



## Sponsorship Proposal



### Background Information



The Gravity Adventure Festival started about 8 years ago as a paddling event. It was timed to coincide with high water conditions on the Palmiet River near Kleinmond, about an hour from Cape Town. Additional events were added each year until the festival reached its current format. It can now justifiably claim to be SA's most diverse Adventure Festival and possibly one of the biggest. The event is driven by Andrew Kellett and Luke Powers. Andrew is Director of Gravity Adventures, a Cape Town based adventure company that runs whitewater rafting trips on the Palmiet as well as on the Orange River.

Andrew is also well known as one of SA's leading exploratory whitewater kayakers. He has made the

SA freestyle team 5 times and has represented SA at 2 World Champs, in Spain and Austria. He has some significant first descents to his name, namely the rapids below Augrabies Falls and the Tsitsa and Thina Gorges in the old Transkei. Luke is an avid whitewater kayaker and trail runner, and is passionate about the many outdoor activities that one is able to pursue in the Cape, especially in the Kogelberg region, hence his enthusiastic involvement in the Festival. Luke runs Africa Bespoke, a tourism company that specializes in tailor-made travel solutions all around Southern and East Africa.

### The Festival

In 2007/2008 the festival averaged 650 – 700 competitors across all the events and involved seven adventure disciplines. The festival is well known as the Original Adventure Festival in South Africa and other events have been based on the same model. The core strength of the festival is the cross pollination between events – the competitors have similar profiles and many enter more than one event. This allows events to feed off each other and create awareness and growth in all disciplines. The festival is also not only targeted at one group of adventurers, but is promoted via each discipline. The Festival is held in the KOGELBERG Biosphere Reserve, an hour from Cape Town, and opens up this amazing valley to all participants to enjoy.

### Changes for 2009

- New festival hub at the Palmiet Campsite – The growth of the event means that the original festival hub at Faery Glen has become too small.
- Expert driven events – Market leaders in each discipline will be promoting and running individual events
- New event – Surfski event organised by top paddler, Dawid Mocke
- New Event - Innovative short course Adventure Race organised by top race director and competitor, Eugene Nel
- New event format - Kayak Sprint Race. Race against the clock.
- New Trail run format – 4km, 12km, 20km courses, part of the well know Montrail CAPESTORM Trail Series
- New Event - Corporate Croc Race in conjunction with Arabella Western Cape Hotel & Spa



## EVENTS

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**The Adventure Rush** – This is an innovative new AR format which sees teams completing a quick and exciting short course based around the Palmiet Estuary. Entry is open throughout the day and the event culminates in an en exciting finale in the late afternoon.

**UGENE NEL – QUANTUM ADVENTURES**

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**The Montrail /CAPESTORM Trail Run** – Part of the popular Winter Trail Series, this event traditionally attracts a field of 200+ competitors. 2009 will see 3 distances being raced – 4km, 12km and 21km and we expect entries in excess of 300.



**OWEN MIDDLETON – TRAIL SERIES**

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**The Sportsman’s Warehouse Mountain Bike Race** – This race attracted close to 200 riders in 2008 and is one of our identified growth areas. It is a 35km bike race which starts on the Highlands road to Elgin and then enters the Kogelberg Valley for a fast downhill finish.

**MEURANT BOTHA - DIRTOPIA**

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**The CAPESTORM Down River and Sprint Kayak Race** – This is the Flagship event of the festival and sees white water kayaker’s race head to head through 4kms of grade 3-4 white water. This is followed by a sprint against the clock race through Judgement Day, the last rapid. This is very spectator friendly as each paddler gets two runs to post the fastest time.

**ANDREW KELLETT – GRAVITY ADVENTURES**

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**The Cadiz River Mile Swim** – this race puts a spin on the standard long distance Swimmers Mile. It involves swimming though a couple of rapids into the estuary and down to finish line at the festival hub. This was a new event in 2007 and attracted over 30 swimmers.

**ANDREW KELLETT – GRAVITY ADVENTURES**

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**The Paddling Centre Ski challenge** – This is the first year the event will be running and we are proud to have Dawid and Nikki Mocke on board. With their expertise, this event is bound to be full of excitement! Starting at the old harbour in Kleinmond, the event ends with a beach landing at the festival hub.

**DAWID MOCKE – THE PADDLING CENTRE**



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**The ARK Crocs Race** – This race is for those who want to race on the river but don't have the skill to do it in a kayak. Gravity provides safety at the major risk sites and the event is always full of thrills and spills. It attracted over 100 competitors in 2008.

**ANDREW KELLETT – GRAVITY ADVENTURES**

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**The Music Festival** – Local live band, Tribal Echo are a festival institution and, along with some acoustic rock and an all night DJ, will keep the party rocking. 2008 saw the introduction of an informal adventure film competition which will be repeated in 2009. Food stalls and overnight camping complete the festival vibe.

**ANDREW KELLETT – GRAVITY ADVENTURES**



## **Sponsorship Opportunities at the 2009 Gravity Adventure festival**

### Headline sponsor

The headline sponsor has the NAMING rights to the festival and will be promoted throughout all seven events as well as at the festival hub. You will have free reign to make your sponsorship work for you – banners, stands, pamphlets and giveaways for the goodie bags – chat to us and we can come up with a plan that works for you.

Cost : R30 000.00



### Event sponsor

An event sponsor has the naming rights for one event and is allocated total coverage for that event as well 10% coverage at the festival hub as well as in all festival promotions. Sponsorship can be in the form of cash (minimum R3000.00) and prizes.

Cost : R7 000.00

### Music Festival sponsor

The Music Festivals sponsor will sponsor all the evening's events with exposure to all participants as well as spectators. Sponsorship can be in cash or kind.

Cost : R5 000.00

### Product sponsor

Product sponsors will be able to promote their products throughout the event at the festival hub as well as set up stands where applicable.

Cost: Minimum R3 000.00 of products available to hand out as spot prizes.

### Exposure

1. Sponsors will benefit from all pre Festival Newsletters, entry form branding, Website updates and Media releases. Special discounts or promotions can be added to Newsletters
2. Sponsors are directly exposed to the fast growing adventure market.
3. Sponsors are able to target entrants for pre events sales through product awareness as well as special offers
4. Opportunity to display banners throughout the weekend
5. Opportunity to set up a stall to display as well as sell your product throughout the weekend
6. Flyers and giveaways can be inserted into entry packs collected on the day.
7. Logo's will be displayed on the event T-shirts.

Thank you for your time and we hope to have you on board for this year's event as well as many more in the future.

Andrew Kellett and Luke Powers

