



THE TROPIC AIR 10TO4 MOUNTAIN BIKE CHALLENGE 2026



Event Sponsorship Pitch Deck



Once one of the best-kept secrets on Africa's adventure tourism calendar, the **Tropic Air 10to4 Mountain Bike Challenge** attracts cyclists from across the globe to experience the Mount Kenya and Laikipia landscapes as they challenge themselves to the daring yet breath-taking terrain. This three-day event attracts fitness, adventure, mountain biking, and conservation enthusiasts and thrill seekers just looking for an unforgettable experience. The 400 participants get to camp in the wild (Borana Conservancy) as they are treated to a bucket-list experience. The Tropic Air 10to4 Mountain Bike Challenge is **where conservation meets adrenaline**.

Tropic Air



20-22 FEB 2026



What an event !! So well organized. I have to say the coffee at 7.30am on the top of the Mountain before the race is the cherry on the cake 🏆 We will soon go back definitely to France but all the family will remember these races for ever. Thank you all !!

-A 10to4 2025 Participant



WHY WE DO IT

The Mount Kenya landscape is one of Africa's most majestic and ecologically diverse zones, a UNESCO World Heritage Site and IUCN Biosphere Reserve. At its core stands the second-highest mountain in Africa, Mount Kenya, whose spectacular snow-capped summits, dramatic cliffs, and glacier-carved peaks dominate the horizon. The Mountain is ringed by rich, diverse ecological zones that change with altitude, creating a mosaic of habitats that support extraordinary, rare, and endangered biodiversity. At the lower slopes is a lush Afromontane forest teeming with towering indigenous hardwoods, bamboo strands, and dense undergrowth that shelters countless wildlife species. Higher up, the forest gives way to unique moorlands. The ecological layers are not only beautiful but vital to critically endangered species. At the base of the mountain are people: 27 forest edge communities who live in harmony with wildlife and nature and to protect their biodiverse home, which consists elements that have become a key part of their culture, identity and livelihoods.

In just 10 years, Mount Kenya could lose its glory as both a lifeline for over 3.5 million human beings, and millions more wildlife species. Populations, and wildlife are under threat from the combined pressure of climate change, deforestation, increasing wildfires, and anthropogenic factors. Streams and rivers that flow from the mountain's slopes are running dry more frequently, jeopardising the water supply. More prolonged dry periods have fuelled more frequent destructive wildfires, which consume vast tracts of moorland vegetation and fringes of ancient forests, devastating biodiverse habitats.

OUR CORE PRINCIPLES

*A Healthy
Mount Kenya
Ecosystem
Where People,
Forest and
Wildlife
Coexist
Harmoniously*

People

Facilitating spaces and channelling investment for communities to enhance their wellbeing, health, livelihoods, knowledge and decision-making capacity.



Nature

Positions communities to sustainably conserve, manage and protect Mount Kenya ecosystems, thereby promoting coexistence between people and nature.



Adrenaline

The beauty and ecosystem integrity of Mount Kenya is preserved with communities thriving. More people can travel locally and from across the globe to appreciate the beauty of our landscapes



Through projects, communities improve their livelihoods, additional projects like community health, improves their wellbeing and through training and capacity, they build their knowledge to better conserve Mount Kenya as direct beneficiaries and frontline respondents

Proceeds channelled to scaling up livelihood-based forest restoration and ecosystem protection projects and responding to ecosystem threats such as forest fires.

23 YEARS OF IMPACT

3,000,000

Trees Planted On Mount Kenya

50%

Reduction In Ecosystem Threats

200,000

Household Revenue Has Improved From Nature-Based Enterprises & Job Opportunities

1,500

Safe annual elephant journey through the Mount Kenya Elephant Corridor

60%

Reduction In Forest Fire Response Times

1.5 Million

People have access to free healthcare services

5000

Young individuals nurtured to become conservation advocates

23 Years Of Unforgettable Experiences & Preserving Mount Kenya's Legacy





“Our youth need more than advice — they need opportunities. By engaging them in tree nurseries, we give them honest work, dignity, and a chance to protect the land that sustains us all.”

Peter Nyaga
Kahumi Self Help Group Patron.



“Every seedling we sell is more than income — it is food on the table, school fees paid, and a forest restored”

Ontulili Women’s Group Nursery



“The forest has truly been a blessing in my life, giving me the chance to protect it through the opportunities provided by the CFA.”

Ann Makandi Kaburu, 37
Telis Farmer Ontulili - Karuri Forest

Life was difficult at first for Anne when she moved to Ngusishi in 1999 after her marriage, as she usually relied on casual jobs for a daily wage & living in a single rented room. In 2012, she joined the Ontulili CFA and began farming under the forest restoration program, which MKT supported. By intercropping food crops with tree seedlings, Ann steadily built her livelihood. Within two years, she purchased a dairy cow, then sold it and used her farming income to buy one acre of land worth Ksh 1.3 million. Over the years, she built a permanent home, installed solar power, invested in rental units, and improved her family’s living standards. Today, she earns between Ksh 400,000 and Ksh 500,000 annually from forest-based farming.

A photograph of a male mountain biker in a red and yellow jersey, black shorts, and a helmet, riding through a forest. He is smiling and raising his right fist in celebration. His bike has a race number '038' on the handlebars. The background shows tall trees and a dense forest. The text 'BE THE CHANGE' is overlaid in large, bold, yellow letters on a dark blue background at the bottom left.

BE THE CHANGE

We are delighted to return as 10to4 Mountain Bike Challenge's Title Sponsor, East Africa's premier mountain bike event. Our continued support reflects our commitment to giving back, and deep appreciation for the incredible work of Mount Kenya Trust in preserving the Mount Kenya ecosystems.

Tropic Air - Title Sponsor

BRAND OFFERING



Your investment will fuel an unforgettable sporting experience that attracts riders from around the world, while directly supporting the conservation of Mount Kenya's unique ecosystems and the communities who protect them.



Sustainability-Driven Branding: Align with a conservation-focused event that protects Mount Kenya's ecosystems.



Boost CSR & Loyalty: Support local communities and conservation, strengthening brand trust.



Exclusive Brand Positioning: Connect with a diverse local and international audience in a unique natural setting.



High-Impact Media Visibility: Enjoy extensive exposure across local and global platforms.

BRANDS THAT TRUST US



Tropic Air



SPONSORSHIP OFFERING

PACKAGE	KSH.	HEADLINE VALUE	BRAND VISIBILITY & POSITIONING	MEDIA AND DIGITAL EXPOSURE	ON-SITE ENGAGEMENT	CSR & IMPACT RECOGNITION
TITLE	4,000,000	Be the face of the event	<ul style="list-style-type: none"> • Naming rights on all event assets • Hero logo at start/finish, water stops & routes • Hero branding on prizes, goodie bags & podium backdrop • Full-page ad in programme • Speech & present Grand Prize 	Included in 15-min official documentary, plus exclusive 3-min brand story, coverage of sponsored team prep & race, top-tier press/influencer features, priority race-day real-time coverage, 3x weekly social posts, full-page programme ad, included in post-event film & all AV productions.	Unlimited route banners • Hero branding at start/finish, podium, water stops & goodie bags • Largest race-village tent • Merchandise in prize bags • Speech + Grand-Prize presentation • Option to sponsor a pro team	Receive interim & annual impact reports + site visit invitations
PLATINUM	2,000,000	Premium Visibility & Storytelling	<ul style="list-style-type: none"> • Premium logo on routes, water stops & podium backdrop • Full-page ad in programme • Speech & present Runner-Up Prize 	Included in 15-min documentary, plus exclusive 2-min brand story, 3x secured press slots, 2x weekly social posts + race-day priority, full-page programme ad, post-event film coverage.	Unlimited banners (2nd priority) • Large race-village tent • Branding on routes, water stops • Speech + Runner-Up prize presentation • Option to sponsor a pro team	Receive interim & annual impact reports + site visit invitations

SPONSORSHIP OFFERING

PACKAGE	KSH.	HEADLINE VALUE	BRAND VISIBILITY & POSITIONING	MEDIA AND DIGITAL EXPOSURE	ON-SITE ENGAGEMENT	CSR & IMPACT RECOGNITION
GOLD	500,000	High-Impact Presence	<ul style="list-style-type: none"> • Logo at start/finish, selected routes & water stops • ½-page ad in programme • Branding on prize bags • Speech for 2nd Runner-Up Prize 	Included in 15-min documentary, plus exclusive 1-min brand clip, 2x secured press slots, 1x weekly social post + race-day feature, ½-page programme ad.	6 route banners • Mid-size race-village tent • Branding on start/finish, water stops • Speech + 2nd Runner-Up prize presentation	Receive interim & annual impact reports + site visit invitations
MINI TITLE	400,000	Ownership of the Play Area and face of the mini race	Exclusive branding in Kids/Family Zone Branding on mini-race merchandise	30-sec brand video shown at event & online, exclusive mini-race day social priority, ½-page programme ad	Exclusive Family-Zone branding • Branded kids' play area & Mini-10to4 merchandise • Podium recognition & speech at Mini-race prize-giving	Receive interim & annual impact reports for education and youth projects + site visit invitations
SILVER	300,000	Strong Brand Visibility	Logo at key water stops & banners ¼-page ad in programme	30-sec social video posted on 10to4 platforms, ¼-page ad	3 route banners • Standard race-village stand • Branding on select water stops/routes	Receive annual impact reports.
BRONZE	150,000	Entry-Level Presence	Logo at select routes & banners, podium mention	Weekly social recognition, included in programme listing, no dedicated clip.	Small race-village stand • Designated start and finish branding	Receive annual impact report.

SPONSORSHIP OFFERING

PACKAGE	KSH.	HEADLINE VALUE	BRAND VISIBILITY & POSITIONING	MEDIA AND DIGITAL EXPOSURE	ON-SITE ENGAGEMENT	CSR & IMPACT RECOGNITION
Manned/ Unmanned Waterstop	40,000 (Manned) 65,000 (Unmanned)	Bring Your Brand to the Trail	A high-traffic Water Stop where participants you can experience your brand first hand. You are free to get creative with it as long as it is in alignment with race and safety rules.	Social media recognition	Logo in the event programme & podium backdrop	Receive annual impact report.
Friends Of MKT	35,000	Support Conservation & the 10to4			Logo in the event programme & podium backdrop	Receive annual impact report.
Vendor	40,000	Entry-Level Presence	Business feature in event guide.	Feature on event live coverage and digital outputs	Sell or market your products/services at the Race Village	

In Kind Support

We value in-kind contributions that support the delivery of the event, whether through essential services such as venues, logistics, or equipment, or through products that enhance the participant experience. These contributions are recognised separately from financial sponsorships to ensure fairness and clarity across all partnership levels. Visibility and branding for in-kind partners will be tailored to the type and assessed value of their support, with product-based contributions acknowledged as product placement. This allows us to celebrate every partner's role in a way that reflects their unique contribution while maintaining consistency for our financial sponsors.

ADDITIONAL RESOURCES

www.10t04.org

<https://mountkenyatrust47.pixieset.com/tropicair10to4mountainbikechallenge2025/day1/>

https://www.youtube.com/watch?v=_AZ-B9ZtOXc

Contact Us

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For general enquiries about the event,
sponsorship, concessions and all other queries.

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