



VELDSKOEN RALLY 2026

SPONSORSHIP PACKAGES

KLERKSDORP DAM · 24–27 SEPTEMBER 2026 · NORTH WEST PROVINCE

*Prepared for the consideration of potential sponsors and partners.
All packages subject to organiser approval and written agreement.*

DEADLINE: Packages not confirmed by 30 June 2026 may be offered to other parties.

Vlam Barnard · Organiser
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THE EVENT

About Veldskoen Rally 2026

Veldskoen Rally 2026 is a first-edition motorbike-only rally held at Klerksdorp Dam, North West Province. The event runs Thursday 24 to Sunday 27 September 2026, targeting 5,000 riders for its inaugural edition. The rally is rider-first, rooted in North West pride, and built on the principle of supporting local businesses and the local economy.

| | |
|--------------------------|--|
| Event | Veldskoen Rally 2026 |
| Dates | 24 – 27 September 2026 (Thursday to Sunday) |
| Venue | Klerksdorp Dam, North West Province, South Africa |
| Target Attendance | 5,000 riders |
| Ticket Types | Ignition Edition (R450) · Full Throttle (R500) · Day Pass (R250) |
| Prizes | QJ SRT 900 · Suzuki Hayabusa |
| Entertainment | 9 confirmed live artists · MC Dirkie · Live draws Saturday night |
| Food Stalls | 14 curated food stalls on site |
| Security | ProWatch private security · Co Prime Emergency medical services |
| Compliance | CPA Section 36 · POPIA · Liquor licence · Public liability insurance |

AUDIENCE PROFILE

- Licensed motorcycle riders and families from across North West Province and surrounding regions.
- Predominantly adults aged 25–55 with strong brand loyalty and high disposable income.
- Active motorcyclists — high engagement with motorcycle brands, gear, fuel, and accessories.
- Strong North West and Gauteng representation.
- Social media active — rally content generates significant organic sharing.

OVERVIEW

Package Summary

| PACKAGE | AVAILABILITY | INVESTMENT | COMP PASSES |
|-------------------------------|---------------------------|-----------------------|-------------|
| Platinum Sponsor | Open: 1 only | R750,000 | 20 |
| Gold Sponsor | Maximum 3 available | R500,000 | 15 |
| Silver Sponsor | Maximum 6 available | R275,000 | 8 |
| Bronze Sponsor | Maximum 8 available | R125,000 | 6 |
| Supporting Sponsor | Open | R50,000 | 4 |
| Community Sponsor | Open | R25,000 | 2 |
| Local Business Sponsor | Open — NW priority | R1,000 – R5,000 | 1 |
| Hospitality Sponsor | Open | Negotiated | TBA |
| Bar Sponsor | 1 available only | R30,000 – R45,000 | 10 |
| Recovery Kit Sponsor | Volume-based (5,000 kits) | Negotiated per volume | TBA |

All complimentary pass holders are excluded from both promotional draws in accordance with Section 36 of the Consumer Protection Act. A signed declaration is required upon collection of passes.

PLATINUM SPONSOR

1 AVAILABLE ONLY

Investment: R750,000

20 complimentary weekend passes

Brand & Naming Rights

- ✓ Event co-named: 'Veldskoen Rally 2026 presented by [Brand]'
- ✓ Brand name in all marketing, social posts, website header, and printed materials
- ✓ Logo on stage backdrop — prime position, centre
- ✓ Logo on rally keyrings — one side Veldskoen Rally, reverse side sponsor brand
- ✓ Logo on crew shirts worn throughout the 4-day event

On-Site Presence

- ✓ Dedicated branded activation zone — minimum 6x6m
- ✓ Naming rights: Main Tent, VIP toilets, VIP refreshments, VIP furniture
- ✓ Naming rights: Stage, sound, lighting, and generator
- ✓ Sponsorship of ±2,000 chairs and tables
- ✓ VIP lanyards and crowd barriers branded
- ✓ Branded clothing for full event crew
- ✓ 30-second brand mention by MC Dirkie from stage every evening

Digital & Media

- ✓ Primary logo on website homepage and all pages
- ✓ Tagged in all social media posts for the full campaign duration
- ✓ Logo on every email communication sent to ticket buyers
- ✓ Logo on all digital and printed event signage

DRAW EXCLUSION: All complimentary pass holders — including sponsors, their staff, and guests — are excluded from both the QJ SRT 900 draw and the Suzuki Hayabusa draw under Section 36 of the CPA. All pass holders must sign a declaration upon collection.

GOLD SPONSOR

MAXIMUM 3 AVAILABLE

Investment: R500,000

15 complimentary weekend passes

Sponsorship Allocations

- ✓ Sponsorship of confirmed performing artists and entertainment programme
- ✓ Sponsorship of children's entertainment
- ✓ Sponsorship of WiFi hotspot for teens (12–17 year olds)
- ✓ Sponsorship of accommodation for crew and artists
- ✓ Sponsorship of event insurance
- ✓ Sponsorship of event marketing — digital and print
- ✓ Sponsorship of on-site medical services
- ✓ Sponsorship of security services

Brand Visibility

- ✓ Logo on website sponsors page
- ✓ 2 dedicated social media posts during campaign
- ✓ Brand mentioned from stage at allocated activation moment
- ✓ Logo on event signage at allocated zones

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

SILVER SPONSOR

MAXIMUM 6 AVAILABLE

Investment: R275,000

8 complimentary weekend passes

Sponsorship Allocations

- ✓ Sponsorship of mobile toilets and sanitation
- ✓ Sponsorship of refuse bags and cleaning materials
- ✓ Sponsorship of site signage
- ✓ Sponsorship of admin office equipment (computers, printers, stationery)
- ✓ Sponsorship of CCTV cameras and two-way radios
- ✓ Sponsorship of emergency and first aid kits
- ✓ Sponsorship of 5 on-site tablets
- ✓ Sponsorship of crowd barriers (±300m)
- ✓ Sponsorship of event photographer
- ✓ Sponsorship of VIP accommodation
- ✓ Sponsorship of car guards — uniforms, torches, reflector coats

Brand Visibility

- ✓ Logo on website sponsors page
- ✓ 1 dedicated social media post during campaign
- ✓ Brand acknowledged in event programme
- ✓ Logo on allocated on-site signage panel
- ✓ Sponsorship of website and digital marketing — brand acknowledged across all digital campaign activity

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

BRONZE SPONSOR

MAXIMUM 8 AVAILABLE

Investment: R125,000

6 complimentary weekend passes

Draw Naming Rights

- ✓ Draw named after sponsor: 'The [Brand] QJ SRT 900 Draw' or 'The [Brand] Hayabusa Draw'
- ✓ Brand announced from stage at draw — full MC Dirkie introduction
- ✓ Logo on draw entry wristband number strip
- ✓ Branded backdrop behind winner on stage at draw moment
- ✓ Dedicated social media post before and after each draw
- ✓ Logo on draw information page of website
- ✓ Logo on all draw-related marketing material

In-Kind Contribution Opportunities

Bronze sponsors may direct their contribution toward specific operational needs:

- ✓ Rider gear: waistcoats, caps, jackets, helmets, T-shirts
- ✓ Petrol vouchers and motorcycle service vouchers
- ✓ Tyres
- ✓ 4 golf carts for on-site use
- ✓ Competitions: Prettiest motorcycle, Oldest motorcycle, Tug of War, Slow-ride, Crank-gooi, Best couple

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

SUPPORTING SPONSOR

OPEN

Investment: R50,000

4 complimentary weekend passes

- ✓ Logo on website sponsors page
- ✓ 1 dedicated social media post during campaign
- ✓ Brand acknowledged in event programme
- ✓ Logo on allocated on-site signage panel
- ✓ Opportunity to direct contribution toward a specific operational item

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

COMMUNITY SPONSOR

OPEN

Investment: R25,000

2 complimentary weekend passes

- ✓ Logo on website sponsors page
- ✓ 1 dedicated social media mention
- ✓ Supports the local North West economy
- ✓ Association with a 5,000-rider first-edition event

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

LOCAL BUSINESS SPONSOR

OPEN — NORTH WEST
PRIORITY

Investment: R1,000 – R5,000

1 complimentary weekend passes

- ✓ Logo on website sponsors page
- ✓ 1 dedicated social media mention
- ✓ Direct support of the North West local economy
- ✓ Association with a major first-edition motorcycle rally

HOSPITALITY SPONSOR

STANDALONE — OPEN

Investment: Negotiated

TBA complimentary weekend passes

Artist & VIP Hospitality Items

- ✓ Chocolates, room spray, and branded keychains for artists and VIPs
- ✓ Personal care products: shampoo, soap, cream
- ✓ Rusks, coffee, tea, sugar, and milk sachets
- ✓ Mugs, drinking glasses, and towels for artists and crew

Investment and pass allocation negotiated directly with the organiser based on contribution value.

BAR SPONSOR

1 AVAILABLE ONLY

Investment: R30,000 – R45,000

10 complimentary weekend passes

- ✓ [Brand] Bar — full naming rights with branded signage throughout the bar zone
- ✓ Logo on bar entry points and bar counter
- ✓ Brand announced at bar opening each day
- ✓ 2 dedicated social media posts
- ✓ Logo on website sponsors page
- ✓ Bar operates Thursday to Sunday: 10:00 – 02:00 daily
- ✓ In-kind opportunities: ice, cooling room, gas, plastic glasses

DRAW EXCLUSION: All complimentary pass holders are excluded from both promotional draws under Section 36 of the CPA. Signed declaration required upon collection of passes.

RECOVERY KIT / GIVEAWAY SPONSORVOLUME-BASED — TARGET
5,000 KITS**Investment: Negotiated per kit volume**

TBA complimentary weekend passes

- ✓ Brand product or voucher included in every rider recovery kit
- ✓ Logo on kit packaging or kit bag
- ✓ Brand mentioned from stage during daytime Rider Gear & Kit Giveaways
- ✓ 1 dedicated social media post
- ✓ Direct brand exposure to all 5,000 riders
- ✓ Kit contents: Grandpa sachet, Jagermeister (small), Bioplus sachet, plaster, first aid items

FLEXIBLE CONTRIBUTIONS

Choose What You Sponsor

Not every sponsor fits a fixed package. If you want to direct your contribution toward a specific item or operational need, two options are available:

Option 1 — Pick From the Menu

Choose one or more specific items below. Your brand is acknowledged on-site and digitally in direct relation to the item you sponsor.

Infrastructure

- Stage
- Generator (50kVA)
- Stretch tent
- Sound system
- Main tent
- Gazebos
- Lighting
- Beer tent

Rider Experience

- Recovery kits
- Competition prize fund
- Petrol vouchers
- Golf carts (on-site)
- Rider gear giveaways

Operations

- Mobile toilets
- CCTV cameras
- Crowd barriers
- Cleaning equipment
- Two-way radios
- Refuse bags
- Emergency kits

Crew & Staff

- Crew T-shirts
- Car guard uniforms
- Crew caps
- Admin office equipment
- Crew waistcoats

Hospitality

- VIP refreshments
- VIP lanyards
- Artist hospitality packs
- VIP furniture

Media

- Event photographer
- Social media campaign
- Printed signage

Option 2 — State Your Amount

Tell us what you want to invest. The organiser allocates your contribution to the most appropriate operational need and acknowledges your brand accordingly. Contact Vlam Barnard directly to discuss.

COMPLIANCE

Draw Exclusion Policy

All complimentary pass holders — including sponsors, their staff, their guests, and anyone directly connected to the organisation of Veldskoen Rally 2026 — are excluded from participating in both the QJ SRT 900 draw and the Suzuki Hayabusa draw.

This exclusion is a condition of the promotional competition rules governed under Section 36 of the Consumer Protection Act (CPA).

Upon collection of complimentary passes, all holders must sign a declaration form confirming their understanding of and agreement to this exclusion. No exceptions will be made.

TERMS & CONDITIONS

1. All sponsorship packages are subject to organiser approval and written agreement.
2. A signed sponsorship agreement is required before any benefits are activated.
3. Payment terms to be agreed per package — minimum 50% deposit required to secure the package.
4. Complimentary pass holders must sign a draw exclusion declaration upon collection of passes.
5. Complimentary passes provide full weekend access only and do not include entry into either promotional draw.
6. Sponsor logos must be supplied in high-resolution format (AI, EPS, or PNG with transparent background) within 14 days of agreement.
7. The organiser reserves the right to decline logo or brand material inconsistent with the event's values.
8. Activation zones and stall spaces are subject to site layout and availability.
9. The organiser is not liable for loss or damage to sponsor materials on site.
10. Both promotional competitions are conducted under Section 36 of the Consumer Protection Act.
11. Packages not confirmed by 30 June 2026 may be offered to other parties.

CONTACT

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