

GRAEME SHARP

MY DAKAR SAFARI



Sponsorship Proposal - The Dakar Rally 2020

DREAM.DARE.LIVE IT.

JANUARY

5th / 17th

#Dakar2020



SAUDI ARABIA

**DREAM.
DARE.
LIVE IT.**

The Dakar - Be Part of the Legend

The most challenging rally raid on earth | The 2nd biggest motorsports event

DIGITAL **PASSIONATELY ENGAGED**

170K
Shares

53M
Video views

55K
Comments

61M
Interactions

   
28M **23M** **6M** **4M**

7.1M
Likes

TV

WORLDWIDE MEDIA ATTENTION

MEDIA
Over **1,400 TV journalists** during the event

BROADCASTERS
70 channels broadcasting the race in 190 countries

COVERAGE
More than **1,500 hours** broadcasted on TV globally

AUDIENCE
Almost **50 million** viewed hours



ENGAGED **ENGAGING WITH A WIDE AUDIENCE**

CONVERSATION
8 million interactions on official accounts

FANS
Almost **3.6 million** fans & followers

OFFICIAL SITE
More than **54.3 million** viewed pages

VIDEOS
55 million views

AFRICA
1978 - 2008

SOUTH AMERICA
2009 - 2019

MIDDLE EAST
From 2020 (Saudi Arabia)

About Me

My Dakar Safari

I was born and raised in Zimbabwe, where the wilds of Gonarezhou National Park, Central Estates and the rugged Zambezi Valley forged my love of adventure, exploration and discovery.

From an early age, motorcycles and the sense of freedom they provide have been a huge part of my life. It was no surprise then that the allure of the Dakar Rally captured my attention and imagination from a young age.

In 2012 I completed my first rally event in Reno Nevada, USA. The following year, I had the opportunity to follow the Dakar Rally through South America as a member of a support crew which was a defining moment on my Dakar journey - it showed me the inner workings of this incredible adventure and what it would take to come back as a participant one day.

In 2017 I started the qualifying process with the Baja Rally in Mexico where I finished 11th overall in my very first rally event. In April 2019 I completed two international rallies back to back, finishing the Sonora (15th overall) and Merzouga (39th overall) and in doing so earned my qualification for the Dakar Rally 2020.

The Team

Under the BAS Team, I am privileged to be riding along side some of Southern Africa's best offroad racers and motorsport personalities. With such well known team members and one of the largest contingents of Southern Africans ever taking part in a Dakar Rally - the BAS Team can expect significant media coverage during the rally - great for sponsors.

Ross Branch aka "The Kalahari Ferrari" - placed 13th overall in 2019 and was crowned the fastest 'Dakar Rookie'

Kirsten Landman - South Africa's Top Female Enduro Racer

Kenny Gilbert - multiple SA Cross Country Champion



*My vision is
to be the first
Zimbabwean to
finish the Dakar Rally
on a motorbike in 2020.*

“ The Dakar is the ultimate adventure, and my goal is to finish strong, and more importantly, to do my country, sponsors and local community proud.





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Budget

Flights & Travel	US\$7000
Team, Race & License Fees	US\$80 000
KTM 450 Factory Rally Bike	US\$40 000
Kit & Accessories	US\$5000
Fuel	US\$3000
Total:	US\$ 135 000





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Gold Sponsorship Package **(1 available)**

Investment:
US\$25 000

30% of the advertising space available on:

- Race kit
- Race bike
- Training bike
- Non Racing Attire - Travelling Kit
- Number 1s media kit
- Personal Vehicle
- Kit bags

Extensive exposure on Graeme Sharp online channels:

- Website - logo on home page, sponsors page, monthly blogs
- Newsletter - logo on monthly supporters' newsletter
- Instagram, Facebook, Twitter - weekly shout-outs, hashtag on all posts
- Youtube - bumper included on all intros to videos

Race

- Part of GS Whatsapp chat group for race updates
- Personal daily voice notes for race updates
- Race mementos - signed rally jacket, 3 x A1 posters with real roadbook, commemorative plaques
- Exclusive Post-race event presentation to customers and company (up to 3 events if required)

Brand Ambassador

- Use of Graeme in advertising campaigns for 12-month period

Added Bonus

- Week-long stay at Kiplings Lodge in Kariba for 18 people, with Graeme as guide and host

Next Steps

- Confirmation of package
- Signed sponsorship agreement
- Up-front payment of funds (monthly installments)



Silver Sponsorship Package (4 available)

**Investment:
US\$12,500**

10% of the advertising space available on:

- Race kit
- Race bike
- Training bike
- Non Racing Attire - Travelling Kit
- Number 1s media kit
- Personal Vehicle
- Kit bags

Exposure on Graeme Sharp online channels:

- Website - logo on home page, sponsors page, monthly blogs
- Newsletter - logo on monthly supporters' newsletter
- Instagram, Facebook, Twitter - weekly shout-outs, hashtag on all posts
- Youtube - bumper included on all intros to videos

Brand Ambassador

- Use of Graeme in advertising campaigns for 12-month period

Race

- Part of GS Whatsapp chat group for race updates
- Personal daily voice notes for race updates
- Race mementos -3 x A1 posters with real roadbook, commemorative plaques
- 1 x Exclusive Post-race event presentation to customers and company

Next Steps

- Confirmation of package
- Signed sponsorship agreement
- Up-front payment of funds (monthly installments)





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Bronze Sponsorship Packages *(20 available)*

Investment:
US\$3 000

Logo placement on:

- Race kit
- Race bike
- Training bike
- Non Racing Attire - Travelling Kit
- Number 1s media kit
- Personal Vehicle
- Kit bags

Exposure on Graeme Sharp online channels:

- Website - logo on home page, sponsors page, inclusion in monthly blogs
- Newsletter - logo on monthly supporters' newsletter
- Instagram, Facebook, Twitter - monthly shout out
- Youtube - bumper included on all endings to videos

Race

- Part of GS Whatsapp chat group for race updates
- Race mementos - 1 x A1 posters with real roadbook, commemorative plaques
- Joint Post-race event presentation to customers and company for all Bronze sponsors

Next Steps

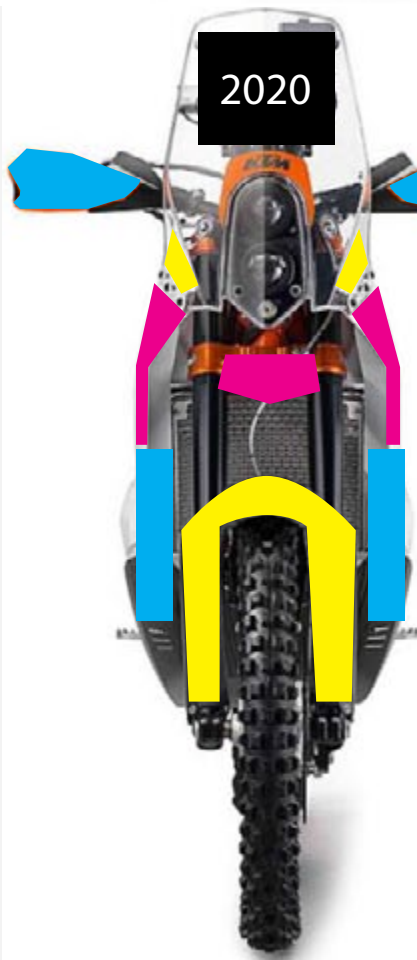
- Confirmation of package
- Signed sponsorship agreement
- Up-front payment of funds



www.graemesharpdakar.com

**Partner up with Graeme Sharp
for DAKAR 2020**

-  Gold
-  Silver
-  Bronze





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