

FROM : Bernard Gustin  
CEO Brussels Airlines  
Airport Building 26  
Ringbaan  
1831 Diegem

## BIKE FOR AFRICA 2016 SENEGAL – THE GAMBIA

### SPONSORING PROPOSAL

Following our unforgettable adventure in Uganda in 2014, Bike for Africa heads to West Africa next year. The third edition of this mountain bike adventure will bring us to Africa's western-most outposts (Senegal and The Gambia) from 27 January to 3 February 2016. West Africa needs our strong support after the Ebola crisis, and we believe this is a unique opportunity to shine the spotlight on these countries.



Over 5 days, we will cross Senegal and The Gambia, a region of steppes, grassland, tree savannah and dry open forest, cycling along villages with traditional mud cabins and huge baobab trees.

Brussels Airlines staff who took part in Bike for Africa 2011 (Rwanda & Burundi) and Bike for Africa 2014 (Uganda) will testify to the incredible team spirit on the trips, and of the heartwarming contact with the local people in remote villages.



During our biking trip in Rwanda & Burundi, the bikers raised €93.000 for SOS Childrens' Villages, allowing for 1.000 medical consultations in the SOS medical centres across Africa. In 2014, we managed – thanks to the financial support of generous sponsors – to collect €140.000 for the CoRSU hospital in Kampala. The money was used to purchase an operating table, artificial limbs, 2 anaesthetic machines, surgical material and also to provide free surgery to disabled children from poor families.



As next year's highlight of Brussels Airlines' *b.foundation for Africa* programme, Bike for Africa 2016 aims to raise **€150,000** for humanitarian projects.

### Aid for Africa

Brussels Airlines flies from Brussels to 19 destinations in Africa and holds this continent close to our heart. Hence, as part of our corporate social responsibility, our humanitarian programme, *b.foundation for Africa*, is designed to improve the living conditions of the local population, especially that of the most vulnerable in the community: the ill, teen mothers, HIV patients, disabled children, former child soldiers, etc.

With Bike for Africa 2016, the 3,400 staff members at Brussels Airlines are keen to draw attention to the problems faced in Africa - especially in West Africa which is suffering from tremendous economic repercussions due to the Ebola outbreak in three of the countries in the region. Bike for Africa 2016 will put West Africa in the spotlight, highlighting the tourist potential of this magnificent area.



But more importantly, the expedition will provide much-needed financial aid to a recent **maternity unit** set up by Belgian Muriel Jonckheere, also known as "**Muriel Africa**", in Mbour (Senegal) which aims to improve the health and hygienic conditions for mothers and their newborn babies. The money raised will

be used to further construct and install the maternity unit, purchase incubators and surgical material, install solar panels to run a generator as well as install toilets and improve the hygienic conditions for families who are visiting.

A second project that will receive financial aid is the **Horizons Clinic in The Gambia**, particularly the clinic's programme of improving 100 childbirth facilities across the country. Most childbirth facilities in The Gambia have low standards when it comes to hygiene and staff competence. This results in a high child mortality rate (50% of all child mortality happens within 24 hours after they're born due to unhygienic conditions). Bike for Africa 2016 will support this initiative of the Horizons Clinic (<http://www.thehorizonsclinic.com/>) by contributing to the upgrade of 5 facilities over 5 years. The money raised will be



used to successfully change the behaviour and attitudes of the local staff with regards to cleanliness as well as to establish self-sustainability. The budget will be used for the training of midwives and cleaning staff, to purchase consumables, and to monitor compliance and infection rates.

### **And support for Belgian projects...**



As one of the main ambassadors of Belgium, naturally Brussels Airlines would also like to contribute to a Belgian humanitarian project. Together with the United Fund for Belgium, Brussels Airlines is supporting the **Junior Bears on Wheels**. This subdivision of the famous Leuven Bears basketball team offers wheelchair basketball to disabled children. Proceeds from Bike

for Africa 2016 will enable the team to purchase a trailer to transport the wheelchairs and 4 youth sports wheelchairs.



## **Cycling from Guéréo (Senegal) to Banjul (The Gambia)**

Our 500-km bike trip begins in Guéréo, 80 km south of Dakar, and takes us via Mbour (where we will visit the maternity unit) through desert landscape with numerous baobab trees, over Simal and Toubakouta to the south of the country, with the foliage turning greener and greener the further south we go. We will cycle along fantastic mangroves near the Gambian border, and finally, alongside the Gambia River to end on the astonishing beach of Banjul, where we will take the opportunity to visit the Horizons Clinic.



## **How will Bike for Africa 2016 be organised?**

All staff members cycling on Bike for Africa 2016 will be doing this in their free time, on a voluntary basis. They undertake to **individually raise €1,000** from family members, friends and supporters. The funds raised will go to the good causes mentioned above in its entirety. In addition, staff members will pay for their own personal expenses (return ticket, overnight accommodation, vaccinations, food and drink, etc.), which will come to around €1,500 per person. Brussels Airlines is supporting this project by paying for the transport costs of the bikes and by organising a number of events (such as "Spaghetti for Africa" on 26 June 2015 and a benefit evening with Ozark Henry on 17 September 2015). To keep costs as low as possible, the group will stay overnight in small lodges and tents, and additional staff will accompany them on a voluntary basis to take care of the catering and other necessities.

We are incredibly proud of our courageous and enthusiastic cyclists and we hope that they will also gain a huge amount of personal fulfilment from Bike for Africa 2016.



## **How can you support us?**

To reach our target of **€150,000**, we still need lots of extra support.

You can support us financially in various ways - we will be extremely grateful for any contribution!

### **GOLD sponsorship**

If you wish to take part in this unique adventure yourself (and cycle together with us), you can choose to become a Gold sponsor for the price of **€13,000**, of which a guaranteed €10,000 goes to the charitable causes. Below you will find a list of everything that this price includes.

Return for GOLD sponsors :

Media attention around the Bike for Africa programme is huge - in both the Dutch-speaking as well as in the French-speaking parts of Belgium, and also internationally beyond Belgium. In previous editions, we have received the following coverage:

On television:

- RTBF (20-minute feature in "Le Beau Vélo de Ravel")
- VRT (Terzake)
- VRT (Iedereen Beroemd)
- TV Uganda

On radio:

- Radio Twee

In print:

- La Libre Belgique
- Het Laatste Nieuws
- Het Nieuwsblad
- The Observer
- De Tijd

Below you will find a full summary of the visibility we can offer you in the 2016 edition in exchange for your valued support. Of course, we are also open to any suggestions that you might have.

### SILVER sponsorship

All donations below €13.000 or donations in kind are warmly welcome as well!

As Silver sponsor you receive :

- Visibility on the television broadcasts within feasibility and depending image selection of producer (to be defined)
- Visibility in the printed media depending picture selection of editor
- Logo, product description and link on event website
- Logo visibility on promotional sponsor banners that will be used during trip

If you are interested, please contact [ilse.verhelst@brusselsairlines.com](mailto:ilse.verhelst@brusselsairlines.com).

**Who were our GOLD sponsors in previous editions?**

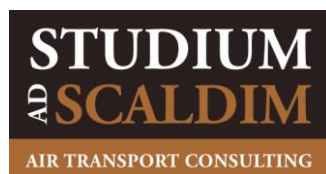
abelag



**Deloitte.**



**LE SOIR**



With your support, we believe this project will be a great success, and that we will have the opportunity to lend a helping hand to a great many people in Senegal, The Gambia and in Belgium.

We would like to offer you our sincerest thanks for your support in advance! Together, we can improve the lives of many.



Bernard Gustin  
CEO Brussels Airlines



Bike for Africa 2016  
**Gold sponsor package**

Entrance fee : **€13.000**

*€10.000 goes entirely to the humanitarian projects.*

Included :

- Flight ticket on Brussels Airlines in the award-winning new Business Class cabin
- Bike transportation
- Hotel accommodation/ overnight stays
- 5 cycling outfits (shirt & trousers)
- 3 meals per day
- powerfood/powerdrink & water / soft drinks at dinner
- insurance for material damage
- technical assistance on site
- medical assistance on site
- police escorte on site

In return you receive :

- A seat in the biking team
- A return ticket on Brussels Airlines in the award winning Business Class, including transport of your bike
- Visibility on the television broadcasts within feasibility and depending image selection of producer (to be defined)
- Visibility in the printed media depending picture selection of editor
- Logo on the cycling outfit (front, back, sleeve or trousers) or on the race numbers
- Logo in the Brussels Airlines on-board magazines of September-October 2015
- Logo in on-board magazine of March-April 2016 (readership 2.000.000)
- Logo on thank you mention in on-board film of April-May 2016 (reach 500.000)
- Logo, product description and link on event website [www.bikeforafrica.be](http://www.bikeforafrica.be)
- Name in "thank you" mention in press release in Belgium and Senegal/ Gambia
- Logo visibility on main banner "Gold sponsors" during press and customer events on site (departure and arrival)
- Logo visibility on other promotional banners that will be used during trip
- Logo on cars/trucks that accompany group (side)
- Logo on Facebook page ([facebook.com/bikeforafrica2016](https://facebook.com/bikeforafrica2016))

For more information on Bike for Africa, visit [www.bikeforafrica.be](http://www.bikeforafrica.be)

For more information on b.foundation for Africa, visit [www.bfoundation.com](http://www.bfoundation.com)

For more information on United Fund for Belgium, visit [www.ufb.be](http://www.ufb.be)

For more information on Brussels Airlines, visit [www.brusselsairlines.com](http://www.brusselsairlines.com)