



MATLA A BANA
a voice against child abuse

XTREME

FOR KIDS CYCLE TOUR 2027



3 TO 14 MARCH 2027



2013



2014



2015



2016



2017



2018



2019



2020



2023



2025



2027

SPONSORSHIP
PROPOSAL



THE BEGINNING

The **Xtreme for Kids Cycle Tour** hosted by Matla A Bana is one of South Africa's most demanding endurance events, uniquely combining 1900km of extreme cycling with a mission to protect and educate vulnerable children. The inaugural tour in 2013 reflected true determination - three cyclists, no sponsorship, and minimal support, relying on community goodwill and the South African Police Service (SAPS). The cyclist were not only challenged to extreme cycling, they were also instructed to visit schools and share a message of overcoming and survival. The impact was significant: millions were reached through media, and access was gained to thousands of children in rural communities who have never been exposed to projects of this kind.

ADDRESSING A CHALLENGE

This early success highlighted a major gap in child protection education, leading Matla A Bana to develop a **Child Safety School Education Programme** that uses interactive theatre to teach children how to recognise abuse, understand personal safety, and seek help. A basic Survivor Therapy Guide (available in multiple languages) extends support beyond the classroom. Delivered in partnership with **SAPS Family Violence, Child Protection and Sexual Offences (FCS) Units**, the programme focuses on high-risk communities. The Xtreme for Kids Cycle Tour enables this outreach nationally, reaching children in remote and under-resourced areas. To date, more than 100,000 children have benefited from these life-changing messages.

CELEBRATING SUCCESSES

Since its inception, Matla A Bana has delivered 10 successful tours, engaging over 60 cyclists who have collectively covered more than 190,000 kilometres - equivalent to circling the globe more than four times - while reaching over 100,000 children with critical safety education. By 2025, the tour had reached a new peak, with 100% of cyclists completing the route in record time - demonstrating the strength and consistency of the initiative. Each year, the programme engages thousands of children through structured awareness sessions, providing practical knowledge on personal safety, rights, and reporting. This consistent reach highlights both the effectiveness and scalability of the model. With the 2027 team already selected, a confirmed partnership with the South African Police Service, and a new school-based education programme in development, the initiative is well-positioned for growth.

By partnering with the Xtreme for Kids Cycle Tour, your organisation aligns with a high-impact initiative that delivers measurable social change while offering strong brand visibility and national exposure. This is an opportunity to invest in both community upliftment and the future safety of South Africa's children.



Stage and Date		School shows
STAGE 1 (3 March)	Roodepoort	Launch
	 (150km)	Ebenhaeser Primary Laerskool Fochville
STAGE 2 (4 March)	Parys	
	 (170km)	Tatiaso Primary (Vredefort) Moqkaka Primary (Kroonstad)
STAGE 3 (5 March)	Welkom	
	 (157km)	Teunissen Primary Laerskool Staastpresident Swart (Winnie Mandela)
STAGE 4 (6 March)	Bloemfontein	
	 (270km)	Weekend
STAGE 5 (7 March)	Gariep	
	 (255km)	Weekend
REST DAY	Graaff Reinet	
	 Rest day	Volkskool Laerskool (Graaff Reinet)
STAGE 6 (8 March)	Graaff Reinet	
	 (235km)	Aberdeen Primary Schools (x3) Elmore Primary (Willowmore)
STAGE 7 (10 March)	Uniondale	
	 (168km)	De Rust Primary School (De Rust) Bergsig Laerskool (Oudtshoorn)
STAGE 8 (11 March)	Calitzdorp	
	 (190km)	Exelsior Laerskool (Calitzdorp) BF Oosthuizen Primary (Barrydale)
STAGE 9 (12 March)	Montagu	
	 (125km)	Ashbury Primary (Montagu) BF Oosthuizen Primary (Montagu)
STAGE 10 (13 March)	Wolseley	
	 (120km)	Weekend
STAGE 11 (14 March)	Durbanville	Welcoming function
		
	2027 Cape Town Cycle Tour (109km)	

THE ROUTE

OUR NEEDS

CYCLE TOUR	AMOUNT	NOTES
Meals	100 800	Cyclist and backup team (10 people)
Travel	6 000	Back-up team (to start)
Accommodation	134 400	Cyclist and backup team (10 people)
Car rental	160 000	Vito 116 and Double Cab x 2
Trailer rental	40 000	Cycling Trailer & trailer
Fuel and toll fees	40 000	3 Vehicles 3500kms
Apparel	45 000	Cycling shirts and team shirts
Administration	200 000	Salaries, admin fees, trust fees, coms

TITLE SPONSOR (R200 000)

Administrative costs in organizing the event, ground support crew, equipment rental, accommodation, meals, travel, fuel and gear.

PRODUCT SPONSORS

Sponsor any of the above.

SPONSOR BENEFITS:

- Branding at launch and arrival events
- Name branding on all Xtreme apparel
- Branding on back up vehicles
- Branding on website and social media
- BEE (Level 1) benefits

SCHOOL TOUR	AMOUNT	NOTES
Meals	25 000	Actors, technical and project manager
Travel	7 500	To start
Accommodation	45 000	Actors, technical and project manager
Car rental	60 000	Vito 116
Trailer rental	8 400	Trailer
Fuel and toll fees	30 000	3500kms
Apparel	4 000	Team shirts
Value Bookmarks	32 000	One per child
Survival Guides	120 000	R 15 per guide
Sound	4 000	
Salaries	95 000	Actors, assistant, project manager
Administrative	100 000	Administrative fees, accounting, trust fees
Project Development	110 000	Value project, scripts, artwork

NATIONAL SCHOOL TOUR FUNDING (R 450 000)

Help us to reach 7500 school children in rural areas with our Child Protection School Program. Sponsorship will cover actors fees, vehicle rental, fuel, accommodation and meals for school team (x4), pin badges for each child, Survival Guide for each child and administration.

DONATIONS TO THIS PROJECT IS TAX DEDUCTIBLE (SECTION 18A)

DONOR BENEFITS:

- Branding at launch and arrival events
- Name branding on all Xtreme apparel
- Branding on vehicle
- Branding on website and social media
- BEE (Level 1) or Tax Deduction benefit

WITH GRATITUDE TO OUR EVENT SPONSORS 2025



Visit our Website

matlaabana.co.za



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THE CHARITY

IT IS ESTIMATED THAT A CHILD IS RAPED OR SEXUALLY ABUSED EVERY 1.7 MINUTES

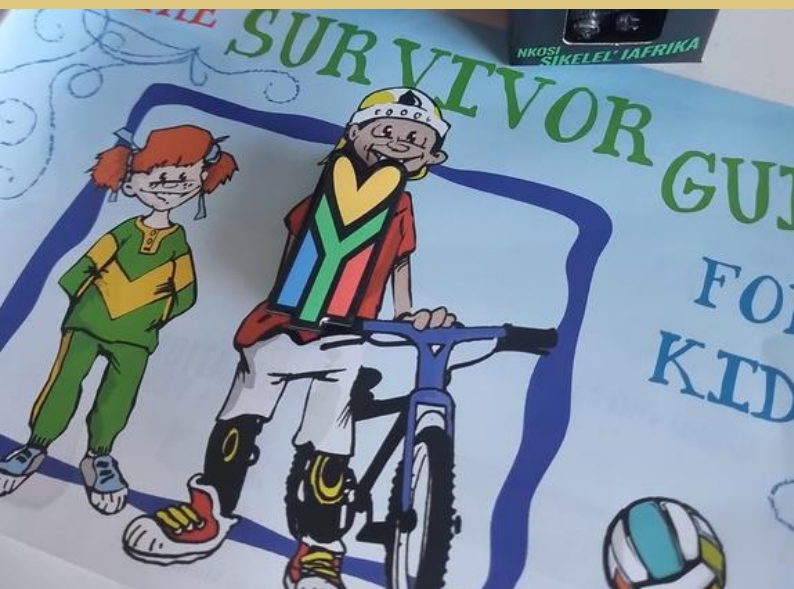
Minimising the secondary abuse children suffer because of an unsympathetic reporting system

42 CHILD FRIENDLY REPORTING FACILITIES AT SAPS, SEXUAL OFFENCES COURTS AND HOSPITALS IN 8 PROVINCES

6000+ OFFICERS OF THE LAW TRAINED IN ESSENTIAL SKILLS TO WORK WITH GBV VICTIMS AND CHILDREN

50 000+ COMFORT PACKS PACKED IN 9 PROVINCES FOR CHILD SEXUAL ABUSE AND RAPE VICTIMS

120 000+ CHILDREN REACHED IN 9 PROVINCS WITH THE SCHOOL EDUCATION PROGRAM



"MEASURING IMPACT BASED ON RAND INVESTED, MATLA A BANA IS OVERACHIEVING"
OLD MUTUAL DUE DILIGENCE REPORT



HELPING **30 000**
CHILDREN PER YEAR

