



Cape Argus

Pick n Play

momentum

ROTARY • PEDAL POWER ASSOCIATION



A BRIEF HISTORY

- 1977: The Big Ride In
- 1978: 28th October 1st Event by PPA with The Argus
- 1979: 21st April 2nd Event at Captours request
- 1982: Coca Cola sponsors the event
- 1983: Rotary joins the fun and comes aboard
- 1988: First TV Coverage - MNet
- 1989: First limit placed on entries 12000



A BRIEF HISTORY

- 1991: Pick n Pay join as Co Naming Right Sponsors and Phil Liggett discovers the Cycle Tour

- 1992: Giro del Capo established

- 1998: Tricycle Tour established

- 1999: Entries capped at 35000 for safety purposes

PPA and Rotary form Cape Town Cycle Tour Trust

Events office comes into being

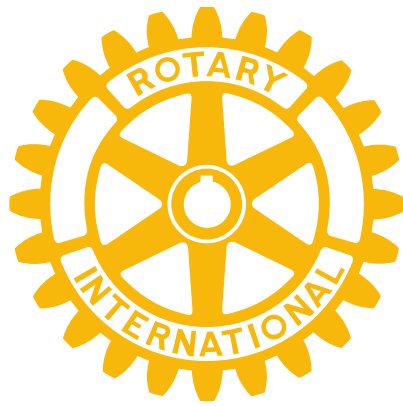




PEDAL POWER ASSOCIATION



Rotary



Key Stakeholders

- Cape Town Cycle Tour Trust – PPA /Rotary
- All Sponsors
- Host Venue– City of Cape Town and Provincial Government of WC
- Participants – Encouraging healthy outdoor lifestyle
- Spectators and Residents of Cape Town
- Broader Charity Family



Change the only certainty!

- Sponsors – ROI vs ROO (adapt)
- Participant evolution – Racer to recreational (ever changing needs)
- International exposure and appeal – WACE (Sustainability and value, mid 90's 400, 2016 – 4500)

Change the only certainty!

- Question your product regularly
- TV to live streaming and Social Media
- Promoting a healthy lifestyles

Success

- In excess of R100 million distributed
- Economic stimulator – In excess of half a billion rand per annum generated
- Change is good but not simply for the sake of change – Change to add value

Success – Richard Branson

- *“Branson says, “When I started Virgin from a basement in West London, there was no great plan or strategy. I didn’t set out to build a business empire ... For me, building a business is all about doing something to be proud of, bringing talented people together and creating something that’s going to make a real difference to other people’s lives.”*

A Journey of change

