



LEAN START CO

Hawally, Bin Khaldoun
Flowers complex, 604

THE ARABIAN GULF TOUR

GBI 2024

PROPOSAL

Prepared By

Gulf Biking Initiative
Kuwait Team.



ABOUT US

Lean Start Company is a social venture founded in San Francisco in 2014 to support youth and create a positive impact by facilitating different events. In 2018 the company joined the internationally changing era to facilitate the first Europe tour with GBI Europe and introduce a new CSR tool to the market which is cycling for a cause.

In 2019 Kuwait LS. hosted the first GBI Tour under the name Experience Kuwait where more than 82 cyclists from 9 different countries sounded their voices by cycling for 350 KM in Kuwait.

In 2022 GBI returned to be an official Arabian Gulf Countries-based sports event managed under the wing of Lean Start Company to host the 2023 cycling tour under the name of the Gratitude.

OTHER

EVENTS HOSTED BY LS

START YOUNG

Since 2019, Kuwait Surgeon Association in collaboration with Lean Start Kuwait facilitated the event to increase awareness among families

WORKSHOPS & TRIPS

Since 2018 Lean Start has collaborated with schools to introduce different types of workshops nationally and internationally to increase students' awareness and the country's HDI

GBI EUROPE - KCF

Establishing Kuwait Crohns Fighters team and cycled to increase awareness of Crohn's disease in 2018 by collaborating with doctors in Kuwait and abroad.

During this event, a team of Crohn's patients cycled for more than 700 KM from Sweden to Germany in 6 days.



GBI 2024

Since 2019 we were welcoming cyclists from all over the world to cycle in Kuwait and sound their voices. We at the Gulf Biking Initiative use the bicycle as a CSR tool to understand cyclists' needs and wants and help them to achieve their goals by challenging their physical abilities. Thus, writing many stories across seas with more than 172 cyclists from 14 different countries joining us in the previous years. And now once again, it's the time to challenge ourselves and cycle across countries to achieve our goals.

In 2024, GBI will be an Arabian Gulf Tour cycling event. The cyclists will cycle for more than 400 KM in 4 days starting from the Safir Fintas Hotel in the State of Kuwait to the Kingdom of Bahrain Bahrain Through the Kingdom of Saudia Arabia.

Opening the registration for 500 spots maximum at the end of July 2023 and using the social media platform to announce and reach our customer segment.

GBI 2024

ROUTE

GBI 2024 will be for 4 days long crossing more than 472 KM Starting from Kuwait to Bahrain through KSA,

DAY ONE

- Starting Point Safir Fintas
- Mid Point: Sea-Shell Julaia
- End Point: Kuwait Saudi Borders - Al Nuwaiseeb
- Length: 87 KM
- Intensity - **High!**

DAY TWO

- Starting Point Sheraton Al Dammam
- Mid Point: King Fahad Bridge
- End Point: Sofitel Zallaq, Bahrain
- Length: 103 KM
- Intensity - **High!**

DAY THREE

- Starting Point Sofitel Zallaq
- Mid Point: FI
- End Point: Sofitel
- Length: TBA
- Intensity - **Medium**

DAY FOUR

- Starting Point Sofitail Zallaq
- Mid Point: ALBA
- End Point: Al Durra
- Length: TBA
- Intensity - **Medium**



GBI 2024

DAILY AGENDA

Each day different activities will be facilitated for the cyclists to enjoy their ride and for us to highlight the success of our partners' inputs in GBI The First Arabian Gulf Tour.

DAY ONE - 28/01/2024

- o Breakfast 7:00 am
- o Opening Ceremony 8:30 am
- o Kick Start 9:00 am
- o Mid-Point - Prayer& lunch break 12::45 pm
- o End Point - Nuwaiseeb Boarders 3:30 pm
- o Transportation- To Dammam Hotel 4:00 pm
- o Arrival at Hotel 7:30 pm
- o Dinner 8:00 PM

DAY TWO - 29/01/2024

- o Breakfast 7:00 am
- o Start -Sheraton Dammam 8:30 am
- o Mid-Point - Prayer& lunch break 12::45 pm
- o End Point - Zallaq Bahrain 3:30 pm
- o Dinner - Platinum sponsor 8:00 PM

DAY THREE - 30/01/2024

- o Breakfast 7:00 am
- o Start - Zallaq Bahrain 8:30 am
- o Mid-Point - Prayer& lunch break 12::45 pm
- o End Point - Zallaq Bahrain 3:30 pm
- o Dinner - Platinum sponsor 8:00 PM

DAY FOUR - 31/01/2024

- o Breakfast 7:00 am
- o Start - Zallaq Bahrain 8:30 am
- o Mid-Point - Prayer& lunch break 12::45 pm
- o End Point - Zallaq Bahrain 3:30 pm
- o Start Young - Kids cycling 4:00 pm
- o Closing Ceremony 5:00 PM

GBI 2024

SIDE ACTIVITIES

DAY ONE - 28/01/2024

- The opening ceremony will include
 - Press conference
 - VIP attendance
 - Teams introduction
- Kick Start activities
 - Gym for stretching and preparation
 - Physiotherapy and medical check-ups
- Closing activities
 - Physiotherapy and medical check-ups

DAY TWO - 29/01/2024

- Kick Start activities
 - Gym for stretching and preparation
 - Physiotherapy and medical check-ups
- Closing activities
 - Physiotherapy and medical check-ups
- VIP Dinner with the platinum sponsor (sponsored night)

DAY THREE - 30/01/2024

- Kick Start activities
 - Gym for stretching and preparation
 - Physiotherapy and medical check-ups
- Closing activities
 - Physiotherapy and medical check-ups
- VIP Dinner with the platinum sponsor (sponsored night)

DAY FOUR - 31/01/2024

- Kick Start activities
 - Gym for stretching and preparation
 - Physiotherapy and medical check-ups
- Closing activities
 - Physiotherapy and medical check-ups
- VIP Dinner with the platinum sponsor (sponsored night)
- Start Young Kids cycling
- Closing Ceremony
- Press conference
- VIPS
- Greeting cyclists and presentation of tour completing medals.

GBI 2024

SPONSORSHIP PACKAGES

	Platinum	Diamond	Silver	Regular
Amount	15,000	10,000	7,000	3,500
Cyclists to join (sponsor team)	5 Cyclists	3 Cyclists	2 Cyclists	1 Cyclist
Dinner Night	Platinum Dinner Night	N/A	N/A	N/A
Product awareness in goodie bags	Yes	Yes	Yes	Yes
Support Cars	Yes	Yes	N/A	N/A
Section during the opening and closing ceremony	Yes	Yes	Yes	N/A
Pre conference	Yes	Yes	N/A	N/A
Sponsored Ad	Yes	Yes	N/A	N/A

GBI 2024

SPONSORSHIP PACKAGES


	Platinum	Diamond	Silver	Regular
Amount	15,000	10,000	7,000	3,500
Logo on Jersey	Right Shoulder / Front	Left Shoulder / Back	Back Medium	Back Small
Logo on Trucks	Big Both Sides	Medium Both sides	Small one side	N/A
Logo on offline Marketing	Big	Medium	Small	Small
Logo on website	Yes	Yes	Yes	Yes
Logo on Goddie Bags	Yes	Yes	N/A	N/A
Logo on Social media Posts	Yes	Yes	Yes	Yes

CONTACT **US**

 +965-97770424 - +965-96630504

 Leanstartup.kwt@gmail.com

 www.leanstart.me

 Kuwait, Hawally, Flower
Complex 6th floor office
604