



Virgin active RIDE
JOBURG
947.

CHARITY INFO 2023



Howzit... Sawubona... Heita... Unjani... Molo... Dumela... Aweh... Thobela... Hoe gaan dit... Sharp fede...

...you beautiful #PeopleOfJoburg!

A rich tapestry of diverse heritages, cultures and PEOPLE co-exist to rewrite history in a beautiful way every day. Brutally honest, vibrantly diverse, and fiercely authentic – this golden city is a city all its own. Not just any city. **The City of Joburg.** Home of **Virgin Active 947 Ride Joburg.**

This is not just another **Sunday in November. This is the journey that brings a city together.** Ride 97 km or 35 km of traffic-free Joburg streets on your bicycle. Sunday 19 November 2023, FNB Stadium, Johannesburg.

#OwnJoburg

By registering your charity team with Virgin Active 947 Ride Joburg, your organisation can use the Ride for a Purpose campaign as a platform to raise awareness and much-needed funding for your cause.

Join us for the 2023 edition of Virgin Active 947 Ride Joburg and keep the Ride for a Purpose legacy alive.

This year, we aim to offer all our charities an improved registration process!



CHARITY BRIEFING SESSION

We will continue to offer virtual support for charity team leaders in 2023.

A charity briefing session is planned for **August 2023**. We will confirm the date closer to time.

This document is updated regularly with pertinent information relating to the event as well as Expo, Hospitality/Chill Zone and Vibe Zone bookings.

EVENT INFO





Virgin Active 947 RIDE JOBURG ROAD

When: Sun 19 November 2023

Where: FNB Stadium

Entry fee: R665.00 (incl 15% VAT and CSA rider levy)

Ride 97 km through the streets of Joburg. Enjoy full road closure for red-hot racing through the normally bustling city streets or a chilled cruise – you choose.

Category descriptions:

- **Individual Rider:** Standard individual entry on a traditional upright bicycle. 12 years and older only.
- **Tandem:** Standard tandem entry. Both riders need to enter their information. 9 years and older only.
- **E-bike:** Only pedal-assist E-Bikes are permitted in this race as set out in T&C's.
- **Handcycle:** A hand cycle is a type of human powered vehicle powered by the arms rather than the legs.
- **Recumbent Cycle:** A recumbent bicycle is a variety of bicycle which places the rider in a seated or lying position. The back of the rider is supported, and the rider's legs extend forward to pedals that are at about the same height as the seat.
- **Para Cyclist Start Group:** A start group allocated to Para Cyclists. Disability must be stated in the Medical Details section of the entry process.
- **Para Cyclist Personal Start Group:** Para Cyclists who choose this category will be seeding to their own personal seeding. Disability must be stated in the Medical Details section of the entry process.



VIRGIN ACTIVE 947 RIDE JOBURG – SHORT RIDE

When: Sun 19 November 2023

Where: FNB Stadium

Entry fee: R455 (incl 15% VAT and CSA rider levy)

You can experience the energy, essence and vibe of the Virgin Active 947 Ride Joburg by riding just 35 exhilarating kilometres in the Virgin Active 947 Ride Joburg Short Ride. Full road closure means those riding the Short Ride also get to own the streets of Joburg for a day and cycle in safety!

Unfortunately, the inclusion of the 35 km Short Ride means that there will be no double loop of the 97 km route as was the case in previous years. We do, however, feel, that the inclusion of the Short Ride will make it possible to welcome riders who would otherwise not have been able to join us.

Anyone aged 10 years and older can ride The Short Ride.



RACE FOR A PURPOSE

- In 2022 we introduced a competitive charity batch for serious cyclists who also wish to support a charity of their choice.
- A Race for a Purpose Team need to recruit **12 x riders**, with at least **3 x female riders**. **The team of 12 need to stay together and finish together.**
- The Race for a Purpose riders will have an early Start Time.
- **Teams are not allowed to draft behind other Race for a Purpose teams, but teammates are encouraged to work together.**



FACES TIMING BOARD AND CLIP

Every rider needs to have a **FACES timing board**.. You may order your FACES board online via Howler and collect it at registration or buy one at the event for R85.

It is important to note that the new registration and timing system does not support the SAS boards, so make sure that you purchase a new FACES timing board for Virgin Active 947 Ride Joburg Road.





REGISTERING YOUR CHARITY





REQUIREMENTS FOR REGISTERING YOUR CHARITY

Charity Team registrations:

- Register at least 10 entries into any of the Virgin Active 947 Ride Joburg events.
- Appoint a **team leader** who is the backbone of the charity team. He/she will need to organise the team from start to finish and ensure that all riders are added via the promo codes using the instructions provided.
- All registered Charity Teams will receive a preferential start time in the ROAD race. **Unseeded cyclists will start at the preferential start time of the Charity Team. Seeded cyclists with an earlier start time can start in their allocated start times or drop down to the Charity Team's start time.**

When do Charity entries close?

- **New Charity Team registrations will close on 29 September 2023**
- **Registration for Charity Team members will close on 6 October 2023** (or when entry capacity is reached). All riders need to be entered and added to the team by this date, or they will forfeit the remainder of their entries and promo codes will expire.
- **No rider will be added to a charity group after 6 October 2023**



REGISTER YOUR CHARITY

Complete the Charity Team pre-registration process [here](#).

Next steps:

1. New Charity team registrations will close on 29 September 2023
2. The Race Office will notify the team leader once an application has been approved.
3. Once all the info has been supplied we will provide you with event info, promo codes, and entry instructions for the entrants joining your charity.
4. Registered charities will be listed on the Virgin Active 947 Ride Joburg website. Please send us your logo and website information.
5. Start your campaign to raise funds and awareness for your cause using the Virgin Active 947 Ride Joburg Ride for a Purpose platform.



ADDING CYCLISTS TO YOU CHARITY TEAM

ADDING CYCLISTS TO YOU CHARITY TEAM

How do cyclists join my team?

Once the application process has been completed and approval has been given, we will issue you with unique promo codes for your riders that, once used to enter, will link them to your group and start batch.

It is the responsibility of the team leader to distribute the promo codes. Unique codes require the charity to pre-pay for a set amount of entries. The unlimited code will allow the entrant to pay for themselves upon entering.

What if a rider has already entered? If riders have already entered, we can link them to your team with permission. **We will need their names and email addresses.** Please send it to teams@ridejoburg.co.za

The closing date of adding riders to your team is 6 October 2023.



SOCIAL MEDIA INFORMATION

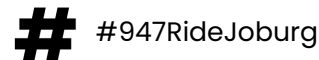
Please take note of the correct event name Virgin Active 947 Ride Joburg and use the updated event name & logos in all instances.

- Virgin Active 947 Ride Joburg
- Virgin Active 947 Ride Joburg Road
- Virgin Active 947 Ride Joburg MTB
- Virgin Active 947 Ride Joburg Kids

Please contact teams@ridejoburg.co.za for the new logos.

Please send any artwork to Carika Barnes teams@ridejoburg.co.za for sign-off **before publishing**.

SOCIAL MEDIA





SAFETY AND SPECIAL PERMISSION

Young cyclists:

- The age limit for Individual cyclists is 12 yrs of age.
- The age limit for a Tandem cyclist is 9 yrs of age (if cycling with an adult).
- Special permission may be requested in writing should a slightly younger cyclist wish to apply to participate with a guardian present.

Unconventional bikes:

- Permission must be applied for in writing by the charity should any member of a charity team wish to participate on an unconventional bicycle (eg. ice cream bikes, towing buggies / carriages etc).

Animals:

- Animals are not permitted on the route or at the Start / Finish venue.



FUNDRAISING IDEAS:

- Interact with us on Social Media – Twitter, Facebook and Instagram.
- Charge a cyclist fee to join your charity. This is great bait for novice cyclists who don't have a seeding index and may want to start earlier.
- Offer branded kit, hospitality etc. and charge an even larger amount (make it worth their while).
- Cyclists can raise funds by being sponsored per kilometre that they ride leading up to the event and on the Virgin Active 947 Ride Joburg event days.
- Find a celebrity or well-known personality to ride and endorse the charity – **this is always a winner!**

CHARITY SEEDING





CHARITY GROUP SEEDING

What is seeding?

- Seeding is the term used to place or distribute cyclists into their appropriate start time according to their fitness (index).
- Any cyclist can join a charity. It is not only open to novice cyclists.
- **Seeded cyclists will be seeded according to their index.**
- All novice cyclists will automatically be placed into their charity's start group. **For example: If a cyclist is meant to start at 06h45 but the charity start time is set at 08h15, the cyclist will be given their 06h45 start time. It is the cyclist's choice whether to start at the allocated 06h45 time or drop down and ride with the charity at 08h16.**



CHARITY GROUP SEEDING

Reseeding:

- A reseed is when a rider who hasn't previously joined a charity (with a start time later than the charity) wants to join the charity team to be allocated the charity start time.

Charity Reseed for entered cyclists:

- Virgin Active 947 Ride Joburg will not charge registered Charities for reseeds submitted to Race Office during the reseed period communicated to teams.
- No late reseeds will be processed after **6 October 2023** or at number collection.
- A rider with a start time earlier than the registered Charity can just fall back to the Charity start group without having to apply for a reseed.





VIRGIN ACTIVE 947 RIDE JOBURG LIFESTYLE EXPO

The Virgin Active 947 Ride Joburg Lifestyle Expo is one of the most sought-after cycling and wellness exhibitions in the country, hosted at the FNB Stadium from **16 - 18 November 2023**.

Expo space for Charities:

- We offer our registered Charities space at the Expo for a minimal fee.
- For the Charity Expo rate card please email expo@ridejoburg.co.za.

Expo space for other brands and activations:

- For the Expo rate card please visit the website or email expo@ridejoburg.co.za.



NUMBER COLLECTION

Will be from **16 – 18 November 2023** at the Virgin Active 947 Ride Joburg Lifestyle Expo, FNB Stadium.

Number collection:

- Individual number collection will take place from 16 – 18 November 2023 at the FNB Stadium.
- Participants will need to book time slots and will only be allowed to visit the expo and collect race packs in their pre-allocated time.
- Bulk collection of race packs may be permitted.
- **Team leaders who have selected Bulk Collection have to book a spot if they want to collect 16 – 18 November , otherwise Charity collection will take place the Wednesday 15 November 2023 from**
- **10 am till 4pm**
- **No changes may be made after entries close or re-seeding is finalised.**
- Should a charity select Bulk Collection, team leaders are required to notify their charity team members that they will collect on their behalf and arrange for distribution of the race packs to the entrants.
- Race Office will not be held responsible for packs and merchandise that are not distributed to cyclists by event day.



RACE OFFICE

Charity Team Manager | **Carika:** teams@ridejoburg.co.za