

1-5 September 2025

PROUDLY PRESENTED BY



SOUTH AFRICAN
HALL OF FAME

IN COLLABORATION WITH

NASHUA

CORPORATE

EMPOWERMENT

OPPORTUNITY



THE SOUTH AFRICAN HALL OF FAME: LEGACY & MISSION

Celebrate | Inspire | Empower

The **South African Hall of Fame Trust** was formed in 2017 as a PBO non-profit Trust (IT 1400/2017)(C) and operates under **a vision to discover and develop** talented individuals without resources.

Our commitment is to **celebrate** extraordinary achievements, **inspire** future generations, and **empower** the youth of South Africa to reach their full potential!



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THE CEO CYCLE CHALLENGE: THE IMPACT OF YOUR PARTICIPATION

Talent is everywhere—opportunity is not.

Imagine a child with extraordinary talent—one who could be the next great sports icon or leader. Now imagine that same child forced to abandon their dreams, not because they lack skill, but because they lack shoes. A uniform. A meal.

This isn't hypothetical—it's the **reality for countless talented children in South Africa.** The **CEO Challenge** is committed to changing this reality by raising funds for the **South African Hall of Fame Legacy Project.**

This project doesn't just identify talented children—it fully invests in their future. Through comprehensive bursaries, we provide everything they need to develop and reach their full potential: sports gear, high-quality education, mentorship, life skills training, and essential living expenses. If needed, they continue to receive support, including food and other necessities when they return home for holidays.

Right now, 33 children have this life-changing opportunity.
With your support, many more can be added.



MARITZBURG
COLLEGE



PRETORIA BOYS
HIGH SCHOOL



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THE 2025 CEO CYCLE CHALLENGE: BIGGER. BOLDER.

Business Meets Purpose

In 2024, the **first-ever CEO Cycle Challenge** ignited a movement—uniting South Africa’s top business leaders to raise funds for talented children without resources. The business community came together like never before.

Now, in 2025, we’re taking it to the next level!

This year’s edition is **bigger, bolder, and more impactful**, with even more business leaders, and the return of **John Smit and Lucas Radebe** to lead celebrity teams.

Be part of this exciting, impactful corporate fundraising event and help shape a brighter future for our next generation!





PEDAL, COMPETE, CONNECT

The CEO Cycle Challenge-How it works ?

South Africa's **top business leaders** and **sport heroes John Smit and Lucas Radebe** come together for a high-energy team challenge where **networking meets purpose**. Teams of **four** will cycle for **25 minutes** each on a stationary bike, competing in a fun and dynamic event.

Bring the competition out of the boardroom and into the fishbowl!



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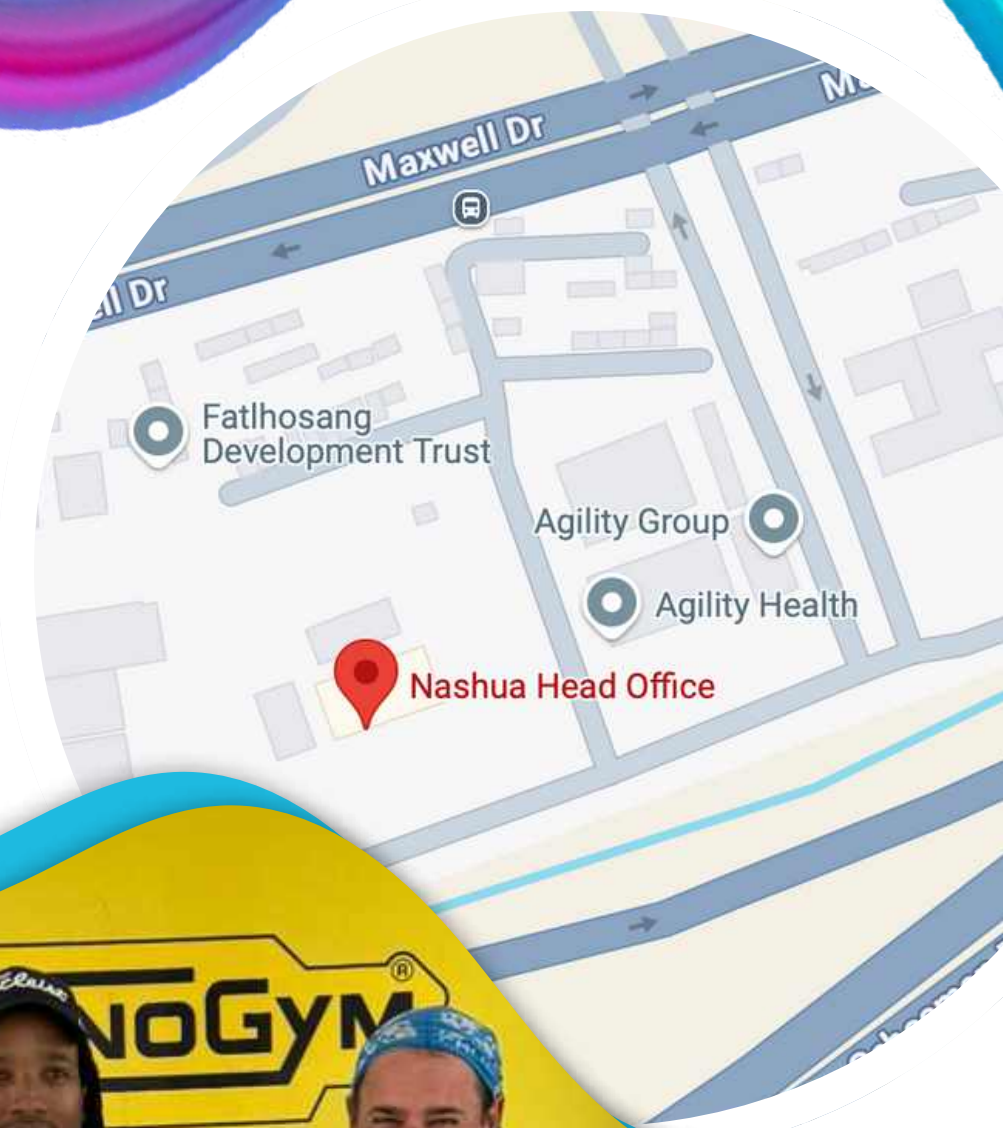
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A HIGH-VISIBILITY EVENT IN THE HEART OF SA'S ECONOMIC HUB

Strategically located in the heart of South Africa's **economic hub**, the **CEO Cycle Challenge** will take place at the **Nashua Head Office in Woodmead, Gauteng**. Positioned near the high-traffic **Bucleuch Interchange (N1/M1/N3)**, the event will capture the attention of thousands of daily commuters.

To **maximise visibility and impact**, the challenge will be amplified through live streaming, radio coverage, print media, digital marketing, and social media-driven community engagement.



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GET INVOLVED

Join the Movement

PARTICIPATE:

Enter your Team of 4 @ R50 000 excl. VAT

SPONSOR:

By partnering with the CEO Cycle Challenge, alongside the South African Hall of Fame and other leading brands, your sponsorship contribution comes with additional value and benefits to your organisation.

PLEDGE:

Pledge support per kilometre and celebrate total distances cycled! Rally your team to follow the action live!



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BENEFITS OF PARTICIPATION

Partnering with the South African Hall of Fame offers companies the opportunity to make a meaningful impact by empowering talented children without resources, while simultaneously gaining valuable exposure.

Corporate Benefits: B-BBEE Compliance & Tax Incentives:

The South African Hall of Fame Trust was established in 2017 as a PBO non-profit Trust (IT 1400/2017)(C). This offers companies unique benefits through their support of The Legacy Project.

These benefits include B-BBEE compliance, with specific advantages under Socio-Economic Development (SED) and Skills Development Levy (SDL) criteria *OR* Eligibility for an Article 18A tax deduction. These benefits can be tailored to align with your company's specific needs and objectives.

Network Opportunities:

Engage with prominent figures across industries, including business, sports, arts, and culture.

Brand Visibility:

A strategic opportunity to maximise your exposure by integrating your participation into internal company campaigns, amplifying your brand's commitment to impact, excellence, and social responsibility.



GET INVOLVED

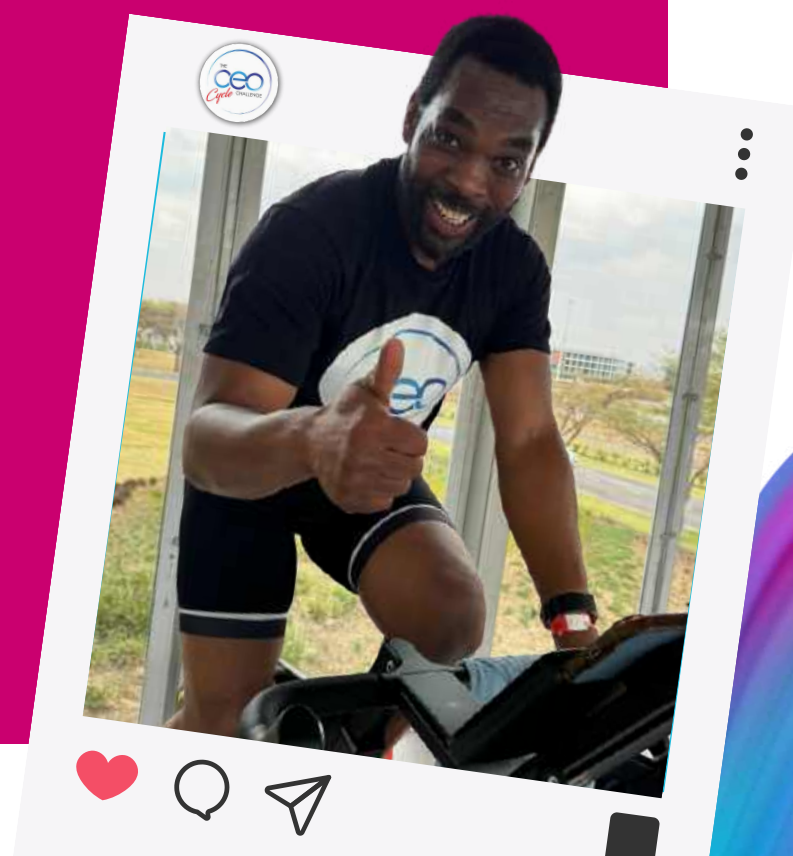
Join the Movement

TO ACCEPT THE CHALLENGE

Visit our website: www.ceochallenge.co.za

Make sure to tag us in your social media posts:

- #JoinTheMovement
- #BeTheChange
- #CEOChallenge2025
- #CEOCycleChallenge
- #CycleLikeABoss



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FOLLOW US ON YOUR PREFERRED SOCIAL MEDIA CHANNEL



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FOR MORE *details*

WEBSITE: <https://www.ceochallenge.co.za>

EMAIL: info@ceochallenge.co.za



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