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**[www.trapnet.co.za](http://www.trapnet.co.za)**

# Information Brochure

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# medihelp trapNET

## Contact:

### **Sponsorship Opportunities**

Liebe Opperman 082 770 9160

### **Media, Marketing and Activations**

Marius Opperman 082 570 5758



## BE A PART, DON'T MISS OUT

The **inaugural Medihelp trapNET** weekend of events will be held at SuperSport Park, Centurion, Pretoria between 20 to 22 July 2018.

Cycling in South Africa is extremely popular and growing rapidly every day. The focus of these exciting new events, is aimed not only at cyclists, but also their families. It's a weekend of fun, health, fitness and family.

The annual Medihelp trapNET 85km road cycling event and trapNET Junior cycling event, includes an exhibition with interesting health and fitness related activities, as well as live entertainment.

Cycling is probably one of the best ways to experience the magnificent scenic routes of South Africa. Therefore the route has been designed to explore the scenic parts of Pretoria, but also include the exciting city roads and surrounds.

Cycling has the right balance of family, competitiveness and comradery, whilst promoting a healthy lifestyle.



# ACTIVITIES

## Friday 20 July 2018:

- Exhibition opens and will consist of cycling, as well as lifestyle elements
- Live entertainment on stage
- Registration opens
- Toks & Tjops live broadcast from the venue

## Saturday 21 July 2018:

- trapNET Junior consisting of a 1km, 2.5km and 5km route which will start and end at the venue.
- Exhibition
- Live Entertainment on stage
- Registration

## Sunday 22 July 2018:

- 85km road race, managed by Game On Events Solutions - Renée Jordaan is the Race Director
- Exhibition
- Live entertainment on stage

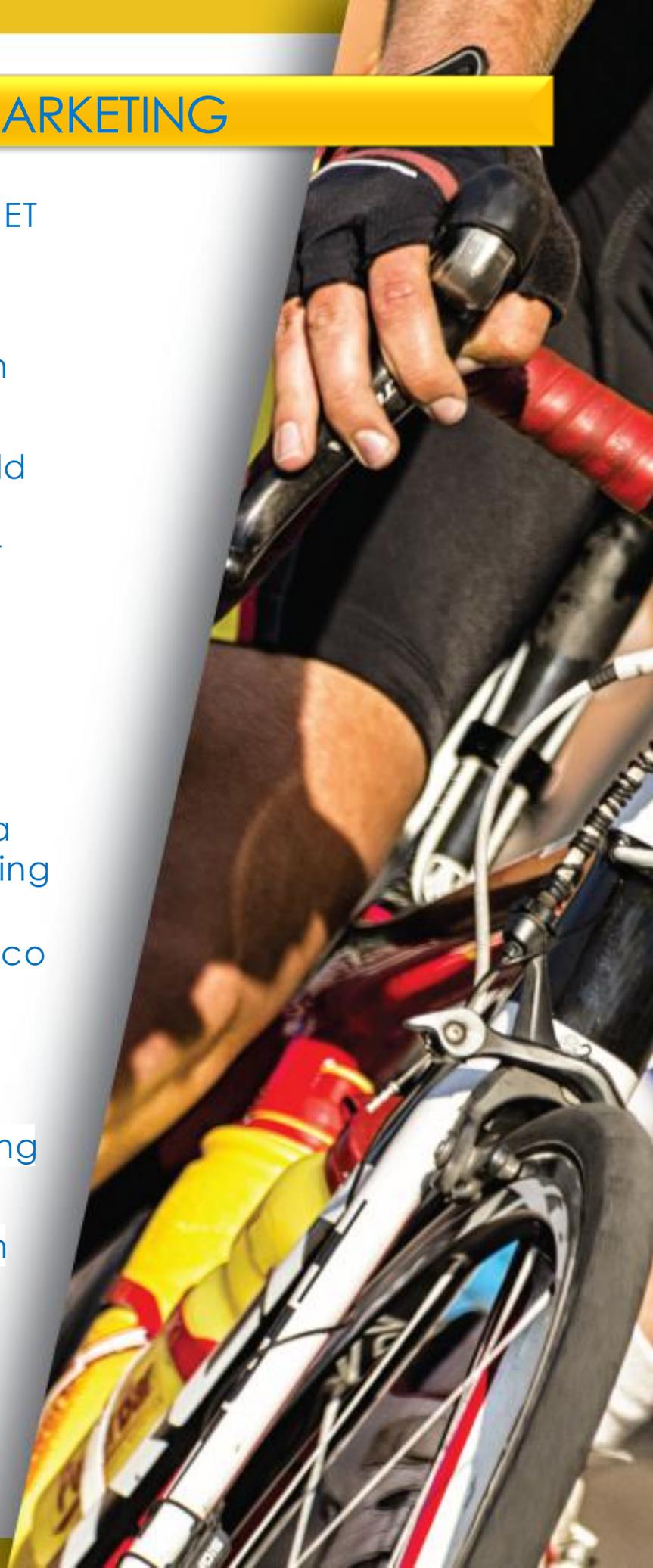
## Additional Activities:

- Static exhibitions relevant to cycling/sport lifestyle
- Chiropractors and Physios
- Food stalls and bars
- Kids entertainment area, with child minders
- Fitness activations
- kykNET activations



# MEDIA AND MARKETING

- DSTV, kykNET, kykNET & Kie and kykNET NOU
- On air mentions on kykNET programs
- Pretoria FM, Bosveld Stereo, Kragbron, Groot FM and East Rand Stereo
- Beeld
- Online Cycling Magazines
- Major social media exposure (pre, during and post event) managed by Lumico
- Marketing via all major suppliers databases as well as other cycling platforms
- Cycle 360 platform
- Access to existing major cycling databases



## GENERAL REMARKS

- The 85km trapNET road cycling race will be capped at 6000 entries in total for the first year. Our approach is to kick off with a quality event with great exposure, and build it over the next 5 years to increase the numbers as we grow bigger.
- trapNET Junior will be capped at 1200 children.
- We foresee an exhibition attendance in stadium of +-8000 during the course of the weekend.
- We will also be focusing on attracting day visitors to the exhibition, that are not necessarily taking part in any of the cycling events and introduce them to the sport, resulting in growing the sport even bigger as a family sport. The expo is the ideal opportunity to do this.





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