

ROBERT GIBBON // DAKAR 2020



DAKAR BRAND PARTNERS
- AMATEUR 2 DAKAR -

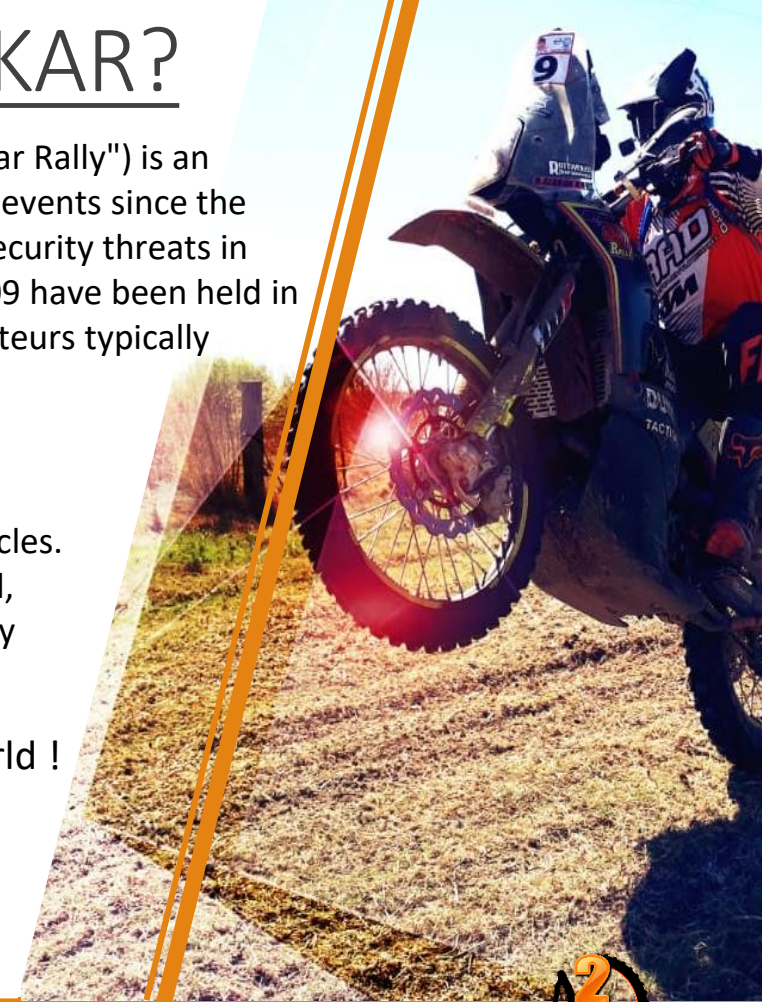


What is the DAKAR?

The Dakar Rally (or simply "The Dakar"; formerly known as the "Paris–Dakar Rally") is an annual rally raid organised by the Amaury Sport Organisation (ASO). Most events since the inception in 1978 were from Paris, France, to Dakar, Senegal, but due to security threats in Mauritania, which led to the cancellation of the 2008 rally, races since 2009 have been held in South America. The race is open to amateur and professional entries, amateurs typically making up about eighty percent of the participants.

The race is an off-road endurance event. The terrain that the competitors traverse is much tougher than that used in conventional rallying, and the vehicles used are true off-road vehicles rather than modified on-road vehicles. Most of the competitive special sections are off-road, crossing dunes, mud, camel grass, rocks, among others. The distances of each stage covered vary from short distances up to 800–900 kilometres per day.

Simply put, The DAKAR is the toughest endurance race in the world !



About Me

NAME : Robert L Gibbon
DATE OF BIRTH: 18/04/1983
MARITAL STATUS: Married
PROFESSION: Owner / CEO – DUMA TACTICAL Pty Ltd
Hobbies: Motorcycle Racing ; Motorcycle customization ; Videography
WIFE : Nicole Gibbon
ADDRESS : 2A Beatty str , Buccleuch, Sandton South Africa
TELEPHONE: 074 644 2266
E-MAIL: amature2dakar@gmail.com

Who is Robert Gibbon (very strange speaking of myself in the third) the boring stuff:

In short, an entrepreneur and a motorcycle enthusiast, from mechanical to aftermarket, GP to Enduro. I consider myself an amateur rider but have been riding recreationally since I was 5 years old and have always had a passion for all things bike related, to the point where I actually turned my passion into a profession with RaceGear in 2007, a small custom bike business that ran for only a few years but produced hundreds of bikes for various agencies like Cayenne, DUCATI, Honda and private clientele, with many features in Bike SA Magazine and other local publications.

I soon realised having my passion as a business restricted my ability to enjoy it, so I then packed up shop and went on to travel Europe for two years. When I came back to South Africa to visit for Christmas I found that my parents had an armed robbery and were assaulted. Being a pragmatist, I decided that if no one was going to do anything about the crime in the area I would. Thus started a journey of entering the security sector with a few different partners and companies leading us to present day where I am the sole owner of a small but rapidly expanding security company called DUMA Tactical, we are only 2 years old and have already managed to secure more than 70% market share from major players in our areas. This was not achieved with a trust fund or lotto millions, it was through perseverance and ingenuity. So yes, I'm driven and extremely competitive but grounded and personable.



What is my Mission?

My dream is to Race DAKAR. I want to show everyone young and old that if you believe in yourself and never give up ANYTHING is possible! You just need a plan and the perseverance to see it through.



What is my objective?

I have achieved a great deal in my life to date and have always followed the DAKAR since childhood, that has become an itch I can no longer ignore and this past December 2017, I decided to set that as a goal for 2020. To race the DAKAR!

Once I decided to do so I went out the next day and got myself a KTM 690R with rally raid components, modified it a little and headed off to the Northern Cape to go see if I'm even capable of riding the dunes and off piste routes they do as till then I only rode superbikes and track. I had no problems other than fitness.

So the daydream become a serious goal and I started setting a 2 year plan in motion when I got back home to Gauteng.

I have approached a top VLOGGER (Video blogger on You Tube) Namely Kyle Gott of "Gott Love", Las Vegas USA and he advised me on my social media component, editing and SEO optimisation for my New channel to be launched in April namely "Amateur to Dakar". Kyles team has hundreds of thousands of active subscribers and I choose to surround myself with the best people in their fields to make dreams a reality.

I am currently building a repository of footage for the channel to ensure weekly episodes. "Amateur to Dakar" is a YouTube channel documenting my entire process over the coming years in preparation for Dakar 2020. A real inside look into what it takes to get there and all the struggles, highs and lows along the way. It is integrated with other social media platforms such as Facebook, Instagram and twitter to form an organically generated and captive community audience with interests in line with my adventure.



What is the plan?

This year I am focused on gaining knowledge and skills while taking every possible opportunity to ride and get 'seat time' in whether that is on the adventure bikes or my 450XCW. I am doing any event I can and especially if there is a competition involved.

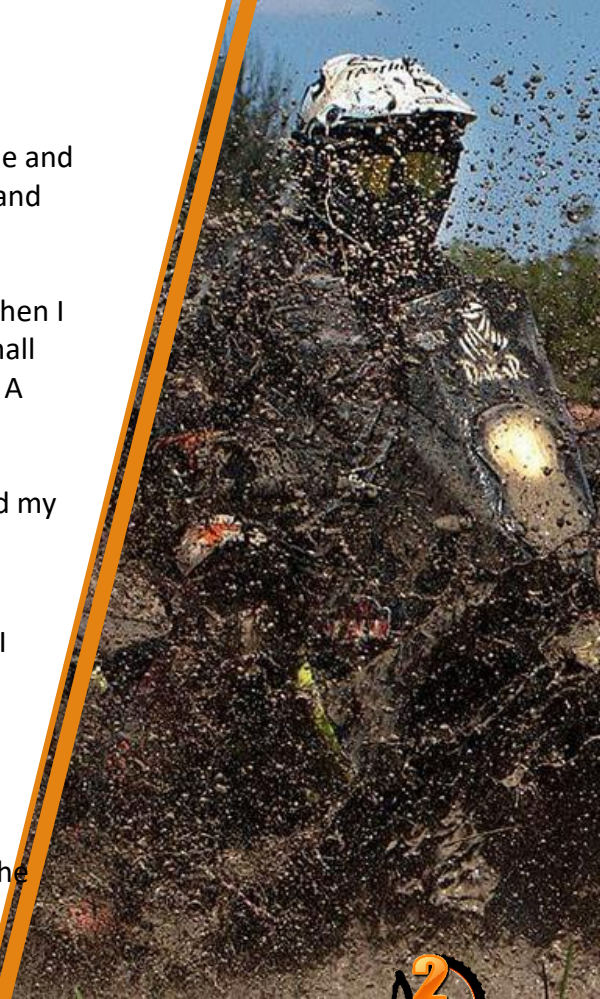
I went for some skills training in February and they turned it into a timed challenge. I was shocked when I actually came first, even beating the instructors times (not a national championship I know, but a small victory in a long road of challenges ahead). I went on to race the GXCC and came 8th in my first race. A huge achievement considering the calibre riders in the PRO AM1 Class.

In March 2018 I entered "FARMJAM" in the Adventure bike class and went on to secure 1st place and my first WIN! I went on to Win the overall championship.

I will be working on my fitness and attending as many events and challenges this year. Including the Pangola 500 and the Kalahari Rally (An international Event with the same structure as DAKAR which I finished 3rd in Malle Moto class).

I have set up a fully functional workshop to service and modify my bikes. I will be sharing "how to" videos of my lessons learnt in the workshop.

Next year I plan to step things up and compete in international events wherever possible including the Merzouga Rally of Morocco, which is an automatic qualifier for the DAKAR and part of the DAKAR series. (I have already paid my entry for this and will be part of the BAS Dakar team for 2019) I will also then aggressively market for brand partners, with or without partners I will get to Dakar.



Why should YOU join as a Brand Partner?

1. As a business owner myself, I understand the importance of a strong brand presence and the benefits of associating with a good brand ambassador. I can be that vehicle for YOU.
2. Your brand will get results! Your brand will be seen on platforms where advertising is restricted or costly. Your brand will receive recognition as a supporter of a cause near to this demographics heart and thus be preferred over your competitors.
3. As a “Rookie” and a competitor that is running event cameras on the bike, you will receive increased media exposure.
4. As an early adopter you will receive exposure on my social media platforms, Youtube and any televised or print media events alongside conventional branding on my Bike, clothing , merchandise and support vehicles.
5. This media exposure will be strong leading up to the race and continue even after the race is over as there is always huge media interest for DAKAR finishers at events and on TV shows.
6. That’s great value, so you’re IN, how much is this going to cost?
Your level of investment is entirely up to you. I have broken down the expenses on the next page. The higher your investment, the greater your exposure will be.



RFR Bike	R 525k	Race Entry DAKAR	R 250k
		Bike setup	R90k
		Logistic	R15k
		Hotel and flights	Tyres and Mouses x10
BAS Service fees	R 375k	Spare wheels	Emergency Parts
		Spare account	Helmet
		Consumable	Neck Brace
		Parts	Boots
Marocco Merzuga Rally Qualifying		Rally Kit	Body Armour
		Crowd Funding	Knee braces
Training			



Social Media Exposure:



Amateur 2 DAKAR

Community
Amateur2Dakar
811 like this



Duma Tactical

Buccluech Sandton
Professional service
2K like this



Dirtriders ZA

4,219 members



Dakar Rally

2.1M like this · Company

Steve Van Reenen and 75 other friends like thi
The world's toughest & biggest rally. #Dakar2019



Southern Africa Dakar Group

Sport team
4.8K like this



Adventure Riders SA

12,494 members



KTM South Africa

19K like this · Midrand, Gauteng · Produc
Barbara Muszynski and 84 other frier
Subsidiary of Austrian Motorcycle compa



KTM Fanatics.....

24,281 members



Adventure Riders SA

11,979 members



StofKat

3,119 members

You will receive brand exposure on the above social media groups and many more where advertising is not allowed. This is a unique value proposition for your brand. You will also get exposure on Instagram, Youtube and other platforms. (Please note these statistics are much higher now than when taken in July 2018)



Social Media Exposure: Typical Post Performance

A2 Amateur 2 DAKAR
Published by Robert Gibbon [?] · 23 October · 🌐

A quick video of the 1st Touratech Adventure Skills Fun Day - 21 October 2018. What an awesome event. Big thanks to the team IRIDE Adventure for hosting!

Touratech South Africa
RAD Moto... See more



09:06

Get more likes, comments and shares
Boost this post for R280 to reach up to 8,200 people.

Performance for your post

8,044 People Reached

2,693 Video Views

74 Reactions, comments & shares ⓘ

53 Like	14 On post	39 On shares
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2 Love	1 On post	1 On shares
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5 Comments	0 On Post	5 On Shares
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14 Shares	14 On Post	0 On Shares
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1,005 Post Clicks

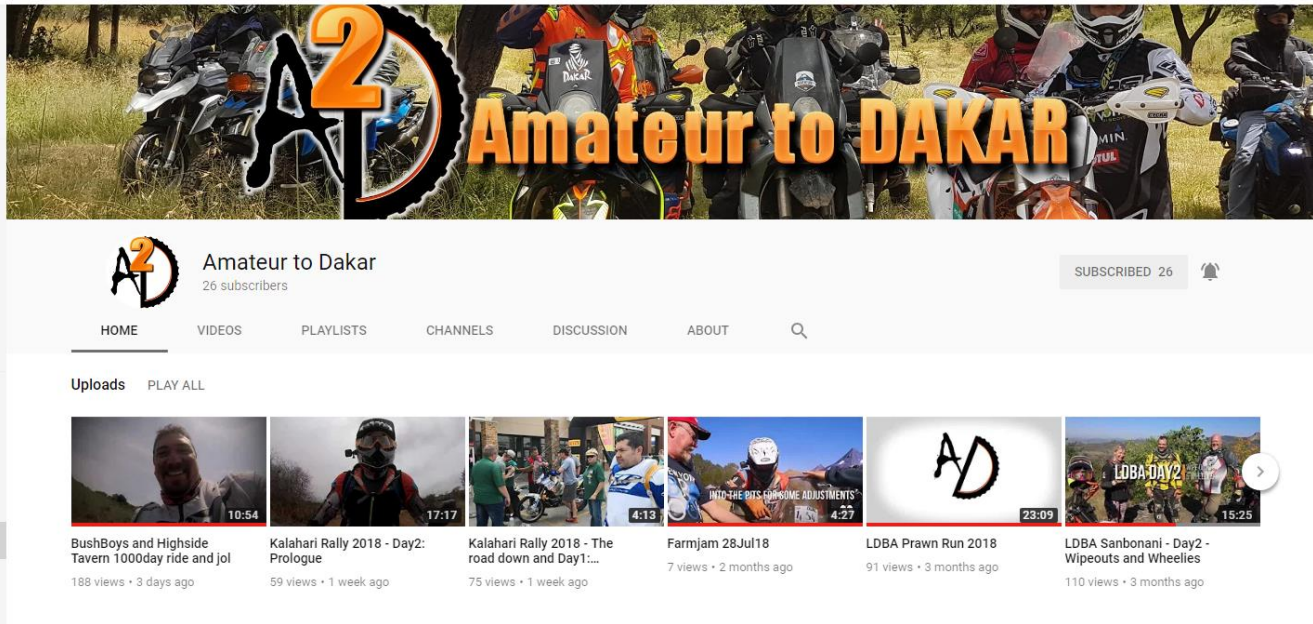
339 Clicks to Play ⓘ	0 Link clicks ⓘ	666 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Social Media Exposure: Youtube channel



3. THE N°1 RALLY WORLDWIDE



A) ON DIGITAL
PLATFORMS



B) ON TV



C) IN THE PRESS



D) A POPULAR
EVENT



A VERY STRONG FAN COMUNITY

2 M



2 Million followers
on the official Dakar
Facebook page.

489 K



417 K



20 K



**Comparable to other major
sport events such as :**



2,1 M Followers



AN INTERNATIONAL REPUTATION

77% awareness
Of the Dakar Rally

90%



77%



50%



46%



Sources: Repucom, benchmark MotorSports 2014 / Representative samples of national population (ARG/CHI/MEX/PER/BRA/GER/FRA/ESP/RUS/POL), 8000 interviews in total
"Do you know the following motorsport events, even if only by name?" / Average audiences of dedicated programmes for each race, weighted to factor lengths of programmes



A) ON DIGITAL
PLATFORMS



B) ON TV



C) IN THE PRESS



D) A POPULAR
EVENT



Results from Dakar official digital and social media platforms

40 M

pages viewed
(+25% vs 2017)

53,2 M video views

on social networks
(+125% vs 2017)

2,8 M fans

on social networks

Nearly

5 M visits

on the mobile app of
the Rally Dakar

11,4 M visitors

on the new dakar.com website
(+26% vs 2017)



DIGITAL VISIBILITY METHODOLOGY



New digital monitoring solution

US Start-Up exclusively associated
with Kantar Media in Europe

Able to assess the impact of a digital ecosystem

By tracking all posts related to the
Dakar from : Teams, Athletes,
Medias, Fans and Organizers.

Period & perimeter of research

January 3rd - 27th
on Facebook, Instagram, Twitter,
and Youtube

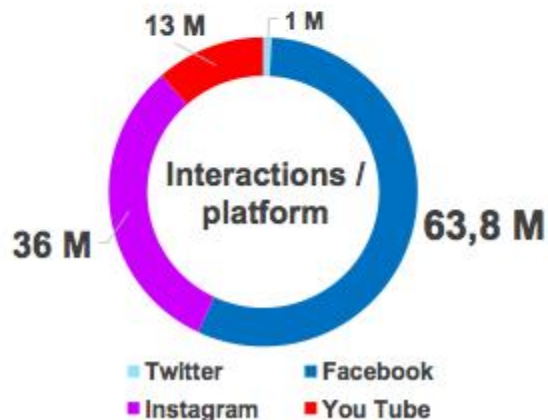


A VERY POWERFUL ECOSYSTEM AROUND THE DAKAR

An ecosystem of
100+ M
abonnés

114 M
interactions

95 M
Video views



AMATEUR PILOTS IN THE SPOTLIGHT

The heart of the Dakar from the beginning

Amateurs' pilots write the greatest stories of the Dakar during a race where they compete with professionals.

Efforts made on TV production

Increase of the number of different competitors seen (+47% vs 2016) within the 26' TV program produced daily, and creation of the « *Dakar Heroes* » vignette

And on social networks

With 2.8 M fans following the Dakar.

Willem de Toit



n°59 / bikes – Amateur

Anibal Aliaga



n°388 / SxS – Amateur

Markus Walcher



n°386 / cars – Amateur

D. Van de Langenberg



n°125 / bikes – Amateur

AND OPERATIONS THAT BOOST AMATEURS PILOTS VISIBILITY

FOTOP
COM.BR



Free system that sends to the personal facebook account of each competitor registered, 2 photos/day



Nearly

400 K



and

4900

Photos taken





A) ON DIGITAL
PLATFORMS



B) ON TV



C) IN THE PRESS



D) A POPULAR
EVENT

1200 H of TV coverage

IN 190 COUNTRIES

VIA 70 CHANNELS





A) ON DIGITAL
PLATFORMS



B) ON TV



C) IN THE PRESS



D) A POPULAR
EVENT



1900

Journalists (+30% vs 2017)
from

34

Different nationalities
accredited during the rally

More than **30 000**

Press releases
mentioning the
Dakar in the 10
targeted
countries



A DAKAR CLOSE TO PEOPLE

4,4 Millions of spectators

On average on the roads of the Dakar since 2009

47 secured spectator areas

9 Festives venues

Nearly **200 000** participants in the "ferias" in 9 cities

Dakar Village

(In Lima, at the start the rally)

75 000 Spectators

25 Stands



Referrals:

- **Daryl Curtis** 082 370 0050
(2 times Dakar Finisher and Liaison for ASO)
- **Joe Evans** 083 456 1122
(Dakar finisher. From PARA to DAKAR)
- **Gerry Van der Byl** 083 600 5772
(Dakar Finisher and mentor)
- **Miguel Lage** 081 010 5006
(DP, RAD Moto KTM and Sponsor of A2D)





Typical Dakar day

Wake up anywhere between 3 and 5am

Ride all day

Return to the bivouac late afternoon

Hand the bike to the mechanic^{tr} and go shower

Do your road book + - 2 hours

Go to the 8pm riders briefing then dinner

Sort gear out and go to bed before 10pm

What the Dakar Biv (camp) looks like



What a typical Dakar race stage looks like



Légende / Key / Leyenda



DSS Départ Spéciale / Start of the Special Stage / Largada de Especial



ASS Arrivée Spéciale / Arrival of the Special Stage / Llegada de Especial



WPM Waypoint masqué / Masked waypoint / Waypoint escondido



WPS Waypoint sécurité / Security waypoint / Waypoint seguridad



Zone interview / Interview area / Zona entrevista



DZ Début contrôle de vitesse / Beginning of speed checking /

