



# 2023 ULTRAMARATHON SPONSORSHIP PROPOSAL

2023

UltraMARATHON





### What is the UltraMARathon?

Started in 2020, the UltraMARathon is a 50km single-day foot race through the conservancies of the northern Maasai Mara ecosystem in Kenya. The race, run either as an individual or as part of a relay team, takes participants through several conservancies giving them a unique sporting experience within one of Africa's jewels.

The proceeds from the event go directly to supporting initiatives in the region that are aimed at protecting both wildlife and the environment, and enhancing the lives of the community members who live there.

### Location

The event this year will traverse the Enonkishu, Lemek, Ol Choro, and Mara North Conservancies.

### Date and Time

2nd December 2023, 06:30 am

### Entry Fees

Individual (1 x 50km)	\$300
Relay Team (2 x 25km)	\$500
Relay Team (4 x 12.5km)	\$800

>>> 350 Runners Limit <<<

## The Cause

The greater Maasai Mara is one of Kenya's key ecosystems and provides an essential barrier between agricultural areas and the Maasai Mara reserve itself. The stewards in the greater Mara area rely primarily on tourism to manage and protect the ecosystem, which given the seasonal nature of tourism in the area and presents significant challenges for their sustainability.

The goal of the UltraMARathon is to raise funds to support key initiatives in the region related to conservation and enhancing the livelihoods of local communities. The initiatives being supported include:

- **Mara Elephant Project** - funding for the recruitment, training and deployment of rangers specifically to address poaching, human/wildlife conflict and habitat loss challenges in the region.
- **Africa Mission Services Birth Center** – funding to expand a women's health center located in Engos, which serves a population of approximately 7,000 local Maasai, providing prenatal/postnatal care, family planning education and services, and assists 50 – 60 women in childbirth each month.
- **Ranger support** – funding for uniforms, equipment and general administration for the conservancies involved in the event.

In addition, this event will encourage tourism to the Mara conservancies and provide beneficial exposure on both national and international levels, raising awareness of the challenges of conserving and managing this iconic yet threatened ecosystem during these difficult times.





# EVENT SPONSORSHIP OPPORTUNITIES

There are a limited number of Event Sponsorship options available to support the 2023 UltraMARathon. All Event Sponsorship options are eligible for charitable tax exemptions in Kenya.

Event Sponsorship Package	Cost (USD)	Free Entries*	Sponsor Number Limit
Bronze	5,000	1 Team	20
Silver	10,000	2 Teams	10
Gold	20,000	3 Teams	5

***\*A Team can comprise either an individual runner, a team of two or a team of four***

Promote your corporate wellness program, increase brand awareness, and support Kenyan wildlife and communities by signing on to sponsor the UltraMARathon.

- Engage employees in wellness activities and build collaboration and comradery in the office by offering them an opportunity to join the race on your corporate team.
- Increase brand awareness to an international audience by capitalizing on the UltraMARathon and Mara Elephant Project's social media, email, and website.

- Facebook - 19,867
- Instagram - 17,100
- Website Views - 18,000+ visits to the MEP website
- Email - 8,000 subscribers

- Promote corporate social responsibility by supporting Kenyans dedicated to protecting both wildlife and wild spaces, and enhancing the lives of community members they call neighbours.

# EVENT SPONSORSHIP BENEFITS

Different Event Sponsorship packages come with different branding, media, communications, content and recognition benefits:

Event Sponsorship Package	Race Pack Logo	Website Logo	General Social Media	Race Shirt Logo (Back Small)	Event Flyer	Course Banners	Start / Finish Banners	Dedicated Social Media	Email Blasts	Race Shirt Logo (Back - Large)
Bronze	x	x	x							
Silver	x	x	x	x	x	x				
Gold	x	x	x		x	x	x	x	x	x





## PRODUCT SPONSORSHIP OPPORTUNITIES

A limited number of Product Sponsorship options are available to support the ultramarathon. Product sponsorship includes in-kind merchandise or product relevant to the UltraMARathon event. This includes but is not limited to energy supplements, food, drink, race clothing/apparel/accessories, event setup, and support materials/structures, race prizes, goodie bags etc.

Product Sponsorship Package	Product Value (USD)	Sponsor Number Limit
Bronze	1,000 - 2,500	10
Silver	2,500 - 5,000	5
Gold	5,000+	2

## PRODUCT SPONSORSHIP BENEFITS

Different Product Sponsorship packages come with different branding, media, communications, content and recognition benefits:

Product Sponsorship Package	Race Pack Logo	Website Logo	General Social Media	Course Banners	Start / Finish Banners	Race Shirt Logo (Sleeve)
Bronze	x	x				
Silver	x	x	x	x		
Gold	x	x	x	x	x	x

Please contact **Jonty Rawlins** at [jonty@platcorpgroup.com](mailto:jonty@platcorpgroup.com) if you are interested in becoming an Event Sponsor for the 2023 UltraMARathon.



## PLATCORP FOUNDATION

Established in 2020, the Platcorp Foundation is the not-for-profit Sustainability investment vehicle for the Platcorp Group. The Foundation supports innovative and sustainable conservation, and community development projects through a mix of impact-first and philanthropic investments. Through the Foundation, we support the development of bankable solutions for key environmental and social challenges such as conservation, food, water, energy and climate change.

The Foundation has been the lead sponsor and support organisation for the UltraMARathon since the first iteration of the event. Support is designed to be catalytic in that it helps to mobilise greater investment or support for target projects, organisations and landscapes by leveraging the Foundation's networks, Development Finance Institutions (DFIs), impact investors and capital markets. By taking an active role in the development, monitoring and evaluation of projects, the Foundation aims to build long lasting partnerships and grow sustainable business models.



PLATCORP  
FOUNDATION

[www.platcorpgroup.com/foundation](http://www.platcorpgroup.com/foundation)

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## PARTNER ORGANIZATIONS



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[www.ultramarathon.co.ke](http://www.ultramarathon.co.ke)

