



31 Aug - 4 Sep 2026

PROUDLY PRESENTED BY



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

NASHUA

POWERED BY



C ORPORATE

E MPOWERMENT

O PPORTUNITY



# CORPORATE PARTICIPATION. REAL IMPACT. LONG-TERM VALUE.

## BUSINESS MEETS PURPOSE

The **CEO Cycle Challenge** is a high-energy, corporate cycling experience designed for business leaders, executive teams, and organisations seeking a meaningful way to drive impact.

**This is not a spectator event | This is not a passive sponsorship platform.**

This is a participation-driven experience, where your team is part of the energy, the environment, and the impact.

The CEO Cycle Challenge is designed for:

- Senior management and executive teams
- Corporate leaders and decision-makers
- Organisations seeking meaningful team and client engagement
- Businesses looking to align experience with purpose

It is an opportunity to step outside the traditional corporate environment and into a shared experience that builds connection, culture, and energy.



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**

## ENTRY & PARTICIPATION

**Standard Entry: R50,000 per team (4 riders)**

**Corporate Offer: Enter 3 Teams and receive a 4<sup>th</sup> team entry at no additional cost.**

**This enables companies to:**

- Involve broader leadership, client and staff participation and engagement
- Create internal competition across divisions or departments
- Maximise presence within the event environment

**What Each Team Receives**

- A fun filled networking platform with your participation changing lives
- A dedicated 25-minute cycling slot
- Full access to the event environment
- Participation in the central “Fishbowl” experience
- Associated Media & PR value

**Participation is confirmed upon payment, with time slots allocated on a first-come, first-served basis.**



PRETORIA BOYS  
HIGH SCHOOL



EST. 1863  
MARITZBURG  
COLLEGE



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**

# WHAT YOU RECEIVE

## Event Experience

A structured, high-energy cycling session within a professionally managed environment, designed to create a shared and memorable team experience.

## Brand Presence

Integration into the event environment, with visibility across event platforms and opportunities for brand alignment.

## Content Opportunity

Optional CEO interview features, creating valuable internal and external content.

## Client & Team Engagement

A dynamic and informal platform to engage clients, strengthen relationships, and build internal cohesion.





# THE EXPERIENCE – THE “FISHBOWL”

## HOW DOES IT WORK?

At the heart of the CEO Cycle Challenge is the Fishbowl; a fun, immersive, high-energy cycling environment.

Each team participates in a 25-minute session where:

- Riders contribute based on their own pace and ability
- Teams work together toward a shared output
- Energy is driven by atmosphere, music, and fun!

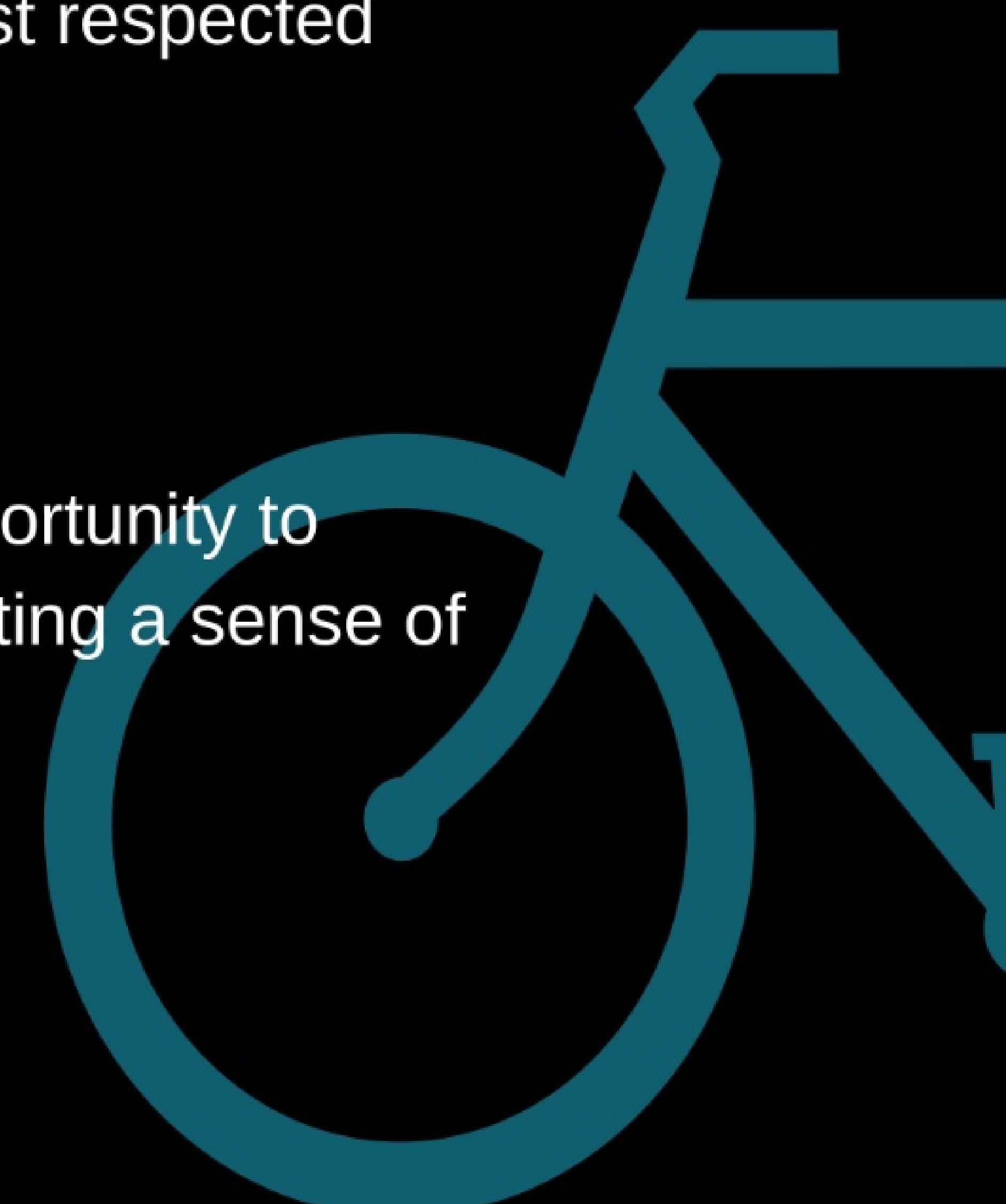
**This format ensures accessibility while maintaining intensity and engagement. This is not about elite performance. This is about shared experience and participation!**



Participants will share the environment with representative teams linked to some of South Africa's most respected figures, including our Team Captains:

**John Smit & Karla Pretorius**

This is not a staged interaction; it is an opportunity to engage within the same environment, creating a sense of change, proximity and shared experience.



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**

# ANYONE CAN RIDE

The CEO Cycle Challenge is designed to be inclusive. Participants do not need to be experienced cyclists. With four riders per team and a shared effort format, individuals contribute according to their own comfort and fitness level.

**This ensures that every team member can participate meaningfully.**

# MOMENTUM & GROWTH

The CEO Cycle Challenge continues to build strong momentum within the corporate environment.

- 2024: 23 teams
- 2025: 71 teams
- **2026: Targeting 100+ teams**

This growth reflects increasing demand for experiences that combine engagement, energy and purpose.



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**

# THE IMPACT

The CEO Cycle Challenge supports the Legacy Project, a **South African Hall of Fame** initiative.

## The Legacy Project

The programme identifies talented young individuals who have the potential to excel but do not have the necessary resources.

Support includes:

- Full educational bursaries
- Placement in leading schools
- Mentorship, leadership and personal support
- 360 Degree support for extra mural activities

The Legacy Project is currently supporting **128 children**, with a long-term vision of: **1,000 children supported by 2030**  
**A Model Built On Changing lives, Not Only Helping Them!**

The CEO Cycle Challenge forms part of a broader approach to impact — where participation, contribution, and community combine to create meaningful outcomes.

# LONG TERM PARTNERSHIP

Beyond the CEO Cycle Challenge, organisations have the opportunity to partner more broadly with the South African Hall of Fame through its Legacy Project and related initiatives. This partnership extends into a structured and sustainable model of corporate involvement in youth development.

## B-BBEE & IMPACT ALIGNMENT

SAHOF provides a platform through which companies can align their broader corporate strategies with meaningful, measurable impact.

This includes:

- Supporting structured youth development programmes
- Contributing to education, mentorship, and leadership pathways
- Participating in initiatives that deliver real, reportable outcomes

These initiatives align with:

- **Socio-Economic Development (SED) objectives**
- **Skills Development Priorities**
- Broader transformation and impact strategies



## Structured Giving & Compliance

Where applicable, contributions made toward SAHOF programmes may:

- Qualify for Section 18A tax certification
- Be structured in line with recognised compliance frameworks
- Contribute toward B-BBEE scorecard elements

This enables organisations to integrate impact into their business strategy in a structured and responsible manner.

**Partnership with SAHOF is not event-based.  
It is a long-term opportunity to:**

- Build a credible and sustained impact narrative
- Align corporate objectives with national development priorities
- Contribute to a growing, measurable legacy

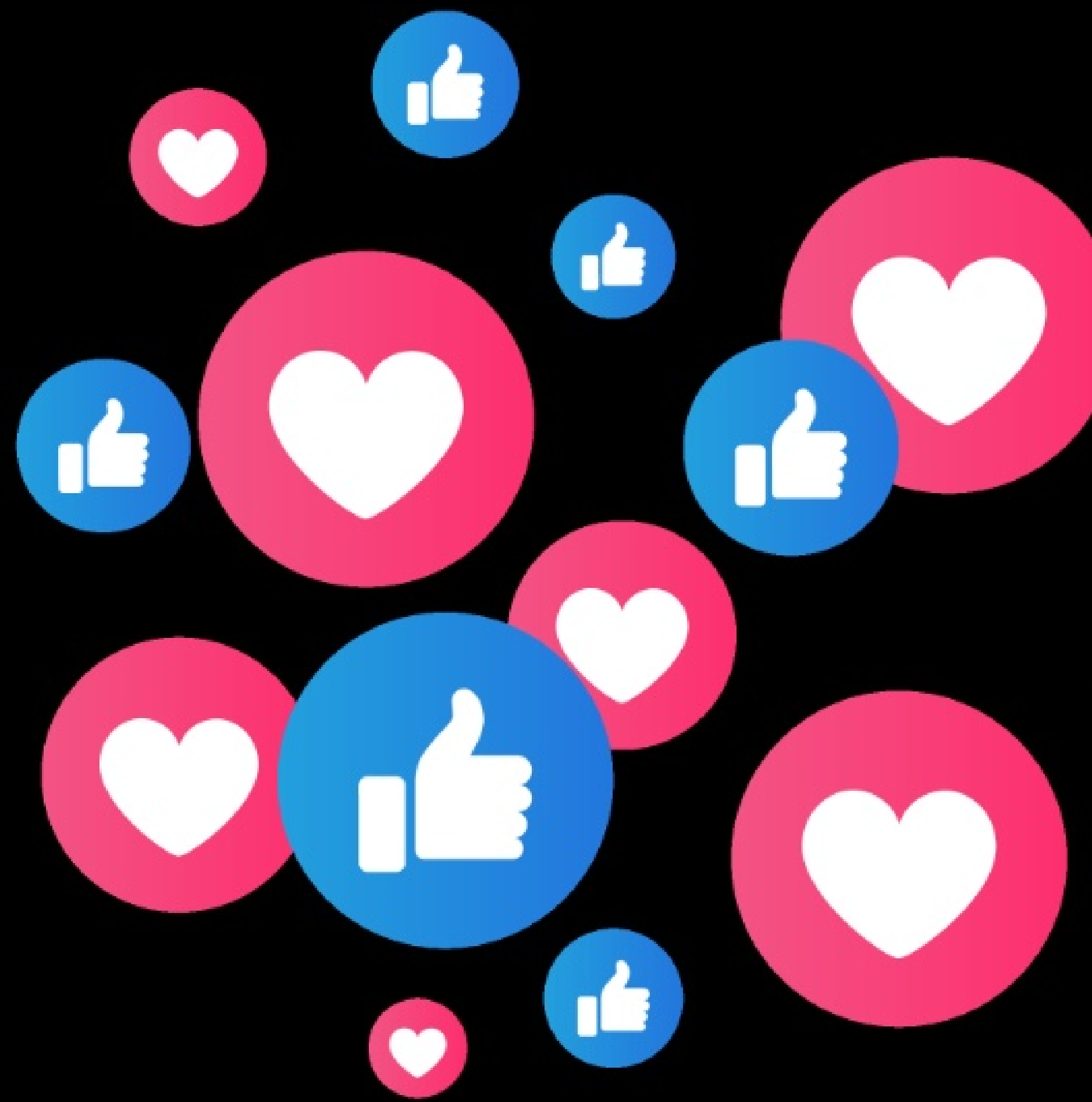
**The CEO Cycle Challenge serves as a starting point, not the endpoint.**



# JOIN THE MOVEMENT!

**DATE:** 31 AUG - 4 SEP 2026

**VENUE:** NASHUA, WOODMEAD NORTH OFFICE  
PARK, MAXWELL DR, WOODMEAD,  
JOHANNESBURG



**BE GENEREROUS!**

**Given  
Gain**

GivenGain

## BE SOCIAL!

#JoinTheMovement  
#BeTheChange  
#CEOChallenge2026  
#CEOCycleChallenge  
#CycleLikeABoss

 LinkedIn

@the-ceo-challenge

 TikTok

theceochallenge

Facebook

@TheCEOChallengeZA

 Instagram

theceochallenge



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**





# FOR MORE *details*

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

EMAIL: [info@ceochallenge.co.za](mailto:info@ceochallenge.co.za)



SOUTH AFRICAN  
HALL OF FAME

IN COLLABORATION WITH

**NASHUA**