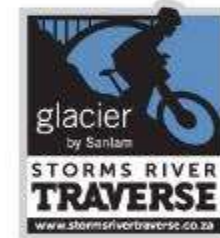




DRYLAND

PLAN YOUR ADVENTURE

Dryland events



The Facts...

- **8 events**
- **Mountain biking & trail running**
- **15000** annual athletes and supporters
- **30** countries represented
- Extensive **television and video streaming** productions on all events
- **R150 000 000,00 in media value** generated over 12 months (only in SA)
- Large annual **socio-economic impact**



DRYLAND IN NUMBERS OVER THE LAST 12 MONTHS



3 000 504

Amount, in Rands,
paid to community
partners annually



32 582

Accumulative ascent,
in meters, of all events
or
3,5 x the height of Everest



1 472

Temporary jobs
created in
a year



5000

The "new" water in m³
Dryland creates annually

- Eradicating alien vegetation
- All events are water-neutral



6 000

Number of participants



Gender split



35-50

Age range



7-10

LSM Group



1 023 568

Total kilometers covered
by athletes in the last
12 months
or
25 x around the earth



Most Dryland event
participants reside in
Gauteng and
the Western Cape



DRYLAND

10 215

Route tags used
during the last
12 months



2164

Number of Dryland
TV and broadcast minutes
per annum

25

Number of countries
represented at
Dryland events



605 600

Quantity of
ice blocks used at
waterpoints annually



11 460

Number of banana loaf
slices served



DRYLAND



Sponsors

momentum
health

BIOGEN
FOR THE RESULTS YOU WANT



GIANT.



Continental



breedenet
HOW CAN WE CONNECT YOU ?

squirt

glacier
by Sanlam

CapeNature



mpact
smarter, sustainable solutions

CaRRoL BoYeS

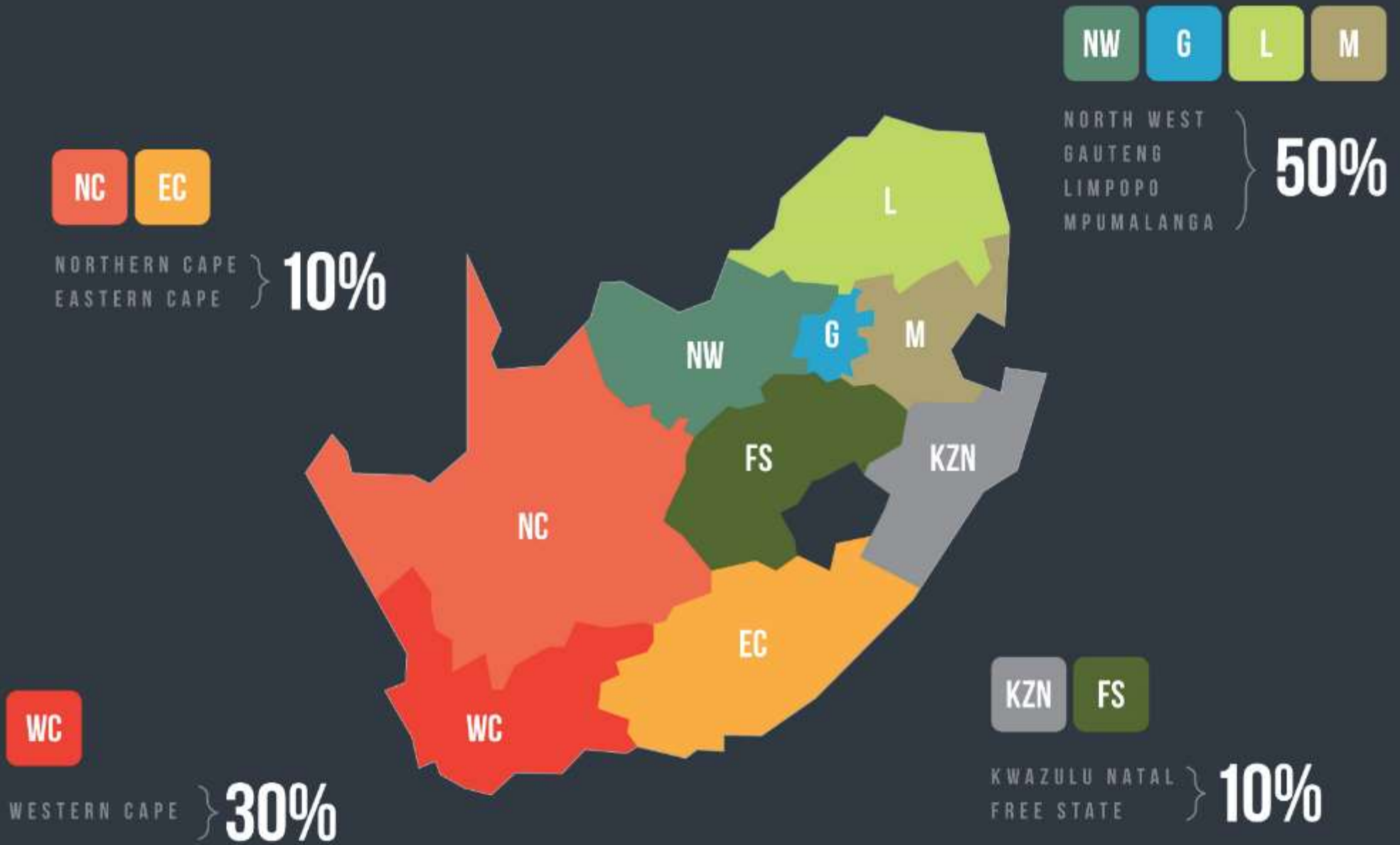
RATEL



SINCE 1979
ANDERSON TRANSPORT
WE SET THE STANDARD

VILLAMAR





DRYLAND

International Riders



Momentum Health CAPE PIONEER TREK presented by Biogen

MOSSEL BAY - GEORGE - OUDTSHOORN, WESTERN CAPE

DESCRIPTION

- Established in 2009
- **Seven** day international mountain bike stage race, through the Southern Cape Garden Route
- The only stage race in SA (other than the Absa Cape Epic) to achieve **full UCI status**
- The most **diverse route** terrain in Africa

PARTICIPANTS

- **350** riders in 2017
- **450** riders expected in 2018
- **60%** of riders are from Northern provinces

PARTICIPANT DEMOGRAPHIC

- Age **33-65** years
- Professionals in managerial positions and higher, living in Gauteng or Cape Town)



START: MOSSELBAY
FINISH: OUDTSHOORN
WESTERN CAPE, SOUTH AFRICA

OCTOBER
13-20
2018

7
DAY



Community Impact



Cheers!

DRYLAND EVENT MANAGEMENT
QUEENS HOTEL COMPLEX
5 BARON VAN REEDE
OUTSHOORN, SOUTH AFRICA



DRYLAND