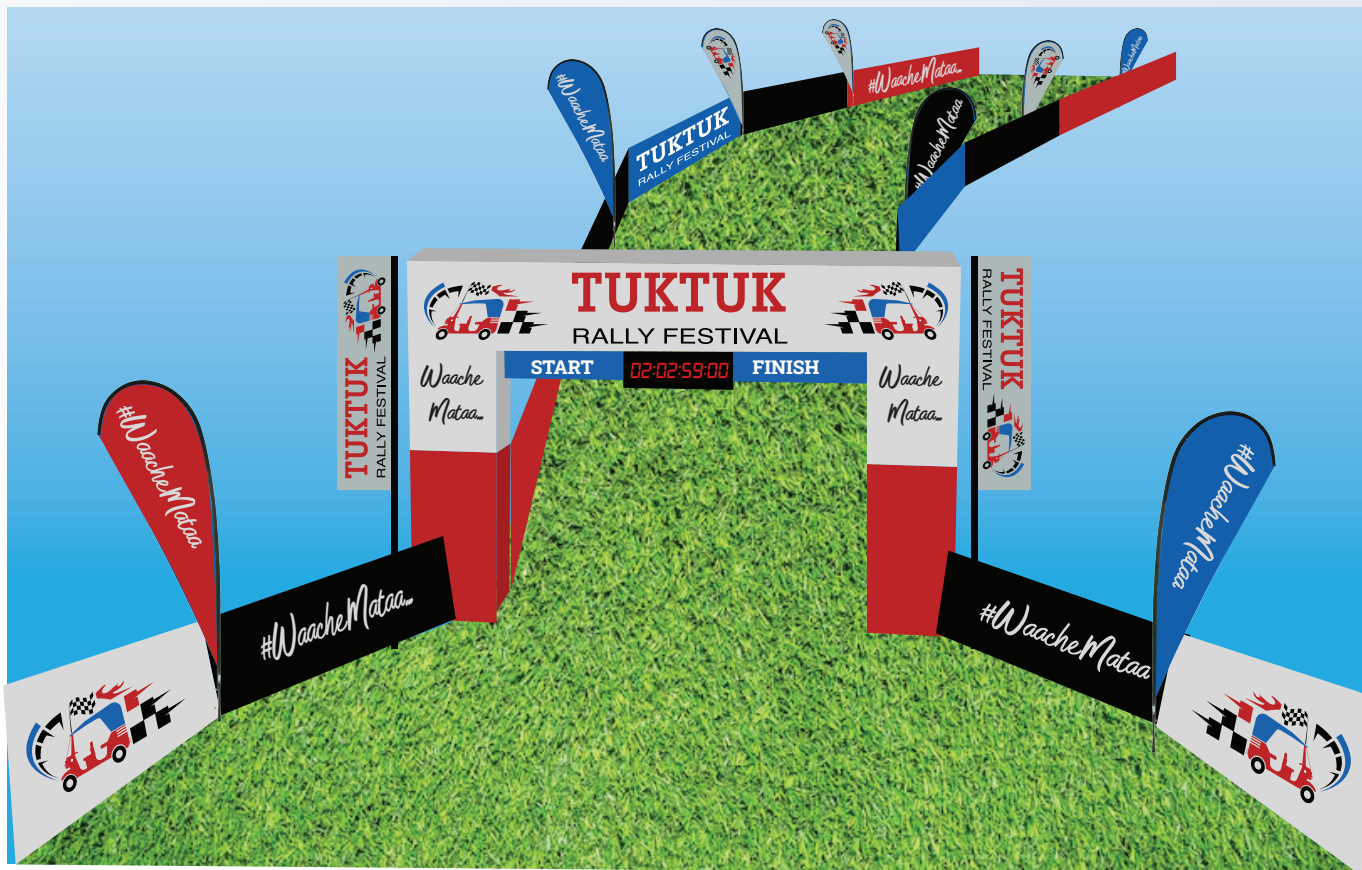
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The Tuk-Tuk Rally Festival



Introduction

An annual adventurous tuk-tuk racing rally taking place for the first time in Tanzania. More than 1,000 tuk-tuks, 110km covered through different terrains (beaches, hills, valleys, swamps) across two regions (Dar es Salaam and Pwani) uncovering their beauty; From the beautiful beaches of Kigamboni, to the swamps of Kimbiji, to the green rice fields of Buuni, to plains of Tundwi Songani and eventually the magical reserve forest of Vikindu where will end with an EPIC party with DJ/Live Music, great food & drinks and delicious vibes! Also, event entertainment includes dance, art and craft as well as sports trade stands, club displays and fun.

It is a two-day racing rally permitted multi venue event featuring stages at the beautiful beaches of Kigamboni plus dusk stages at Vikundi Reserve Forest. The rally will feature up to 2000 tuk-tuks to take on an adventurous race track with a festival atmosphere created for all the family. The festival begins on Saturday 16th December 2023 at Vikindu, Mwandege with the ceremonial start.

The Event (It's A Two-day Event)

Day One:

- ◆ We will conduct a training and give education to all participants on road safety and money saving plans.
- ◆ We'll finish up drive training, do a practice drive, and mix and mingle at the start party!
- ◆ The participants will learn the rules, direction maps, and digital app
- ◆ We give opportunity for all riders to race each other and showcase their driving skills in a small closed area – SPECIAL STAGE. This unique opportunity will be open for the photographers and journalists to snap some shots of all the riders messing about and having a good time.
- ◆ Visitors will also have the opportunity to come and see the tuk-tuks and meet the drivers at the Meet & Greet area.
- ◆ We conduct full vehicle services which includes inspections, maintenance and/or repairs to ensure that your vehicle is running safely and efficiently such as checking the brakes, suspension, steering, exhaust, oil, fluids, and lights: All the mechanics, staff and pit crew working hard to get everything prepared and ready for tomorrow.
- ◆ Finalizing on Bajaj Branding
- ◆ Distribution of kits to participants.

Day Two: The Big Day

On Sunday 17th December, the tuk-tuks will then take on the famous stage – culminating in a fireworks finale and water splash. Then we will hold a cultural festival in Vikindu Forest Reserve which showcases traditional music, food and mostly importantly, Vikindu Forest Reserve which has now become known as a tourist destination.

Rewards

There are thousands of miles of life-changing experiences, unforgettable people, and a finish party as wild as the event.

The beaches of Tanzania, you'll get to see parts of Dar es Salaam and Pwani (Tanzania) that 99% of it's residents, citizens and tourists never do.

Where

START: Vikindu Forest Reserve (Pwani) to Kongowe (Dar es Salaam), to Toangoma, to Kigamboni, to Kibada, to Mjimwema, to Geza, to Dege, to Cheka, to Kimbiji, to Buuni, to Pemba Mnazi, to Tundwi Songani, to Marogoro, to Mfurumwambao, to Vianzi, to Vikindu (Pwani). DISTANCE: 110KM



Awards

Many teams will compete, but only one will be crowned as The TukTuk Rally Champion! Will it be you? It's worth remembering that the Tuk-Tuk Rally Festival is just a **Challenge** not a **Race**. Speed should not be your priority. If anything should be, it's probably **Fun**.

Tuk-Tuk Race Championship (4 awards)

Awards will be given to the 10 fastest teams including Champion, 1st Runner-up, 2nd Runner-up and 3rd Runner-up.

◆	Champion	A brand new Tuk Tuk + Tshs. 5,000,000/= Cash
◆	1st Runner-up	A brand new Tuk Tuk
◆	2nd Runner-up	Tshs. 5,000,000/= Cash
◆	3rd Runner-up	Tshs. 4,000,000/= Cash
◆	4th Runner-up	Tshs. 3,000,000/= Cash
◆	5th Runner-up	Tshs. 2,000,000/= Cash
◆	6th Runner-up	Tshs. 1,000,000/= Cash

Top Donation Achiever Award (1 award)

The award is to acknowledge the great efforts of either a team, company or corporate entity for being able to raise the largest amount of donation for the event.

Best Cheering Team Awards (3 awards)

The awards will be presented to the cheering team (max 15 persons per team) who have demonstrated good team spirits during the TukTuk Rally Festival.

Regulators

National Sports Council of Tanzania – BARAZA LA MICHEZO LA TAIFA TANZANIA (BMT)

Fundraising For Charity

Tuk-Tuk Rally Festival an event that connects a community of rally lovers, families and friends. Together, we rally and drive with the purpose to support children and families with special needs as well as helping to develop and grow the next generation of leaders. At its core, Tuk-Tuk Rally Festival is centered around one primary idea: **connecting great people for great things, through purpose driven experiences**. At the end of the day, we want to bring people together, have fun, and help change someone's life."

- ◆ Helping children living in difficult environments by providing a safe and supportive environment at home and school. Also by supporting their emotional and physical needs.
- ◆ Goals are to provide "advocacy, education, support, and encouragement to the vulnerable groups in the society eg. females to participate in ICT at an early age. We will organize annual activities such as the "Girls in ICT Day" where girls are encouraged to develop ICT skills through this platform.
- ◆ Charity with a purpose of enhancing the natural environment by promoting the planting of indigenous tree and plant species in appropriate locations.

Why Tuk-Tuk Rally Festival...?

For years companies have been led to believe the only way to reach race fans and get true ROI was through high levels of mainstream auto racing. This couldn't be further from the truth! In fact, Tuk-Tuk Rally racing and the racetrack will provide endless marketing opportunities for tremendous entertainment value for families and fans.

Tuk-Tuk Rally Festival will give fans a chance to associate their personal values with such core values and teamwork, achievement and hard work. Sponsors benefit from a variety of opportunities to successfully gain a return on their investment through involvement in racing. The range of marketing goals at the track can consist of increasing brand loyalty, creating awareness and visibility, changing or reinforcing your corporate image, rewarding your sales force, exciting employees, networking with other teams and sponsor organizations, change consumer behaviour, drive traffic to retail and website locations, educate race fans, find new markets, etc.

There are more than 10,000 auto rickshaws only in Dar es salaam with more than 1.2 million users. The auto rickshaw is not only a mode of transportation, it is also a symbol of the transformative aspects of transportation and its impact on society, culture, policy, and digital technology:

Basic conveyance: The tuk-tuk is a symbol of basic conveyance, akin to the automobile in the western world. Some study reports that “[t]hey account for 20% of motorized trips in some cities and provide jobs to thousands of drivers, are inexpensive to buy and operate, and are an elegant solution to the problem of affordable, short-distance urban transportation for the middle class. In some regions in Tanzania, “people use them for their delivery rounds and parents pack their children off to school in them”, while in some “they are often the family car.” In some regions the auto rickshaw is the sole means of transporting people and goods.

Empowerment of women: It is a symbol of social, economic, and spatial mobility for women. Nearly 40% of urban auto rickshaw users in Tanzania are women. The vehicle provides them with access to schools and workplaces, and enables social interactions for women who do not possess personal automobiles. In addition to being users of auto rickshaws, women have begun to operate them for income. In 2024, through Tuk-Tuk Rally Festival in collaboration with Pinkspot we will be launching the ‘Pink Rickshaw Project’ in Dar es Salaam, Tanzania to provide taxi services for women by women, and to enable women to become financially independent. In Tanzania and other African countries, the auto rickshaw is opening the doors for women to earn a living and to establish financial independence.

Empowering Disabled: There are some new initiatives equipping people with physical disabilities to run rickshaws to support their families. This gives them a chance to integrate into society and making them economically empowered. This is very beneficial to them because along with the money they make, are also taught driving skill giving them a new way to earn independently through hard work and also sustaining their self-esteem.

Environmental concerns: The vehicle is a symbol of environmentally-friendly transport that meets the growing demands of mass transportation in densely populated cities. It is at the centre of efforts in our cities to address pollution generated by such demand. Most of these autos have 2 and 3 stroke engines, thus contributing to increased air pollution in the city. Currently about 10,000 cycle rickshaws are operational, with approximate 13 different stands (auto-rickshaw station) in the city.

In India, over more than 95% of auto rickshaws are fuelled by compressed natural gas (CNG) instead of diesel or petrol and are painted green to express their ecological attributes. So, there is a need to deploy an alternative transport fuel for rickshaws other than petroleum and diesel in Tanzania due to excessive road emissions. To address global warming, we will be planting trees 100 times the number of Tuk-Tuks participating in Tuk-Tuk Rally Festival 2023. Also advocating to start using auto rickshaws fuelled by compressed natural gas (CNG) and electricity. (CEO Of a company/Mbunge? Kiongozi) uses an auto rickshaw as her official vehicle on account of its efficiency and ecological advantages.

Social service: It is a symbol of social service and uplift. Roshni Rides proposed a shuttle service for “ferrying refugees from their homes to schools, work, hospitals and markets” using auto rickshaws in order to provide them with mobility and services.

Digital technology: The auto rickshaw also symbolizes the adaption of technology to accommodate transportation needs. Several private companies in Tanzania offer ride-hailing mobile apps for auto rickshaws. These transportation service companies have launched Android & IOS apps which allows users to book over 10,000 rickshaws and now these services are available in more than five (5) cities across Tanzania.

Tuk-Tuk Rally Festival is recognizing the iconicity and the importance of the auto rickshaw to the daily life of its users and its popularity among users.

Meet the Team

Solomon Printers a company with fifteen (15) years of experience which deals with branding, printing, signage and advertisement has sponsorship opportunities for THE BIGGEST UPCOMING ANNUAL SPORTS EVENT IN THE HISTORY OF THIS COUNTRY (TUK-TUK RALLY FESTIVAL). An adventure rally racing and festival, taking place for the first time in Tanzania. 1,000 tuk-tuks 110 km covered through different terrains across two regions (Dar es Salaam and Pwani).

Introduction – Tuk-Tuk Short History

The AUTO RICKSHAW (Tuk-Tuk - a tin can of a vehicle with a tiny engine) has been an important mode of short-distance conveyance throughout Tanzania after emerging in Japan and Italy in the middle of the 20th century. This three-wheeler is more abundant than automobiles on the roadways of Tanzania, and it is as iconic in our country as the taxi cab is in New York. In Thailand, it colloquially known as a 'tuk-tuk', a term that has spread to other countries. This popular name for the vehicle 'tuk-tuk', is derived from, an onomatopoeia for the sound emitted by the vehicle's two-stroke engine. The term is a slang for the regular Thai name sam-lo (saamlaw), or 'tricycle'. The name 'tuk-tuk' has made its way around the world. Several other names used around the world are: Bajaji, baby taxi, CNG, mototaxi, three-wheeler, trishaw, tucxi, and variations on rickshaw. In Italy, the original Piaggio Ape is still used for basic transportation and tourism. The practical utility of the auto rickshaw has been recognized beyond Asia. It is used in Tanzania, Kenya, Uganda, Ethiopia, Tunisia, and has recently been introduced to Egypt and other African countries. In Europe and North America, electric 'tuk-tuks' are emerging in cities as alternatives to taxis. While already integral to the lives of hundreds of millions, the auto rickshaw continues to address the transportation needs of millions more around the globe.

Success of Sports Marketing

Research shows that racing sponsorship is the most economical means of reaching a specific market demographic and rally racing is the best bargain in sports marketing."

In addition to on-site spectator attendance, rally racing attracts tremendous television viewership at a higher percentage rate than baseball, basketball and other sports. Depending on which survey you read, rally racing ranks either first or second to soccer as the most popular sport in the world. This rapid rise in popularity is due in most part to worldwide television exposure, which in turn, attracts a variety of corporate sponsors.



Increasing the bottom line is the main goal of every corporate sponsor, whether through the racing fans with a brand or product, or by on-site entertainment of corporate customers, every sponsor is attempting to increase corporate awareness, and ultimately sales, through positive association to their corporate name. Nearly every industry is involved in racing in some manner. Traditional automotive related companies, beer, tobacco, and automotive companies continue to participate as well as consumer product companies such as breakfast cereal & bread, batteries and film. High-tech consumer product companies, Internet based companies, and all sorts of Information Technology companies are realizing the advertising value of rally racing. Other consumer service companies who have joined these sponsors include ride hailing or transportation service companies such as Uber, Bolt, Farasi etc

Race Tuktuk Graphics

Tuk-Tuk serve as moving billboards for the sponsor's logo. When properly placed on the Tuk-Tuk, the sponsors graphics are highly visible to the fans in the stands and to TV viewers.

Track & Series Signage

We can discuss naming rights, product exclusivity and signage on the race track for added visibility with fans at the track as well as fans at home with any media coverage and/or photos.

Driver, Team & Merchandise

The driver suit (Jacket), assistant suit (Tshirt), team apparel - pit crew uniforms/ gear, hats, towels - along with promotional giveaways and merchandise carry prominent sponsor identification, providing sponsors with additional visibility both on and off the track.

Transport Signage

We will be having a big trucks for carrying those breakdown tuk-tuks which failed to continue with the rally. We will also have branded vehicles transporting mechanics and spareparts throughout the race-track. These vehicles acts as a rolling billboard.

Hero Cards & Print Handouts

A staple of the race fan experience, personalized "Hero Cards" offer a description of the Driver and Race Team as well Team Sponsors. These are great marketing tools as they are used both at the track and at personal appearances for autographs.

In - Car Cam

Sponsors have the opportunity to gain exposure with their logo as a permanent fixture on all video footage uploaded from at least one on board Go-Pro Camera.

We offer one Title Sponsor the following benefits:

Public Relations

- ✓ Right to re-design all event's graphics incorporating company themes and colors as well as right to change name of the event according to company marketing and branding strategies.
- ✓ An initial press release issued about the partnership agreement to all major publications and news services. (Local, regional and international online and offline publications)
- ✓ Title Sponsor included in all subsequent season media, publications and press information (Including event website and social media). Sponsor's logo and company description (up to 300 words) placement in event's official website and other social media sites.
- ✓ The right to use the drivers and event/team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- ✓ Five minutes presentation about the sponsor before start of the race.
- ✓ Guest speaker at race review meetings.
- ✓ Guest appearances of our team (number of appearances negotiable) at seminars, customer locations, trade shows and other promotional activities negotiable for expenses and schedule availability.
- ✓ Opportunity for company officials to kick off the race (By firing starter pistol) and hold the finish line tape for race winners.
- ✓ Photo opportunities with the winners of the races at the finish line.
- ✓ 20 free tickets and pit passes per event to entertain colleagues, employees and clients' introductions to driver(s), crew members included
- ✓ Dominant Signage/Logo on:
 - ◆ Race Auto Rickshaw
 - ◆ Driver & Assistant Suit
 - ◆ Pit Vehicles/Equipment
 - ◆ Shelter Tents at the Water Stations
 - ◆ Transporter Signage (We will have a car which will be transporting mechanics)
 - ◆ Team Gear/Apparel – Head Helmets
 - ◆ All Marketing and Promotional endeavor
 - ◆ A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

Brand Awareness

Your logo will be included prominently on the following:

- ◆ All race entry forms/promotional postcards
- ◆ All participant shirts
- ◆ All volunteer shirts
- ◆ Finish line ribbon
- ◆ Race handbook
- ◆ BIB numbers
- ◆ Timing Chip
- ◆ Course mile markers and signs
- ◆ Medal Ribbons
- ◆ All print advertising for the event
- ◆ Website with link to your website
- ◆ All email newsletters
- ◆ Social media channels
- ◆ Product offered as prize or raffle drawing
- ◆ Products offered to event participants and volunteer staff

We offer one Title Sponsor the following benefits:

Sales/Promotions

- Space at the Tuk-Tuk Festival Rally check-in and expo where product or service can be displayed demonstrated and/or sold.
- Opportunity to be included in the participant goodie bag including but not limited to company information, offers, promotions, and products.
- Opportunity to create cross-promotions, sweepstakes, etc. using the Tuk-Tuk Rally Festival name and/or logo.
- Post race bonfire ceremony.
- Product/service exclusivity
- E-mail Promotion toward 2000 Recipients X 4 times

Onsite Exposure

- Banner placement at race check-in and expo.
- Banner placement in start/finish line area.
- Vertical Banner at the start and finish area (10 Pcs)
- Name and logo placement on stage backdrop Banner
- Name and logo placement on Press and Photo Banner
- Horizontal Banner at the start and finish area (10 Pcs)
- Complimentary Expo booth
- Name and logo placement on Shelter Tents at the
- Water Stations (5Pcs)
- Sponsor's Board at the Event Venue
- Recognition by announcers throughout the event.

We offer Primary sponsors the following benefits:

Public Relations

- An initial press release issued about the partnership agreement to all major publications and media.
- Primary Sponsor included in all subsequent season media, publications and press information as appropriate (Including Event Website and social media).
- Logo and company description (up to 200 words) on the event website sponsor page
- The right to use the driver and team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- Guest appearances of our team (number of appearances negotiable) at seminars, shows and other promotional activities negotiable for expenses and schedule availability - Including customized show car program.
- 10HH free tickets and pit passes per event to entertain colleagues, employees and clients Introductions to driver and crew included.
- Company Logo displayed
 - Race Auto Rickshaw: Rear/Side Wing
 - ◆ (1 Position)
 - ◆ Driver Suit
 - ◆ Pit Vehicles/Equipment
 - ◆ Transporter Signage
 - ◆ Team Gear/Apparel
 - All Marketing and Promotional endeavor
- A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

Brand Awareness

- Your logo will be included prominently on the following:
 - ◆ All race entry forms/promotional post cards
 - ◆ Race handbook
 - ◆ Website with link to your website
 - ◆ All email newsletters
 - ◆ Social media channels
 - ◆ Product offered as prize or raffle drawing
 - ◆ Products offered to event participants and volunteer staff

Sales/Promotions

- ◆ Space at the Tuk-Tuk Festival Rally check-in and expo where product or service can be displayed demonstrated and/or sold.
- ◆ Opportunity to be included in the participant goodie bag including but not limited to company information, offers, promotions, and products.
- ◆ Opportunity to create cross-promotions, sweepstakes, etc. using the Tuk-Tuk Rally
- ◆ Festival name and/or logo.
- ◆ Post race bonfire ceremony.
- ◆ E-mail Promotion toward 1000 Recipients X 4 times

Onsite Exposure

- ◆ Banner placement at race check-in and expo.
- ◆ Banner placement in start/finish line area.
- ◆ Recognition by announcers throughout the event.

We offer Primary sponsors the following benefits:

Public Relations

- An initial press release issued about the partnership agreement to all major publications and news services.
- Associate Sponsor included in all subsequent season media, publications and press information as appropriate (Including Team Website and social media).
- Company name, website link and description (up to 100 words) on the event website sponsor page
- The right to use the driver and team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- Guest appearances of our racing team (number of appearances negotiable) at seminars, customer locations, trade shows and other promotional activities negotiable for expenses and schedule availability Including customized show car program.
- 5 free tickets and pit passes per event to entertain colleagues, employees and clients introductions to driver(s), crew members included.
- Provide Logo Graphics for vinyl decal made to fit:
 - ◆ Race Auto Rickshaw: Lower Bottom
 - ◆ Panels (One Side)
 - ◆ Transporter Signage.
 - ◆ Choice of Front or Back of Driver Suit
 - ◆ Team Gear/Apparel
 - ◆ Pit Vehicles/Equipment
 - ◆ Hero Cards
- A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

Brand Awareness

- Your logo will be included prominently on the following:
 - ◆ Race handbook
 - ◆ Website with link to your website
 - ◆ Product offered as prize or raffle drawing
 - ◆ Products offered to event participants and volunteer staff Sales/Promotions
 - ◆ Space at the Tuk-Tuk Festival Rally check-in and expo where product or service can be displayed demonstrated and/or sold.
 - ◆ Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions, and products.

Onsite Exposure

- ◆ Banner placement at race check-in and -expo
- ◆ Banner placement in start/finish line area.
- ◆ Recognition by announcers throughout the event.

We offer Associate Co-sponsors the following benefits:

Public Relations

- An initial press release issued about the partnership agreement to all major publications and news services. Associate Sponsor included in all subsequent season media, publications and press information as appropriate (Including Team Website and social media).
- Company name, website link and description (up to 100 words) on the event website sponsor page
- The right to use the driver and team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- Guest appearances of our racing team (number of appearances negotiable) at seminars, customer locations, trade shows and other promotional activities negotiable for expenses and schedule availability Including customized show car program.
- 2 free tickets and pit passes per event to entertain colleagues, employees and clients introductions to driver(s), crew members included.
- Provide Logo Graphics for vinyl decal made to fit:
 - ◆ Race Auto Rickshaw: Lower Bottom
 - ◆ Panels (One Side)
 - ◆ Transporter Signage.
 - ◆ Choice of Front or Back of Driver Suit
 - ◆ Team Gear/Apparel
 - ◆ Pit Vehicles/Equipment
 - ◆ Hero Cards
- A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

Brand Awareness

Your logo will be included prominently on the following:

- ◆ Race handbook
- ◆ Website with link to your website
- ◆ Product offered as prize or raffle drawing
- ◆ Products offered to event participants and volunteer staff

Sales/Promotions

- Space at the Tuk-Tuk Festival Rally check-in and expo where product or service can be displayed demonstrated and/or sold.
- Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions, and products.

Onsite Exposure

- Banner placement at race check-in and expo
- Banner placement in start/finish line area.
- Recognition by announcers throughout the event.

**Sponsorship
Package**

Product/ Trade Sponsor | BRONZE | Tshs. 10,000,000/=

We offer Associate sponsors the following benefits:

As a Season Marketing & Product Sponsor you will receive the following benefits:

- An initial press release issued about the partnership agreement to all major publications and news services
- Season Marketing & Product Sponsor included in all subsequent season media, publications and press information as appropriate (Including Team Website and social media).
- The right to use the driver and team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- 2 free tickets and pit passes to TWO events to entertain colleagues, employees and clients' introductions to diver(s), crew members included. One-page flyer in giveaway bags for each run participant
- Provide Vinyl or Sticker Company Logo & Product
 - ◆ Decal to be Displayed at Team Discretion
 - ◆ Team Gear/Apparel
 - ◆ Product Materials Installed/Used
 - ◆ Hero Cards
- A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

**Sponsorship
Package**

Team Sponsor | Tshs 5,000,000/=

Tuk-tuk Rally Festival offers businesses and companies to sponsor teams within their areas/vijiwe/station or other teams of their likings which participate in the competition. Team Sponsors will have the following benefits:

- Team Sponsor included in all subsequent season media, publications and press information as appropriate (Including Team Website and social media)
- The right to use the driver and team logos, their names, likeness and identification in advertising and promotional material leading up to and after each race event.
- 2 free tickets and pit passes to SINGLE event to entertain colleagues, employees and clients Introductions to driver and crew included.
- Provide Vinyl or Sticker Company Logo & Product Decal to be Displayed at Team Discretion:
 - ◆ Race Auto Rickshaw: Top behind
 - ◆ Team Gear/Apparel
 - ◆ Hero Cards
- A Framed, Signed Photo of the winners and our racing Team Displaying Your Product

Reporting and ROI

At Tuk-tuk Rally Festival, we are dedicated to ROI for our sponsors. We are seeking long-term relationships and have developed processes and procedures to ensure that our sponsors get maximum exposure. Our on-track team of marketing specialists is trained to actively pursue our sponsors' interests. We will engage in promotional programs, literature handouts, product giveaway and lead development activities. We will also work with you to develop data gathering programs such as surveys, contests and additional programs so you can obtain names and addresses of willing customers. Please note: the level and extent of such programs are dependent upon the level of sponsorship investment. We can negotiate promotions outside the original sponsorship agreement for a fee.

Also, after each event, a team manager will call you to let you know how things went. We will prepare a special information release to inform you and company officers of the successes we achieved. You will receive a report on how many times we went around the track and an estimate of how many people were exposed to your logo. We will tell you of any special exposure you received, leads and/or marketing obtained, interviews granted and how many times we were able to get you mentioned on camera or on the air.

Activation Plan

Once, we agree upon a sponsorship package, we will work with you to carefully plan and execute all promotional activities that you'd like to implement on and off the track. As a sponsor, you will receive first class treatment at every event you attend. Team members and the organizing committee will be on hand to ensure the trackside experience is first-rate and memorable for you, your employees and your clients. Special events can be coordinated for an additional fee and we can put you in touch with the right people at the series of our corporate events. Every service we provide will be closely managed by a key member of the team staff who will be responsible for ensuring your expectations are met.

Don't you have a tuktuk and you would like to join our race? Don't worry we got you covered!!!

Racing across the beautiful terrains of Tanzania in an Auto Rickshaw (a tin can of a vehicle with a tiny engine) has to be one of the world's most ambitious adventures. And it's also one of the most rewarding – involving fundraising for charity, heartwarming interactions with other adventurers and a totally unusual travel perspective.

Each team comprises, one rider and one or two assistants (highly recommended though optional; the roles of assistants can be taken care of by the other pullers at the changeover areas). The passenger must remain seated in the rickshaw at all times until the last section of the race. Passengers must be over 12years of age, alive and human. Passengers must wear helmets and protective coverings for arms and knees provided by the race marshals.

What if I don't have a team?

No team No problem! We always have intrepid individuals looking to team up. Our teams of individuals are competitive and you will walk away with longtime friends.

Thank You!

INFORMATION AND BOOKING

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16th - December - 2023

