

ALEX 10K CORPORATE PROPOSAL

LEGACY PROJECT



Prepared By :

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Run Alex Athletics Club

*Kwabhekilanga Sports Grounds,
Far East Bank St, East Bank,
Alexandra, 2014*

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INTRODUCTION



Run Alex Athletics Club hosts an annual 10K race in Alexandra Township on 21 March. Adreach Group acquired the naming rights for the event, which is titled the Adreach Alex 10K, from 2024 to 2025. This partnership goes beyond supporting the race; it extends into building legacy programs that will have a lasting and meaningful impact on the Alexandra community.

In line with this, Run Alex identified key community-wide and Run Alex Upliftment projects to drive transformation and growth in Alexandra.

The two primary projects identified are:

- **School Holiday Program**
- **Community Gym**

These legacy initiatives aim to address significant community challenges, promote social well-being, and provide a foundation for health and wellness, helping empower the community and create a sustainable future for Alexandra.

PURPOSE OF THIS DOCUMENT

This document invites your company to participate in the Alex 10K race by purchasing a race package that contributes to supporting these transformative legacy projects or direct donations. Your involvement will directly impact the future of Alexandra, enhancing health, wellness, and youth development.





ABOUT RUN ALEX

Founded in 2018, Run Alex was established to promote healthy living and wellness in the Alexandra community. The organization's success led to the formal registration of Run Alex Athletics Club with Central Gauteng Athletics (CGA) in 2020, which helped grow road running in the area. In 2021, the club introduced Run Alex Juniors, a program for children aged 8 to 19, and later launched Read Alex in 2023, which promotes literacy and a culture of reading among local youth.

Run Alex provides free training programs for both juniors and adults, as well as Read Alex sessions. Juniors receive comprehensive training throughout the week, along with compulsory reading sessions after weekend training. The club also offers meals and transport to up to 60 children, enabling their participation in events across Gauteng. Additionally, the club supports two junior coaches with monthly stipends, contributing to the success of many juniors, including those selected to represent Gauteng at the South African Cross-Country Championships.

Our race journey began in 2023 with a successful fun run, leading to CGA granting us the opportunity to host the Adreach Alex 10K from 2024 onwards. The race, featuring 10km and 5km distances, goes through Alexandra and caters to everyone, accommodating all fitness levels. Corporate sponsorship ensures the continued sustainability of our programs and strengthens our community impact.

LEGACY PROJECTS

SCHOOL HOLIDAY PROGRAM (7 TO 18 YEARS)

Objective:

To keep children engaged, learning, and active during school holidays by offering a variety of activities designed to foster physical, mental, and social development.

Key Activities:

- Coding: Teaching basic coding skills for various age groups.
Cost: R40,300 (facilitators, laptops, software, data, and study guides).
- Chess: Enhancing cognitive skills through chess.
Cost: R12,200 (facilitators, chess sets).
- Drama/Acting: Building self-expression and confidence through drama.
Cost: R15,000 (facilitators).
- Meals: Providing breakfast and lunch for 60 children over 3 weeks.
Cost: R49,500.

HOLIDAY PROGRAM COST BREAKDOWN:

| Holiday Period | No. of Children | Duration | Total Costs | Cost Per Child |
|----------------|-----------------|----------|-------------|----------------|
| June | 60 | 3 Week | R117,000 | R1,950 |
| September | 60 | 1 Week | R180,000 | R3,000 |
| March | 60 | 1 Week | R22,500 | R300 |
| Total | | | R319,000 | R5,325 |

LEGACY PROJECTS

COMMUNITY GYM

Objective:

To provide the Alexandra community with an equipped, gym facility that encourages health and wellness. This gym will meet the growing demand for fitness facilities within Alexandra, accessible to residents of all ages and fitness levels.

Location & Feasibility:

The gym will be located at Kwabekilanga Sports Grounds, a site already housing a running track and a rugby field.

COST ESTIMATES FOR THE GYM

| Item | Cost Breakdown | Total Cost |
|--------------------------|-----------------------------|-------------------|
| Building | R3,000 per sqm * 140 sqm | R420,000 |
| Equipment | | R4,083,349.14 |
| Maintenance & Operations | | R200,000 |
| Total | | R4,703,349 |

ALEX 10K

Total Funding Goal:

R6,000,000 over 3 years to support both initiatives.

WHY PARTICIPATE?

Community Impact:

Support a healthy lifestyle in Alexandra with the Community Gym and School Holiday Program, address local needs such as job creation and free access to fitness and education.

2024

Race Participation Packages:

We invite corporate companies to participate in the Adreach Alex 10K race at a premium rate that includes race entries, licenses, race T-shirt, meals, and hospitality for your staff, while a portion of the contribution will go directly towards the legacy projects.

Package One - R100,000

- 50 Race Entries (value R5,500)
- Temporary Licenses (value R2,000)
- Meals for 50 Participants (value R5,500)
- T-shirts for 50 Participants (value R5,500)
- Hospitality Area for 50 Participants (value R3,000)
- Total Package Expenses: R20,000
- Legacy Project Contribution: R80,000
- Duration: 1-3 Years

Package Two - R50,000

- 25 Race Entries (value R2,750)
- Temporary Licenses (value R1,000)
- Meals for 25 Participants (value R2,750)
- T-shirts for 25 Participants (value R2,750)
- Hospitality Area for 25 Participants (value R1,500)
- Total Package Expenses: R10,750
- Legacy Project Contribution: R39,250
- Duration: 1-3 Years

Customized packages are available for larger contributions and tailored co-branding opportunities.

HOW TO PARTICIPATE

- Choose Your Package: Select from Package One, Two, Direct or Custom.
- Select Preferred Legacy Projects: Opt to support the Community Gym, Kids Holiday Program, or both.
- Duration: Commit to 1, 2, or 3 years.

CONTACT INFORMATION

For further inquiries or to confirm your participation, please contact:

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