



ABOUT THE RHINO CHARGE

33RD ANNUAL RHINO CHARGE EVENT

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The Rhino Charge is a unique and exciting annual off-road 4x4 competition held in Kenya in which entrants are required to visit 13 Check Points while travelling the shortest possible distance across difficult, trackless terrain, where speed is not a necessity and is in fact penalised.

To prevent adverse environmental impact, entries to the event are limited to 65 vehicles and Rhino Ark fully offsets the event's carbon footprint making it Carbon Neutral.

The winner is the competitor who finishes at the control point where they started having visited all the other control points in the shortest distance (GPS measured).

The event is organised in order to raise funds to support the activities of the Rhino Ark Kenya Charitable Trust.



ABOUT RHINO ARK KENYA CHARITABLE TRUST

Established in 1989, Rhino Ark is a charitable trust that seeks solutions to the challenges facing the mountain forest ecosystems of Kenya, also known as the water towers. More specifically, Rhino Ark's conservation program is developed around six priority thematic areas:

1. Protection of Kenya's mountain forests, other threatened habitats and their rich biodiversity;
2. Engagement and education of adjacent communities in conservation;
3. Securing the connectivity between mountain forests and other threatened wildlife habitats;
4. Establishment of sustainable financing mechanisms for the conservation of mountain forests and other threatened wildlife habitats;
5. Advocate nationally and internationally for the conservation of the mountain forests and other threatened habitats, their wildlife and their ecological functions; and,
6. Use of science to assess the impacts of, and review conservation interventions.



FUNDING SOURCES

Government contributions

Conservation partners

Rhino Charge

Private Donors

Public sector donations



PROJECTS

Educating forest adjacent communities

Building capacity with partners

Securing wildlife corridors

Fencing protected areas

Ecological monitoring

Responding to wildfires

Combating wildlife crime

Promotion of bio-enterprise

RHINO ARK'S ACHIEVEMENTS

1.7 billion Kenya Shillings (\$17 million) invested in conservation

650km of game-proof electrified fences built

Over 500,000 hectares of mountain forest secured

80,000 Kenyan families protected from human/wildlife conflict and their livelihoods secured

178 schools actively learning about conservation

90 hectares of forest rehabilitated

ECOSYSTEMS WHERE RHINO ARK IS CURRENTLY WORKING

Mount Kenya

Aberdares

South Western Mau

Mau Eburu

Kakamega

MORE ABOUT THE CHARGE



65

The event is limited to 65 teams/cars, and cars can either be modified or unmodified

1989

The event was initially conceived in 1989 to raise funds for the construction of the Aberdare Electric Fence



181m

Whilst the first Rhino Charge raised only KES 250,000, this amount increased tremendously over the years to reach KES 181 million in the 2018 event which is currently the highest amount for a single year of fundraising.



The Rhino Charge continues to raise funds for the Rhino Ark Kenya Charitable Trust. The Rhino Ark projects, are multifaceted and are embedded in the overall philosophy **HUMANS IN HARMONY WITH HABITAT AND WILDLIFE**

www.rhinoark.org



The location and venue of the Rhino Charge is kept secret until the last minute to maximise the challenge



10h

The Charge takes place over a period of 10 hours in remote area of Kenya

The event is featured in local and national media



Each entrant must pledge and raise a minimum sponsorship fee between 750,000 KES and 1.5 Million KES. Most entrants however raise considerably more

60,099,000KES

FUNDS RAISED FOR THE HOST COMMUNITIES

This money is raised from the Land Access Fees (LAF) paid for by all who access the venue. This money is then used for community projects in the area such as the construction of school classrooms or the installation of boreholes.



1,796,498,039KES

FUNDS RAISED FOR RHINO ARK SINCE 1989



Rhino Ark fully offsets the event's carbon footprint by purchasing Certified Emission Reductions (CERs) or Verified Carbon Units (VCU) from energy or REDD+ projects in Kenya that reduce, avoid or remove greenhouse gas emissions from the atmosphere.

WHAT IS NEEDED FOR A RHINO CHARGE?

- A secret venue with rough terrain that will provide a challenging course.
- A maximum of 65 competing teams.
- Sponsors to support the event with in-kind donations as well as specific sponsorships.
- A team of volunteers to effectively run the event.



VENUE CHECK-IN SPONSOR INFORMATION

Venue Check-in is the area of the event that every person needs to go through to be processed so that they can obtain their wristband and vehicle sticker (if required). It is open for 8am-5pm from 31st of May 2022 to the 2nd of June 2022.

Venue Check-in is NOT open on the event day so the sponsor and their team is free to enjoy the event along with all the other spectators. The Gauntlet area is always a great place to see the cars in action.

There are usually between 3000-4000 people at the venue and they all have to go through the venue check-in area at least once. There are usually times where its very busy and then there will be a period where the arrivals are slow.

Requirements

The responsibilities for the venue check-in sponsor team is to provide a warm and welcoming atmosphere as everyone arrives.

Please provide a snack and a cold drink for those arriving and point them in the direction of the officials so that they can then be processed through the administration for the event.

As with everyone at the Rhino Charge venue you will need to be self sufficient and be able to stay in the bush for the duration 30th May to the 4th of June. The event is generally held in hot, dusty areas so we recommend you provide yourselves with ample shade and water. You are advised to stock up with re-hydrants as well.

SPONSORS OPPORTUNITIES

Check Point Sponsor



Sponsors of the Rhino Charge get access to one or more of these opportunities depending on their sponsorship level and category.

- Branding opportunities and visibility at the Rhino Charge venue.
- Logo on stickers on the competition cars.
- Sponsor logo list in official digital and print material.
- Sponsor listed in Rhino Ark's biannual ARKive magazine – Print and Digital format (circulation approx. 3500)
- Coverage on Rhino Charge social media channels via Facebook, Instagram and Twitter

Service Sponsor



In-Kind Sponsor



Car/Team Sponsor



rhinocharge.co.ke



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