

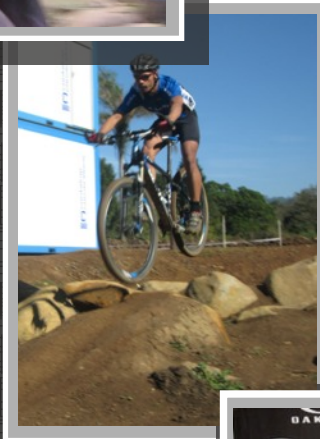
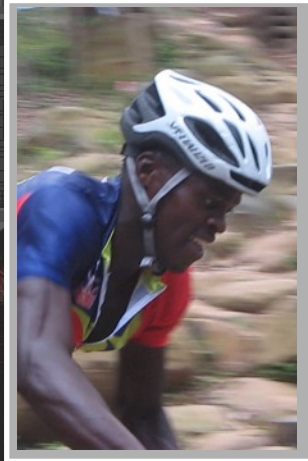


<Title Sponsor> Academy of Cycling Excellence Race Team

Our Dream - To be the first indigenous African UCI MTB Cycling Team



TSELA TŠOEU
CYCLING CLUB
LESOTHO



Sponsorship Proposal

Pride of the Continent ... the first indigenous African UCI Mountain Bike Team



INTERNATIONAL CYCLING UNION

As mountain bike sport continues to become more global and both riders and events of the highest calibre touch all five continents, the development of some of our smaller nations to gain the experience and skills required to compete at the highest level, and in doing so help to inspire the youth and grow the sport domestically, becomes vital to this vibrant sport.

Lesotho is a prime example of a smaller country that has big ambition but needs a helping hand to take the first steps.

In 2013 riders representing Lesotho attended their first ever World Championships and left excited, enthused, motivated, and I'm sure slightly overwhelmed by the level of competition they faced. Their ambition to succeed requires help to assist with the travel, coaching, equipment and other resources that are quite easily available to some of the larger cycling nations around the world, and a Lesotho-based team would be a huge step in helping some of their undoubtedly talented athletes achieve their goals in this sport.

I am happy to endorse this sponsorship proposal and hope you can help and become a partner in this worthwhile project, and subsequently then be part of the team following the journey as Lesotho try to make their mark in elite mountain bike racing, and inspire a new generation of cyclists.

A handwritten signature in black ink, appearing to read 'Simon Burney'.

Simon Burney
UCI Sport Coordinator MTB Endurance



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To our prospective partner,

The standard of competitive cycling in Lesotho has been growing at an exponential rate over past seasons. Lesotho riders are ready to burst on the international cycling scene. This proposal sets out our plans and how you can be part of this exciting team and grass-roots cycling initiative.

We aim to become the first indigenous African team to be licensed as an international UCI MTB Team*.

The team will be named after the title sponsor <Sponsor Name> A.C.E. Race Team (Academy of Cycling Excellence) and is dedicated to building the profile of Lesotho riders, exposure to higher standard of competition, introducing advanced coaching techniques and most importantly endorsing our sponsor's products. Many of the riders are already sporting 'legends' in Lesotho and now it is time to showcase them to the world and empower them to inspire the next generation.

The team is kicking-off in the 2014 Cycling season and your investment is needed to help us reach our goals. Our team is looking toward the future with high goals and the determination for continued success.

The <Sponsor Name> ACE Race Team will comprise of the nation's best riders (male and female) and will be managed by individuals who are internationally qualified and experienced coaches.

* UCI = International Cycling Union, the governing body of world cycling. MTB = Mountain Bike (a cycling discipline for off-road tracks and trails)



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Our Mission:

As the first indigenous African team to be licensed as a UCI MTB team, the <Sponsor Name> ACE Race Team is dedicated to showcasing the talent of both Lesotho and African cyclists on the international stage and providing each aspiring rider with a positive and safe environment to develop to their full potential in the sport of cycling, whilst at the same time inspiring the next generation of riders to take up the sport.

2014 Season Goals

Our expectations for the upcoming season as a new team are to promote the team and sponsors by:

- Winning at least one individual National Championship title
- At least one individual rider in top 100 of world rankings.
- Team world ranking in middle 1/3 of world rankings (between 30-60th position of 90 world pro teams.)
- Promote Lesotho's national ranking to second ranked in Africa.
- Total dominance in local races in Lesotho.
- Team participation in at least 2 world level cycling races, either as team riders or national team riders.
- Team participation in at least 5 international MTB events in South Africa.



Long Term Goals:

- Team members comprising of Lesotho and other African riders competing regularly on the World MTB circuit, regularly finishing in top half of the field.
- To act as a springboard for team members to earn contracts with 'factory' international teams.
- Team Lesotho MTB to qualify for 2016 Rio Olympic Games, by virtue of ACE Race Team results and rankings.
- To see a Lesotho rider finishing in the top 10 of world championships within the next 10 years.
- To see Lesotho as the top African women's team behind South Africa.

Accomplishments to Date:

Lesotho has participated in the following competitions: -

- 2009 UCI MTB World Cup*
- 2012 UCI MTB World Cup
- 2013 African Continental MTB Championships
- 2013 UCI MTB World Championships

* UCI MTB World Cup forms a series of 6 races to determine the World Cup winner. The World Championship is a higher level with the World Champion being decided on a single race.



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Sponsorship Benefits:

Cycling sponsorship provides access to very attractive consumer demographic. We have witnessed the huge interest in the sport at the recent Maseru Mall Corporate Challenge and Lesotho Sky.

Around the world, and even in neighbouring South Africa, mountain bike (MTB) cycling is growing at a phenomenal rate. It is the "IN" thing for well-educated, above-average income earning individuals wanting to challenge themselves or to simply to get fit. With the growth of the Lesotho Sky and Moriia MTB Challenge and the promise of more corporate events, Cycling is ready to explode in Lesotho.

Competitive cycling has everything your company needs for mass media attention: speed, danger, drama and inspiring feats of athleticism.

In addition, the sport of cycling presents itself as a healthy, environment-friendly, and technologically innovative sport.

Promoting Your Brand:

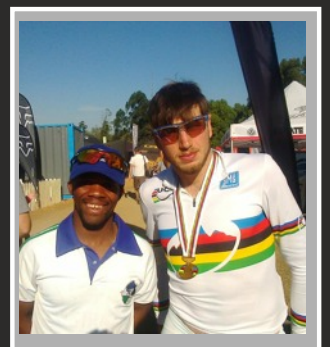
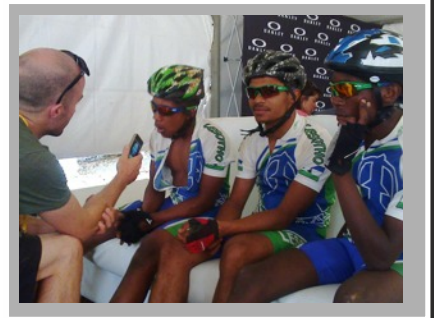
Title Sponsors will have naming rights for the <Sponsor Name> ACE Race Team.

We will be the most prominent cycling team and aim to contract all the big names of Lesotho cyclists. We will have 5-10 riders, training an average of 10-15 hours a week, through the busy streets of Maseru and into the more rural areas surrounding the capital. By sponsoring the team, your company will gain a typical exposure of up to 150 hours a week year-round, in locations to a radius of 50km around Maseru - and that's just in training.

In racing and our expected results, your exposure will grow to TV viewers nationwide, newspaper readers, radio listeners and online stories. With a planned programme of racing across South Africa and a young rider at school in UK, your exposure grow even beyond our borders to potential customers planning investments and partnerships in Lesotho. There is sure to be a lot of interest in the only truly African team competing internationally.

There will also be additional exposure world-wide through the Team website and social media, all of which will have links from the International Cycling Union (which has 1,000s of hits per day) and Lesotho Cycling websites

Each Team rider will understand the importance of racing as an ambassador of your company, representing and promoting you at all times when we travel and train.



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Branding:

Visible Branding for sponsors will be displayed at every opportunity: -

- Branded Cycling Kit
- Branded casual wear for team members
- Branded Gazebo and banners around team technical area at all races.
- Temporary Branding on vehicles used by team.

Strategy:

UCI MTB Team Status:

The International Cycling Union (UCI) provides two levels of MTB Team status. The first level is as a UCI MTB Team and the highest level, offered to the 15 top-ranked world teams, is UCI Elite MTB Team.

Registering as a UCI MTB Team will give the team and sponsors great exposure with direct links from the UCI website (www.uci.ch) and other cycling databases (such as www.worldxcmtnb.com/database/team-uci-mtb.html)

UCI MTB Teams also have free Expo spaces at UCI World Cup events.

Remuneration for Riders:

UCI MTB Team regulations provide provision for riders to be remunerated as “Unpaid Riders” with allowances. We plan to use the following scales: -

- For Road trips - R2.00 per kilometre distance from home-base to be shared equally between team members on the trip for fuel and transport costs.
- Personal allowance of R250 per day when racing or travelling.
- reimbursement of air tickets for distances greater than 5000 km;
- reimbursement of the cost of a 2-star hotel room for the nights before and after the event if the competition venue is more than 250 km from the rider's home to a maximum of R300 per night (South Africa) or R600 (Europe).
- on presentation of receipts, reimbursement for all meals taken during travel up to a maximum price of R150 per day;
- on presentation of invoices, reimbursement for minor mechanical expenses (tyres, brakes, cables, lubrication, adjustments, etc.) to a maximum total amount of R5000 per year for Elite team/ R2000 for development team.



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Examples of Effective Race Expo Branding:



UNIOR TOOLS UCI MTB TEAM (SLOVENIA) EFFECTIVELY PROMOTES ITS TITLE SPONSOR UNIOR TOOLS AT EVERY EVENT.

AS WELL AS A TEAM AREA, THE EXPO ZONE DOUBLES AS A STAND FOR INTERESTED PEOPLE TO PICK UP BROCHURES ABOUT YOUR PRODUCTS OR SERVICES



BIG EVENTS DRAW BIG CROWDS. THE CYCLING COMMUNITY DEMOGRAPHIC INCLUDES EDUCATED, AFFLUENT & WELL-CONNECTED BUSINESS LEADERS - JUST THE PEOPLE YOUR BRAND IS LOOKING FOR AS CUSTOMERS OR INVESTORS



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An Excellent Opportunity for YOUR BRAND:

Mountain Biking is a huge growth sport in the world and it attracts a wide range of individuals, including potential investors and customers. The Economist (UK) notes that *"Traditionally, business associates would get to know each other over a round of golf. But cycling is fast catching up as the preferred way of networking for the modern professional."*

Additionally, cycling receives a significant amount of media coverage in Lesotho, with regular TV appearances, radio programmes and frequent articles in printed media. The leading local newspaper, Public Eye has published at least 9 sport headline stories about cycling in the past 6 months.

A recent corporate cycling event in Maseru, Lesotho in September 2013 attracted well over 300 participants - business and corporate leaders.

The demographic of cycling enthusiasts includes a large number of affluent, educated, adventurous people - that have the desire and disposable income to invest in Lesotho or purchase products.

Investment in the Pro MTB Cycling Team will give your brand an excellent opening to expose the products, services and facilities that you have to offer to the vast number of people that participate in or watch the exciting sport of MTB cycling.

Some statistics:

- 500,000 South Africans engage in some sort of cycling activity. 82,000 actively compete on a regular basis.
- Two of our target events in South Africa - The UCI Marathon Series in Sabie and Clarens, this year attracted 2500 and 1500 competitors respectively from Africa and Europe.
- The MTB World Cup in April will attract about 500 of the best riders in the world representing more than 30 different countries and will also draw thousands of spectators.
- The 2013 world rankings for MTB cycling places Lesotho 2nd of African nations behind South Africa
- In 2013 African MTB Championships, Lesotho fielded the only non-white riders in the entire competition. This was echoed in the recent World MTB Championships held in South Africa, where Lesotho was the only team based around indigenous Africans. **We will continue to draw attention through our unique team.**



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THE LESOTHO SKY:

The formation of a professional MTB Team in Lesotho fits in nicely with the emergence of The Lesotho Sky race as a major annual sporting event in Lesotho.

The Lesotho Sky, a gruelling 6-day stage race through the mountains of Lesotho, is attracting a lot of media and corporate attention and is beginning to draw the world's best cyclists, bringing with them the world's media.

The Lesotho Sky is a strategic partner of our team and we will work closely to see that our athletes are well-prepared to take on the best in the world and the harshest of trails to scoop top results in the event. I am confident that one day very soon, we will have Lesotho winners of the race - and they will probably come from our team.

The Lesotho Sky, as a UCI* internationally accredited race, also earns world ranking points for our team, which will be vital in our bid to qualify for the 2016 Rio de Janeiro Olympic Games.

We have already secured coaching services from UK's leading coaches to put the riders on a strict training and nutrition regime and leading up to September, our team will be competing in up to 10 high quality international races - all with the goal of improving performance for the Lesotho Sky.

It is no surprise that the team budget includes two team entries for 2014 Lesotho Sky - so our team will be well represented and thoroughly prepared to lift up the name of your brand in this prestigious event.

Are you ready to become part of the winning team?

For more information on The Lesotho Sky visit <http://www.lesothosky.com>



* International Cycling Union



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Proposed Main Events Calendar

WORLD CLASS RACES					(ZAR)
Date	Event	Location	Travel (km)	Days/ nights	Cost/ 6 people
January 2014	African Continental Championships	Cape Town, South Africa	2500	3/2	15800
April 2014	UCI MTB World Cup	Pietermaritzburg, RSA	1000	5/4	21200
June 2014	UCI World Marathon Championships	Pietermaritzburg, RSA	1000	4/3	17000
August 2014	UCI World Cross-Country Championships	Norway	air	6/5	20000 (1 rider)

SOUTH AFRICAN INTERNATIONAL RACES					(ZAR)
Date	Event	Location	Travel (km)	Days/ nights	Cost/ 6 people
February 2014	UCI Marathon Series #1	Sabie, Mpumalanga, RSA	1600	2/1	9800
March 2014	SA Cross-country Cup #1	Pietermaritzburg, RSA	1000	2/1	8600
April 2014	SA Cross-country Cup #2	Maseru, Lesotho		1/0	1800
May 2014	UCI Marathon Series #2	Clarens, Freestate, RSA	400	2/1	3500
May 2014	SA Cross-country Cup #3	Mpumalanga, RSA	1600	2/1	10400
June 2014	SA Cross-country Cup #4	Port Elizabeth, RSA	1600	2/1	10400

LESOTHO AFRICAN INTERNATIONAL RACES					(ZAR)
Date	Event	Location	Cost per team	Num of teams	Cost
September 2014	Lesotho Sky 6 Day stage race	Lesotho	16000	2	32000

UNITED KINGDOM INTERNATIONAL RACES					(ZAR)
Date	Event	Location	Travel (km)	Days/ nights	Cost/ 1 person
March 2014	British Cycling National Series #1	Nottingham, UK	550	2/1	2575
April 2014	British Cycling National Series #2	Cornwall, UK	500	2/1	2450
May 2014	British Cycling National Series #3	Shropshire, UK	350	2/1	1950
June 2014	British Cycling National Series #4	Wales, UK	50	1/0	575
August 2014	British Cycling National Series #5	London, UK	500	2/1	2450

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How you can sponsor the <Sponsor Name> ACE Race Team:

Cycling is a very expensive sport and competing at the level we want to be at is well beyond the economic capacity of our individual riders.

We are seeking strategic partners to support our teams goals and growth. We need companies willing to invest funds towards licensing, travel and accommodation costs, cycling kit and uniforms. We are also in need of global or African distributors to supply the bikes, components, accessories and parts needed to become Africa's only UCI registered MTB team.

We want your company to be a part of this uplifting dream, which I believe will a positive impact on African cycling as well as promoting your contribution.

2014 Race Team Budget (10 team members - 5 elite/ 5 development riders)				
Description	Price (ZAR)		Quantity	Total (ZAR)
UCI Licensing	9000	Per annum	1	9000
Cycling Kit & Uniforms	2500	Per rider	10	25000
Insurance	8000	Per (elite) rider	5	40000
Travel Costs (World Class Races)	4	Races		74000
Travel Costs (SA UCI Class 1 & 2 Races)	6	Races		43000
Travel Costs (UK UCI Class 1 Races)	5	Races		10000
Bike Maintenance reimbursements	5000/ 2000	Per rider/ annum	10	35000
Lesotho Sky Entry Fees	16000	Per team	2	32000
International Flights	12000		2	24000
Branding				12000
TOTAL				304000
TOTAL				\$31,000 USD
In addition we require the following products from suppliers	Bike framesets Groupsets Components Powermeters GPS systems Wheelsets Tyres Sealant	Brake systems Suspension Forks Accessories Clothing/ Apparel Eyewear Training Systems Lighting		

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How Much?:

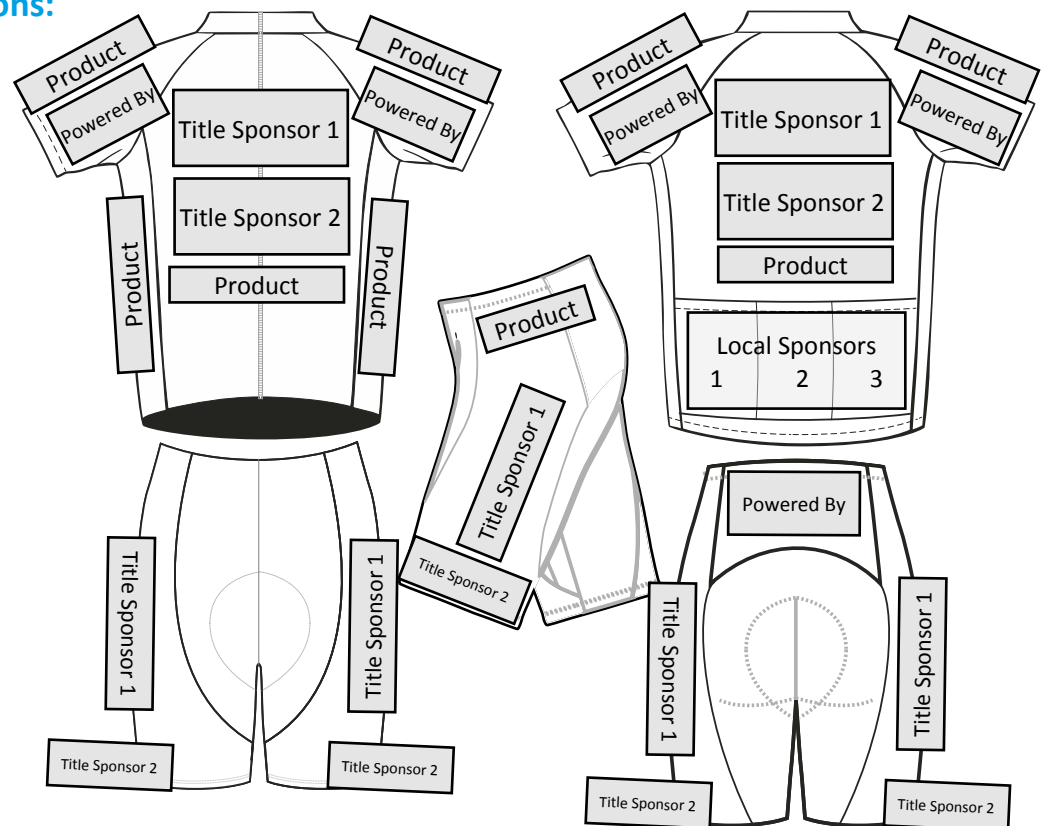
Outright Title Sponsor: R230,000 - 1 Packet Available or
1st Title Sponsor: R130,000 - 1 Package Available
2nd Title Sponsor: R100,000 - 1 Package Available

The team will be officially named after the TITLE SPONSOR(S) in all correspondence and on UCI and official websites. An outright Title sponsor will choose the colouring and design of the kit and other branding with company logo in the most prominent position. In the case of shared Title sponsorship the colour of the kit and branding will reflect both brands.

Powered by Sponsor: R50,000 - 1 Package Available
Local Sponsor: R8000 - 3 Packages Available
Product Sponsor - Various Packages Available

Powered by, local sponsors and product sponsors will be acknowledged on all correspondence, newsletters, website and social media accounts, as well as a prominent position on the cycling kit and any other clothing.

Kit Branding Options:



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Tsela Tšoeu Cycling Club:

Under the guidance of Tsela Tšoeu Cycling Club, the Academy of Cycling Excellence Race Team will also be engaging in grass-roots cycling development initiatives. We hope to discover the champions of the future, but at the same time promoting a healthy, active lifestyle for everyone - free from anti-social and criminal behaviour.

Tsela Tšoeu Cycling Club is an affiliated member of Lesotho Cycling Federation, which is, in turn, affiliated to the International Cycling Union.

The club was set up by cycling enthusiasts, mostly business professionals, who wanted to enjoy the delights of cycling in Lesotho and also seek opportunities to give back to the cycling community.

Over the past 4 years, the club has organised 4 editions of the popular Morija MTB Challenge race and 3 editions of the spectacular Malealea Monster MTB race. These events have attracted MTB riders from far and near and brought valuable tourism business into the Lesotho economy. At the same time the races have given a platform for local riders to hone their skills against good quality visiting riders.

The revenue generated from the club has mostly been channeled into its grass-roots cycling clinics, where children from rural villages get to learn how to repair common bike problems and basic riding skills. The club has purchased a number of bikes and equipment for the children to enjoy in these projects.

The club also has a passion to see deserving and promising young riders get a chance to compete at a higher level. In 2013, the club sponsored part of the costs for 2 riders to attend the African Continental MTB Championships in South Africa.

Backing of the Academy of Cycling Excellence Race Team is the natural next step for Tsela Tšoeu Cycling Club.





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Team Bio:

The <Title Sponsor> A.C.E. Race Team will be administered by Tsela Tšoeu Cycling Club, Lesotho under the management of Mark West, who is the driving force behind it.

Team members will be selected according to performance/ potential irrespective of which club they belong to



Team Manager:

Mark West has been passionately involved in the development of cycling in Lesotho for over 10 years *.

As Secretary General of the National Federation he has supervised the affiliation to UCI and engineered the meteoric rise of Lesotho through UCI world rankings**. He has also organised successful, high-quality national championship races for the past 4 years as well as development races for children and youth.

As a team manager, he has coached and managed national teams to World Championships, World Cup events, Continental Championships and teams to other international and regional events.

With regard to marketing, he created and operates the website and social media accounts for Lesotho Cycling Federation and has the proficiency to market the team and sponsors online.

Mark has the vision, expertise and organisational skills to get this team off the ground and to the anticipated heights.

* Mark has been a resident of Lesotho for over 20 years as a teacher/ voluntary worker

** Lesotho is ranked 40th in the world at time of writing

Contacts:

This project is managed by:

Mark West

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CLOSING INSPIRATION FROM NELSON 'MADIBA' MANDELA:

"It always seems impossible until it's done."

"Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination."

"The Royal House of Lesotho has contributed greatly to the spirit of freedom and justice that now reigns in Southern Africa."

"We owe it to all the peoples of the sub-continent to ensure that they see in us, not merely good leaders waxing lyrical about development, but as the front commanders in the blast furnaces of labour, productive investments and visible change."

"Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings. And overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life. While poverty persists, there is no true freedom."

"I am the product of Africa and her long-cherished view of rebirth that can now be realised so that all of her children may play in the sun."



World Champion Greg Minnaar (South African) tribute to Madiba on the helmet he successfully wore to win the world championship title.