



**MOTION IN SUCCESS
BIKE TOUR:
ACCRA - TAMALE - ACCRA
NOVEMBER 2023**

SPONSORSHIP BRIEF.





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Dear Supporter of Positive Change,

I hope this letter finds you well and filled with enthusiasm for making a difference. I am writing to introduce you to Zen Riderrs (Championed by Michael Amankwa), an enthusiastic cycling community committed to promoting mental health awareness and fostering a mentally healthier Ghana. We are excited to present the upcoming Success in Motion Bike Tour, a transformative event that combines the joy of cycling with raising awareness for mental health.

The Success in Motion Bike Tour, titled "Paving the Way to a Healthier Mind," will take place from 1st November to 11th November 2023. This extraordinary journey will commence in the vibrant city of Accra and continue to the bustling city of Tamale in Ghana before returning to Accra. The tour will cover diverse landscapes, allowing participants to experience the beauty of Ghana while advocating for mental well-being.

Why It Matters:

The Success in Motion Bike Tour holds significant importance as it aims to break the stigma surrounding mental health and promote understanding and hope for individuals and communities. By cycling, connecting, and inspiring, we seek to create a platform for open conversations about mental health, fostering a supportive environment where everyone feels seen, heard, and understood.

Collaboration with Psychiatry Department at Korle Bu Teaching Hospital:

We are thrilled to share that the Success in Motion Bike Tour is being held in collaboration with the Psychiatry Department at University of Ghana Medical School. This partnership brings together our shared commitment to promoting mental well-being and raising awareness about the importance of mental health

Planned Activities for Enhanced Mental Well-being:

As part of the Success in Motion Bike Tour, we are excited to share our planned activities that focus on promoting mental health and overall well-being. These activities are designed to provide participants with valuable insights, resources, and support to foster a mentally healthier community:

Educational Workshops: We have planned a series of workshops and seminars that will take place before and after the bike tour. These sessions will be dedicated to mental health awareness, coping mechanisms, stress management, and overall well-being. Open to both the public and tour participants, these workshops promise to empower individuals with practical tools to enhance their mental health.

Professional Guidance: Our collaboration with the Psychiatry Department will include expert advice during the preparation phase of the bike tour. This guidance will cover stress management, maintaining mental resilience, and recognizing signs of mental distress. By incorporating this guidance, we aim to enhance the overall experience for all participants.

Mental Health Screenings: In collaboration with your department, we plan to offer mental health screenings for both bike tour participants and attendees of our tour events. These screenings will emphasize the importance of regular mental health check-ups and offer an opportunity for early intervention.

Awareness Campaigns: We intend to launch joint awareness campaigns through various channels, including social media, press releases, and local media outlets. These campaigns will highlight the interconnectedness of physical and mental well-being, emphasizing that mental health is a crucial component of overall wellness.

Incorporate Mental Health Talks: Our tour's itinerary will feature integrated mental health talks and discussions. Delivered by mental health professionals from industry, these talks will address stress management, self-care, and the significance of seeking help when needed.

Story Sharing: A key element of our planned activities involves sharing stories of mental health journeys and triumphs. These narratives, from both your department and our bike tour participants, aim to foster open conversations and destigmatize mental health challenges, creating a more compassionate and understanding community.

Resource Distribution: We plan to provide informational pamphlets, brochures, and contact details for mental health support services at key tour locations. This initiative ensures that individuals have ongoing access to resources even after the tour concludes.

Social Media Engagement: By leveraging the power of social media platforms, we will actively share mental health tips, success stories, and motivational messages throughout the tour. This approach aims to engage a wider audience and initiate meaningful dialogues.

Collaborative Events: Joint events that combine physical activities, such as group walks or yoga sessions, with mental health discussions will offer a holistic approach to wellness.

Post-Tour Follow-up: We are committed to sustaining the momentum post-tour by offering mental health support sessions or workshops. This will enable participants to transition back into their routines while continuing to prioritize their mental well-being.

These planned activities not only underscore our dedication to the community's well-being but also align with our mission to foster mental health awareness and create a positive impact. Your support as a sponsor will play a pivotal role in bringing these activities to life and making a difference in mental health advocacy.

Thank you for considering our request. We look forward to the possibility of partnering with you to contribute to mental health awareness and well-being in Ghana.

Warm regards,

Mr. Michael Amankwa
Founder
Zen Riderrs

Let's Change Lives:

By becoming a sponsor of the Success in Motion Bike Tour, you will be part of a historic endeavor led by Michael Amankwa, The Chief Catalyst of Zen Riderrs. Together, we can transform lives, create awareness, and foster a mentally healthier Ghana. Your support will contribute to the success of the tour and the long-lasting impact it will have on individuals and communities.

Please find below detailed information about the sponsorship levels and associated benefits:

PLATINUM SPONSORSHIP: GHS 100,000

- Prominent logo placement on event materials, including banners, merchandise, & website
- Exclusive recognition as the Platinum Sponsor during the tour
- Opportunity to deliver a keynote speech or presentation during the tour
- Social media promotion and acknowledgment on Zen Riderrs' platforms
- VIP access to tour events and activities

GOLD SPONSORSHIP: GHS 50,000

- Logo placement on event materials and website
- Recognition as a Gold Sponsor during the tour
- Social media promotion and acknowledgment on Zen Riderrs' platforms
- VIP access to tour events and activities

SILVER SPONSORSHIP: GHS 25,000

- Logo placement on event materials and website
- Recognition as a Silver Sponsor during the tour
- Social media promotion and acknowledgment on Zen Riderrs' platforms

BRONZE SPONSORSHIP: GHS 15,000

- Logo placement on event materials and website
- Recognition as a Bronze Sponsor during the tour

COMMUNITY SPONSORSHIP: ANY AMOUNT BELOW GHS 10,000

Recognition as a Community Sponsor during the tour

Support Beyond Sponsorship Packages:

We understand that each organization has unique ways of supporting causes they believe in. In addition to the outlined sponsorship packages, we also offer the opportunity for your organization to contribute support in specific areas that align with your expertise and resources.

This allows you to make a tangible impact while also having the chance to brand your contribution. You can contribute support for various aspects such as police cover, ambulance cover, first aid stations, hotel arrangements, as well as water and snacks for participants. Your organization's logo and branding can be prominently displayed on relevant event materials, indicating your commitment to enhancing the participant experience.

We believe that your organization's partnership will not only contribute to the success of the Success in Motion Bike Tour but also align with your commitment to you or your organization's mission or values. We would be thrilled to discuss the sponsorship opportunities in more detail and explore how we can tailor the benefits to meet your specific needs and objectives.

We kindly request you to review the sponsorship levels and benefits outlined above and consider joining us as a sponsor for this meaningful event. Your contribution will make a significant impact in raising mental health awareness, fostering a mentally healthier Ghana, and changing lives.

Please feel free to contact me directly at 0243878597 or info@zenriderrs.com to discuss the sponsorship opportunities or if you have any questions or require additional information.

Thank you once again for your consideration. We look forward to the opportunity of partnering with you in this noble cause.



1. Michael Amankwa – Entrepreneur

Michael Amankwa is a visionary business leader and technology expert who founded Knoxxi Inc, an innovative tech company using AI and data analytics for groundbreaking solutions. He's a passionate hiker, cyclist, and avid reader, with achievements like conquering Mount Kilimanjaro. With a strong grasp of technology's role, he's a prominent speaker in African IT and holds degrees from James Madison University and The Johns Hopkins University.

Throughout his career, Michael has catalyzed internet start-ups and guided strategic value-added services for diverse companies, even influencing foreign governments. He transformed CoreNett Limited into a hub for cutting-edge technology-driven financial and social inclusion in Africa. He's committed to technology's transformative power and tirelessly works to make his vision of a more connected future a reality.

Beyond his professional achievements, Michael is a Mental Catalyst, empowering individuals to discover purpose and reach their potential by prioritizing well-being and achieving balance in physical, mental, spiritual, and emotional aspects. Through his leadership, hiking feats, and motivational abilities, he's not just driving change; he's shaping a limitless future of possibilities.



2. Anita Solomon - Human Capital Specialist

Anita Solomon is the Head of Business Development Services at the Development Bank of Ghana. Her role involves driving business growth and establishing strategic partnerships for the bank's development finance initiatives. With a Bachelor's degree in English and Sociology and a Master's degree in Development Administration and Planning, she brings a deep understanding of human behavior and strategic planning.

Anita's experience in investment management and human capital management equips her well for the complexities of development finance. Her commitment to positive change and organizational development makes her an asset to the bank's objectives. She aspires to become a domain expert and leader in development finance, driven by her passion for socio-economic impact.

Beyond work, Anita enjoys exercise, travel, cooking, and baking. Family is central to her life, with two children named Yaa and Kofi who inspire her. Anita's determination, expertise, and personal interests position her as a strong professional and nurturing mother, on her way to becoming a respected leader in development finance while finding joy in her personal pursuits.



3. Enoch Agblevor – Security Guard

Enoch Agblevor is a 25-year-old Ghanaian from Aflao in the Volta Region. He made a pivotal decision in January 2020 when he left his hometown to take a Security Guard job in Greater Accra. Working at Chremartin Ville for three years, Enoch has gained valuable experiences and interacted with accomplished professionals.

Enoch's passion lies in cycling, which he sees as more than just a hobby. It keeps him physically fit, mentally invigorated, and fosters unity among individuals. He aspires to become a champion in cycling and is dedicated to the hard work and sacrifices required to achieve his dream.

While financial constraints prevented him from completing his education at St. Paul's Senior High School, Enoch's talents were evident through his victory in the javelin competition, earning him a certificate. He finds inspiration in the storybook "The Cock Crows" and gained a deep understanding of South African history through the movie "Nelson Mandela." Enoch's journey is characterized by determination, passion, and resilience as he embraces new opportunities, overcomes challenges, and continues to write his own inspiring story.



4. Pious Hayford – Architect

Pious Hayford is a passionate architect driven by design and creativity. From a young age, he's been captivated by the structures around him, leading him to pursue a career in Architecture. After assisting at Kwame Nkrumah University of Science and Technology, he joined Mobius Architecture to design functional buildings that align with our lives.

Pious dives into the intricacies of buildings, finding fascination in their effective functioning. He believes design is integral to life and strives to amplify the Creator through his work. He draws inspiration from beauty in surroundings and books, which are crucial to his personal growth. Music is another significant aspect of his life, enhancing various experiences from design work to workouts.

Walking, cycling, and yoga help him explore new design solutions and understand his body better. In essence, Pious Hayford is an architect whose life revolves around design, valuing good design in all aspects of life, and seeking inspiration from beauty. His passion and dedication to understanding the world shine through his work.



5. Julius Richardson – Music Teacher

Julius Richardson is a music enthusiast and educator passionate about fostering early appreciation for classical music. Starting with piano, he achieved a DipABRSM in performance and earned a BSc. in Electrical Engineering from KNUST. He contributed to technological advancements at KNUST and Rancard Solutions and later excelled in transaction banking at Ecobank, enhancing revenue.

Julius co-founded the Genius Hive Foundation, nurturing orchestral skills in underprivileged children. He established the Accra Youth Sinfonietta, uniting performers from various institutions. Currently, he's focused on developing string ensemble skills in children through the SOS CV program, aiming for grade 5 performance level by 2025.

Outside work, Julius enjoys family life and prioritizes mental and physical well-being through hiking, cycling, and swimming.



6. Isaac Sackey Solomon – Professional Cyclist and Coach

Isaac Sackey Solomon, a 33-year-old professional cyclist from Ghana, boasts an impressive 20-year cycling journey marked by consistent victories and podium finishes. Known as Shasha, he's established himself as a beloved and accomplished figure in Ghana's cycling community.

Isaac's dedication to nurturing the cycling community is evident through the Isaac Sackey Cycling Academy GH, where he trains young talents. He particularly enjoys coaching kids with Autism. Notable accolades include wins in races like Teshie Homowo, Tour de Ghana, Anim Memory, and OSU Homowo.

In November 2023, Isaac plans a remarkable 1300-kilometer bike tour from Accra to Tamale and back in 10 days, leading a team of 5 riders. His skill as a cyclist and bike repairer, along with his dedication to inspiring others, makes him an exceptional figure in Ghana's cycling scene.



7. Emmanuel Semevor - Professional Cyclist and Coach

Emmanuel Semevor, known as "Wizzy," is a versatile individual with a background in electrical engineering and a passion for cycling coaching. While excelling in his industrial career, he has also become a skilled mountain biker and dedicated coach.

Wizzy's coaching efforts extend beyond personal pursuits. He's a co-lead coach for Zen Riders, contributing to the cycling community. His coaching prowess is highly respected and sought after, evident from his role as a beloved cycling coach who nurtures others' skills.

Preparation is underway for Wizzy's impressive 1300-kilometer bike tour from Accra to Tamale and back in November 2023. Leading a team of 5 riders alongside his buddy coach Shasha, Wizzy's determination and leadership promise to inspire as he showcases his passion for cycling and pushing boundaries. His unwavering dedication continues to positively impact the cycling community.