

DEVELOPING TALENT TO COMPETE AT NATIONAL AND INTERNATIONAL LEVELS



PROTOUCH SPORTS is a sports management business, established in 2016, with the purpose of identifying and developing South African cycling talent to unlock performance.

We assemble key players and develop ecosystems that enable athletes and, unleash the passion for cycling to leverage innovative funding mechanisms for athletes, while accelerating business growth for brands.

KEY GOALS TO ACHIEVE OUR VISION

- Establishment of a proprietary brand and enabled team, to compete on a national level.
- Securing of initial product sponsors.
- Identification and further team development and race results at national level.
- Development of a conduit for continental representation – Team PROTOUCH South Africa.
- Launch of Support SA Talent Fund and initiatives to assist in funding SA talent.
- Establishment and formalisation of conduit for migration to international teams.

2016

2017

2018

2019

2020

Achievement of local race results and building team brand, achievement of national titles and selection to represent SA and African continent.

Securing of anchor sponsors 2018 - 2020, aligned with growth plans of team and key objectives.

Continued success on local and national levels.

Ability to fund SA talent to compete in UCI Africa Tour and international events.



2018 ACHIEVEMENTS

- MPUMALANGA TOUR - 2nd place overall, 2nd GC, 2nd and 4th Best Young Rider.
- GAUTENG CHAMPIONSHIPS – 2nd place Road Race, 2nd Place U23 Individual Time Trial and 2nd place Junior.
- MPUMALANGA CHAMPIONSHIPS – 2nd place Junior Individual Time Trial and Road Race.
- BERGE EN DALE – 1-DAY CLASSIC – 1st Place and 2nd U23.
- RIDE FOR SIGHT – 1-DAY CLASSIC – 1st Place.
- AFRICA CONTINENTAL CHAMPIONSHIPS – RWANDA – 5TH Place U23.
- TOUR OF SHARJA – NATIONAL TEAM SELECTION.
- SA CHAMPIONSHIPS – Road Race – 1st and 2nd place (Junior); 4th place (Elite); 3rd place (u23).
- TOUR OF GOOD HOPE – Elite/u23: 4th place Stage 1, 2 (TT), 3 and 5, 3rd and 5th place Stage 4, 3rd place Overall GC, Most Combative Rider, 3rd Best Young Rider (u23), 2nd Best Team. Juniors: 2nd and 4th place Stage 1, 1st and 2nd place Stage 2 (TT) and 4, 1st and 3rd place Stage 3 and 5, 1st and 2nd Overall GC.
- CAPE TOWN CYCLE TOUR – 3rd place (Elite/u23); 1st and 7th place (Junior).
- AFRICA CONTINENTAL ROAD RACE – 4TH PLACE (ELITE/U23).
- GAUTENG PROVINCIALS ROAD RACE – 1ST PLACE (ELITE/U23)
- EMPERORS CLASSIC – 1st place (Elite/u23)
- TOUR DURBAN - 1st place (Elite/u23), Best Young Rider (u23)
- WILRO LIONS CYCLE CHALLENGE - 1st, 2nd and 6th place (Elite/u23); 2nd place (Junior)

- TOUR DE LIMPOPO - 1st and 4th place Stage 1 and Overall GC (Elite/u23); Best Young Rider (u23), 1st and 2nd Most Combative Rider, 1st Best Team
- 100 CYCLE CHALLENGE - 2nd and 5th place (Elite/u23)
- SWADINI JUNIOR & U23 TOUR - 1st place (Junior) all stages and Overall GC (Junior)
- KNYSNA CYCLE TOUR - 5th place (Elite/u23)
- JOCK CLASSIC - 3rd place Stage 1, 5th place Stage 2, 6th place Stage 3, 4th place Overall GC (Elite/u23)
- TOUR DU RWANDA - 3rd place & 2nd Best Team Stage 1, 2nd place Stage 5, 3rd & 9th place Stage 6
- LOWVELD TOUR - 10th place (Elite/u23)
- BESTMED LOST CITY CYCLE4CANSAS - 1st and 4th place (Elite/u23), 1st place (junior)
- TOUR DE MAURICE - Stage Win and winner of ITT, Yellow overall winner on GC, Best Young Rider., Points and Best International Rider Jerseys, Best Overall Team.
- TOUR DE WINDHOEK – 2nd Best Team, 4th Place Overall, 2nd Place Best Young Rider and Won Green Jersey

2017 ACHIEVEMENTS

- MPUMALANGA TOUR - Took all 5 Junior Category jerseys, second stage win, 3rd place overall in KOM, 5th place overall and 5th place (U23).
- GAUTENG CHAMPIONSHIPS - 1st place - Junior Time Trial and 1st place Junior Road Race.
- THE FAST ONE - 4th place (Elite) and 1st place (Junior).
- SOUTH AFRICAN CHAMPIONSHIPS - 1st place and 4th place (Junior) Individual Time Trial and Road Race.

SUPPORT OUR CROWDFUNDING CAMPAIGN

ProTouch Sports, earlier this year spearheaded the development of FUND YOUR PASSION, a crowdfunding platform powered by ProQuest, to assist in raising much needed funds for its own U23/ Elite Cycling Team and individual athletes selected to represent South Africa internationally.



As a self-funded cycling team, currently ranked 3rd in road cycling in South Africa, ProTouch understands the costs involved in managing and developing its athletes locally, as well as also having to assist with funding them when selected to participate in international and continental events.



We have had a number of our riders selected to represent South Africa in the past year and, more recently two of our Junior riders selected to participate in selected European events and World Championships. We created FUND YOUR PASSION not only to assist our own riders, but other athletes too.



WHAT MAKES US DIFFERENT?

- **Strong visible brand** and branding signature.
- Participation and success at **high visibility events**.
- **Excellence in the management**, of individuals and teams.
- **Innovative thinking**, applied to funding and partnerships.
- **Active engaging marketing**, for our core stakeholders.

For more information contact ProTouch Sports on

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