

RED STONE

MOUNTAIN BIKE & TRAIL RUNNING WEEKEND

11 & 12 Mei 2018, Kruisrivier, Calitzdorp

LETTER FOR SPONSORS

Those of you that have had exposure to the Redstone may know that 2018 will be the 12th successive year that we are staging the Redstone weekend. It was initiated by the Potgieters of Kruisrivier as an occasion for their families and friends, and it has grown steadily to become a much larger community-focused project. As a result the **Redstone Hills Trust** (registration number 192-388 NPO) has been created so that we can extend its appeal and raise further funds more effectively. Due to the support of our sponsors and the extensive network of people who contribute to the staging of the event, mainly as volunteers, we increased the amount of money raised by the Trust from the 2017 event for the community to R90,629. This was 52% more than the figure for the previous year.

Equally important, the feedback that we received from the over 400 cyclists and runners and their families who participated was that the event was more enjoyable than ever. We plan to get a similar response from them following the next event, to be held on Friday the 11th and Saturday the 12th of May in 2018. **Jakhals Events** contributed significantly to the success this last year; they will again be running the cycle event and water-points, up to their very professional standards.

The Redstone

Cyclists and runners and their children and families spend an action-packed two days in the awesome **Red Mountains** in the Kruisrivier valley near Calitzdorp, based at a traditional Klein Karoo farm. They enjoy the hospitality of the farmers and local community, and delicious food, all in a uniquely beautiful environment. There are activities throughout the weekend for everyone in the family - on the Friday there are night cycle rides and walks, then on the Saturday there are cycle races and the trail-running events, casual walks, food stalls, children's entertainment, a farm bazaar and vleistafel, and a big screen rugby.

The Redstone is now an established event on the local calendar. The local community has become an integral part of the project, helping with the preparation and logistics. We give children from the surrounding schools an opportunity to participate in the cycling and running activities.

Marketing

Redstone is promoted to cyclists nationwide by Jakhals Events and by Drylands. Social media channels are used to communicate with target markets. The Redstone is also advertised in all local media, including newspapers and radio.

Sponsorships

- * We are ready to meet the needs of main sponsors and supporting sponsors.
- * At the start and finish, sponsors advertising materials can be displayed.
- * Sponsored water points have no limitation on the amount of promotional and advertising materials that can be displayed as their sponsors wish.
- * Larger sponsors will be mentioned in the press and will be named regularly on the day. They will be able to use the event in their own promotional materials and activities.
- * Sponsors will be handled on merit and each sponsor will get exposure in proportion to the scale of the sponsorship. We will try to meet the specific publicity requirements of individual sponsors.

Projects that we have supported this year

From the 2017 event the Redstone Hills Trust was able to extend its support to community development activities in the Kannaland area. We have made grants to six local projects thus far:

- The Kidstop Program attracts children from dysfunctional families off the streets of Callitzdorp and sets out to rehabilitate them back into the schooling system. It has a very meaningful impact on the welfare of the children, as well as uplifting the town as a tourist destination.
- The Skype Project, run by the NG Kerk in Calitzdorp, guides and develops approximately 50 children in Calitzdorp to lead, serve, mentor and counsel their peer group, and to be model scholars.
- The Friday Kitchen in Calitzdorp is also run by the NG Kerk. It provides a meal every Friday to about 45 indigent families.
- The Chess Project at Calitzdorp High School teaches chess to the children as a method of stimulating them and arranges for chess masters to visit the school.
- The Klippies Netbal Klub is being established to enable local young girls to participate in league netball.
- We have made a contribution to the Calitzdorp High School towards the cost of repairing its school bus.

Apart from the funds raised by the Trust itself, the NG Kerk raised R51,438 from operating the food stalls and entertainments at the Redstone, for use in their community support projects. The direct developmental impact of the 2017 Redstone will therefore be R137,924.

Our dream and vision for Redstone is that it will be the very best weekend event for cyclists, runners and their families, and that it will enable us to raise sufficient funds to make a real difference in our community.

Website : www.redstonehills.co.za Follow link to photos and video clip 2014

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