

# COMPUTERSHARE CHANGE A LIFE CYCLE



## SPONSORSHIP OPPORTUNITY

Dear Sponsor

We invite you to join us as a sponsor in Computershare's prestigious inaugural charity cycle event to be held from 4-9 September this year in aid of charity.

The Computershare Change a Life Cycle is an exhilarating 3-day cycle route covering 450 km through some of southern Africa's most scenic wilderness areas - following the Zambezi river through parts of Zimbabwe, Botswana, Namibia's Caprivi Strip and Zambia. We have organized the event with Wilderness Safaris in aid of their fantastic charity, Children in the Wilderness, as well as the Mike Thomson Change a Life Fund, which will fund worthy grassroots projects that work to prevent or deal with victims of crime. There is already huge interest in the event from Computershare's corporate clients, directors of the country's blue chip listed companies.

The Change a Life Cycle takes place over six days, from 4-9 September, and Super Sport, CycleLab and some of South Africa's top professional cyclists will be supporting the event. Computershare will cover the costs of hosting the tour from Victoria Falls, including all accommodation, food and back-up services. Each of the 70 participants will raise a minimum of R20 000 worth of sponsorship and Computershare will match all sponsorship raised rand for rand. Some R2 million will be raised overall for charity, nett of the costs of running the event.

We are looking for sponsors to help ensure that the Change a Life Cycle becomes the premier event on the annual cycling calendar for the executive cyclist. We would welcome the sponsorship of cycling paraphernalia, such as water bottles, back-packs, branded shirts and shorts, etc. and will ensure that you get appropriate mileage from the event. We are sure that you will see benefit in having exposure to 70 of South Africa's leading executives, as well as TV exposure on Super Sport.

At Computershare, we are heartfelt in our desire to help change people's lives, whether through helping rural communities or victims of crime and we are putting our money where our mouth is. By joining us as a sponsor you will be amongst prestigious company in not only promoting your product, but in helping us to help others less fortunate than ourselves.

Kind regards

*Jan Louye*



Change a life

Computershare