

Sub Veteran Female team sponsorship for Cape Epic

Heila Meintjes and Nadine Pretorius are passionate, self-driven, energetic and inspiring individuals, ready for a new challenge. We are seeking a business partner to assist us with our adventures racing through South Africa and possibly outside the borders of South Africa. With the combination of our experience, personalities and will to succeed, we can ensure our business partner will benefit endlessly.

Request for Sponsorship

Nadine Pretorius and Heila Meintjes

Background of riders:

Heila Meintjes and Nadine Pretorius have been riding partners from 2015 as Sani2C mountain bike race being their first stage race together, whereby their partnership and friendship grew into many races. They have also successfully completed the Old Mutual JoBerg2c mountain bike race this year.

They however, didn't just complete the challenging 934km stage race, but finished it in an overall challenging time with a stage podium on day three, as well as completing it as the fifth ladies overall team. Old Mutual JoBerg2c is about riding the off-roads less travelled and trails never travelled in nine days over 934 km and climbing a total of 12 380 m.

Heila Meintjes:

Heila is a town and regional planner and lives in Nelspruit and works mainly in Mpumalanga. She is a self-driven, hardworking and determined female who lives life to its fullest and never shies away from challenges; be it work, sport or any other aspect of her life. She enjoys the outdoors and exploring on her bike.

Her caring and supportive personality has always come in handy in keeping the team going and calm and making sure everything behind the scenes is running smoothly. Her will to always complete things she has started also motivates their team to never give up, no matter how hard it is.

Nadine Pretorius:

Nadine is a chartered accountant since 2008 and lives in Midrand. She is determined, dedicated and focused, whether it be in her sport, work or education. She started cycling and taking sport competitively only two years ago (2014) and enjoys being on her bike. She also focuses on triathlons and has completed three Ironman 70.3 in competitive times.

Nadine's spontaneous, warm and energetic personality ensures that she can relate and communicate with everyone around her and build relationships that will continue for years. Her fighting spirit and will to succeed also ensures that limits are pushed and the best results achieved.

Individual cycling achievements of riders:

Heila Meintjes:

Heila has been cycling since 2011 more on a social basis. She loves being on her bike with friends, supporting them and has a love for nature and the outdoors. Exploring and looking for new routes to ride excites her and encourages her to get out more on her bike on unknown trails.

Race history:

- Joberg2c (2016 & 2015)
- Sani2c - 4 races completed (2012 to 2015)
- Berg and Bush Descent (2013)
- 3 Towers (2011 to 2015)
- Ashburton (previously MTN) national series (2011 to 2016)
- Barberton MTB
- Das Auto Series in Lowveld
- Sabie Experience challenge (2012 and 2013)
- Dr Evil Classic (2013)
- Karoo to Coast (2013)

Achievements:

2016

- Joberg2c stage podium - 3rd ladies overall
- Joberg2c - 5th ladies overall
- Mopani MTB race - 2nd ladies overall
- Ashburton Sabie marathon - 2nd Sub-Vet ladies (outside UCI competition)
- Barberton Marathon race - 6th ladies overall
- Bielie Mielie Marathon - top 10 ladies

2015

- Sani2C race - top ten ladies
- 3 Towers race - 5th mix team
- Jock Cycling club MTB lady of the year
- Joberg2c - 6th Solo ladies overall
- Alzu Tour de Farms - 5th ladies overall
- Ashburton Ballito Marathon - 5th Sub-Vet ladies
- Ashburton Clarence Marathon - 8th Sub-Vet ladies
- Barberton MTB Marathon - 5th Sub-Vet ladies
- Ashburton Sabie Marathon - 8th Sub-Vet ladies
- Ashburton Dullstroom Marathon - 8th Sub-Vet ladies

2014

- Mpumalanga MTB lady of the year
- Sabie MTN Marathon - 3rd Sub-Vet ladies (outside UCI competition)
- Forest to Falls Marathon - 1st ladies overall
- Sani2C race - 10th ladies team
- 3 Towers race - 5th ladies team
- Rooiberg MTB race marathon - 4th Sub-Vet ladies
- Clarens MTN - 3rd Sub-Vet ladies (outside UCI competition)
- Alzu Tour de Farms - 3rd ladies overall
- Sabie Noon-to-Moon - 1st ladies team

2013

- Bielie Mielie race 80 km - 1st ladies overall
- Sappi Mankela marathon - 6th ladies overall
- Forest to Falls Marathon - 4th ladies overall
- Sani2C trail - 3rd ladies team
- Imvelo Swaziland marathon - 2nd ladies overall
- Berg and Bush (Decent) - 6th mix team
- 3 Towers Race - 9th mix team

Nadine Pretorius:

Nadine has only been cycling since 2014 and loves a multitude of sports. She also focuses on triathlons and has completed three Ironman 70.3 in competitive times. Any form of training excites her and she loves training in groups and sharing her passion with those around her.

Race history:

- Joberg2c (2016)
- Sani2c race (2015)
- Berg and Bush Descent (2015)
- Ironman East London 70.3 (2014 to 2015)
- Ironman Durban 70.3 (2015)
- Global Eleven (2014 to 2015)
- Otter Trail run (2015)
- Ashburton series (2015)
- Nissan trailseeker (2015)
- Momentum 94.7 Road Race
- Cape Argus Road Race

Achievements:

2016

- Joberg2c stage podium -3rd ladies overall
- Joberg2c 5th ladies overall
- Mopani MTB race - 3rd ladies overall
- Bielie Mielie Marathon - top 10 ladies

2015

- Kosmos MTB race - 1st ladies overall
- Sani2c race - top ten ladies
- Karoo to Coast - 9th Sub-Vet ladies
- Sun City Eleven Squared - age category 2nd lady
- Sun City Sprint distance - age category 2nd lady
- Tswane Triathlon Champs - age category 2nd lady
- Gauteng Triathlon Champs - age category 3rd lady
- Germiston Ironman 5i50 - age category 4th lady
- Bela Bela Ironman 5i50 - age category 4th lady

2014

- Sasol off road triathlon -2nd ladies overall for the series
- Emperors Palace MTB - 2nd ladies overall

Sponsorships/teams:

- TCS Eurogas cycling team 2015 and 2016 for Nissan Trailseeker and Ashburton races
- Gauteng triathlon team 2015
- Trifactri triathlon team 2016

Coach:

- Lucie Zelenkofa (Trifactri) - Ironman winner

Benefits to business partner:

Nadine and Heila are seeking a business partner to assist them with their adventures and racing through South Africa and possibly outside the borders of South Africa.

With the combination of Heila and Nadine's experience, personalities and will to succeed, they can ensure that their business partner will benefit by means of:

-Media coverage - television/internet/magazines

More and more races are broadcast on live television, not only in South Africa, but over the whole world, with the Cape Epic being broadcast in more countries than the Tour de France.

Below are two photos of Heila and Nadine published in a national magazine and riders guide for one of the biggest stage races in South Africa (Sani2c). Nadine's JoBerg2C experience was also published by Media 24 this year due to networking.

-Networking opportunities

Personal networking with fellow riders, organisers, photographers, media personnel and supporters during races, in race villages, after races and during prize givings will also ensure the brand of their business partner are advertised. Their personalities will ensure that the business partner will be associated with and as an energetic, outgoing and caring brand.

-Enhancement of sponsor's image on branded kit

During the Joberg2C 2015 Heila competed in Westvaal kit, thus most of the cyclists has called her "Westvaal" due to her branded cycling shirts she was riding in. The increase in the number of cyclist ensures that more publicity can be obtained from branded kit. Not only to general public at and during races, but also publicity via national TV, magazines, internet / social media.

The business partner will also get extra marketing mileage seeing that Heila and Nadine are based in Gauteng and Mpumalanga.

-Twitter and Facebook - Frequent tweets and Facebook posts

The ever popular social media of Facebook and Twitter, to mention only a few, might perhaps be more effective than magazines and national TV because certain groups or target market can be influenced by choosing who to follow, what to Tweet, who to tag, etc.

In our modern day and society the general public thrives on live coverage, live TV and reality shows. It is as if people want to feel part of something while it happens. Making use of Facebook and Twitter as a marketing tool for their business partner adds a huge benefit to get their brand advertised to the targeted market.

-Sponsor investment

The investment made now by the business partner will ensure that advantages may still be forthcoming years later. For example the riders guide of the Sani2C in which we feature was published a year after the event, still providing marketing and advertisement value to the business partner.

TV highlights might still show certain clips as trails years after the event has been completed, or most of all, relationships formed with co-riders, supporters, etc. will ensure that the business partner's image and brand is printed into their minds and memories.

-Word of mouth advertising

A happy rider is a talkative rider and only the prospect of partnering with your company will definitely ensure that word of mouth exposure of your brand will be guaranteed.

Believe them when they say they don't stop talking, even during races.

-Visibility and marketing during the race

As indicated above, thousands of people are taking part in races, it is even said that cycling is the new golf, or more specifically biking. Branded and sponsored kit will also ensure that the business partner's brand will be advertised and

marketed to a large number of people.

-Increased exposure to potential cyclists

The opportunity is also there to sponsor a larger number of cyclists, increasing the potential exposure and the media coverage on a larger scale and bigger areas within South Africa.

Details of possible future races:

Due to their success in such a short period of time they have been fortunate in connecting with key stakeholders in the mountain bike arena. They believe they can add exclusive value to their business partner that chooses to partner with them and their partnership promises continued exposure.

They are currently looking for a business partner for the following race and/or races.

Details of the races as well as the costs involved are as follow:

Cape Pioneer:

Dates: 16 - 22 October 2016

Start: Mosselbay

Finish: Oudtshoorn

Time: 7 days

Distance: 496 km, 9 620m ascent

Team: Ladies team sub vet - Nadine Pretorius and Heila Meintjes

Total cost:

Entry fees: R 32,900

Kit: 7 days

Brief description: From the arid desert scapes of the Groot Karoo to the great mountains of the Klein Karoo and the aboriginal forests of the Garden Route, the Cape Pioneer has it all, a truly African mountain biking experience. The magic lies in the unique combination of exciting, diverse trails, passionate people and authentic human connection, brought to you by world class event organisers. The result is a race that has achieved near legendary status.

Wines to whales:

Dates: 11-13 November 2016

Start: Lourensford Wine Estate (Somerset West)

Finish: Hermanus

Time: 3 days

Distance: 212 km

Team: Ladies team sub vet - Nadine Pretorius and Heila Meintjes

Total cost:

Entry fees: R 12,000

Kit: 3 days

Cape Epic 2017:

Dates: 19 - 26 March 2017

Start: Meerendal Wine Estate

Finish: Meerendal Wine Estate

Time: 8 days

Distance: 654km, 15000m ascent

Team: Ladies team sub vet - Nadine Pretorius and Heila Meintjes

Total cost:

Entry fees: R 67,900

Kit: 8 days

Bike service: R8,000

Brief description: The shortest but not the easiest. The most amount of climbing per kilometre. The highest proportion of single track ever. All this is a numbers game, and numbers in mountain biking are often reduced to insignificance by default of their inability to tell you about the trail surface, the scorching African sun, the unexpected rain or the infamous South Easter wind.

Contact Details:

Nadine Pretorius: 082 827 9407

E-mail: nadine.pretorius7@gmail.com

Heila Meintjies: 082 871 1990

E-mail: heila@eliakim.co.za

Contact name : Nadine Pretorius

Telephone number : 27 82 827 9407

Email address : nadine.pretorius7@gmail.com

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