

SA's largest inflatable obstacle course experience

SPONSORSHIP & PARTNERSHIP PROPOSAL

2026 Gauteng Events Series





WHO WE ARE

The Gauntlet is South Africa's largest touring inflatable obstacle course.

We transform open spaces into high-energy, laugh-out-loud, slightly chaotic adventure zones for families, schools, corporates and brands. At full scale, the course spans over 2,300sqm, featuring 30+ obstacles across a 270m running experience, with signature sections like Balls of Doom and The Floor is Lava. It's built for throughput, spectacle and repeat runs.

We are not a venue.

We are the attraction.

KEY FACTS

Big by design

+2,360sqm of inflatable challenge, built to take over a field.

Made for flow

150 – 200 participants at a time, in one continuous obstacle of fun.

Ages: yes

Kids, teens, adults... and the competitive adults who said they wouldn't run.

We travel

Touring Gauteng, turning ordinary venues into something unforgettable.

THE AUDIENCE YOU REACH

This isn't passive reach. This is real humans, in a real space, having a real experience. Our audience is made up of active, experience-driven families across Gauteng, with strong representation in **LSM 7–10**.

Core audience

- Kids, teens, students and adults
- Parents, friends and the "I'm just watching" crowd (who end up challenging their inner Wipe Out)
- Families across generations
- Primarily Gauteng, with select events beyond

Why they matter

1. They are decision-makers with active household spend
2. They stay for 2–4 hours, not 3 seconds
3. They engage physically, emotionally, and socially
4. They share the experience organically with their networks

This is memory-making... and your brand is part of it.

WHERE IT COMES TO LIFE

The Gauntlet has already delivered high-energy activations across corporate, school, and public environments.

Event / Client	Attendance	Format	Venue
RMB Family Day	800+	Full corporate hire	Higher Ground
Discovery Insure	1,200+	Corporate and public hybrid	James & Ethel Gray Park
Midstream Springfest	5,000+	Festival attraction	Midstream College
CHC Carnival	2,500+	Full-day deployment	Cornwall Hill College
Gauntlet Owned Event	800–1,200	Public ticketed events	James & Ethel Gray Park
Summerhill School Open Day	1,000+	Open Day Awareness	Summerhill School
Bulletjies Rugby Festival	5,000+	School Sports Festival	Midstream Ridge
Outdoor X 2026	30,000	3-day outdoor expo	Idlewild Country Estate

WE'VE PROVEN

We bring crowds

Strong attendance. Real energy. And a steady flow of people on the day.

Built to run safely

Structured, safe and seamless. The kind of execution brands can trust.

Brands that land

Not just visibility... interaction.
Not just presence... recall.

PARTNERSHIP TIERS

Ultimate Partner

R200,000 – R280,000

- Category exclusivity for 12-months
- Naming rights for Gauntlet events
- Always-on content and media integration
- Full on-site branding
- Sock co-branding across the year
- Quarterly performance reporting
- **One partner only**

Series Partner

R120,000 – R150,000

- Category exclusivity for 6-months
- Naming rights for Gauntlet events
- Always-on content and media integration
- Full on-site branding
- Sock co-branding across the year
- Quarterly performance reporting
- **One partner only**

Title Partner

R50,000 – R80,000

- Single event naming rights
- PA mentions throughout the day
- Full on-site branding
- Social and digital integration
- VIP access for guests
- **One partner only**

Zone Partner

R25,000 – R40,000

- Named obstacle or section
- Partial on-site branding
- Sampling opportunities
- PA mentions

Experience Partner

R10,000 – R20,000

- Logo placement
- Partial on-site branding
- Social mentions
- On-site presence

In-kind Partner

Value-based

- Product or service exchange
- Category exclusivity (where applicable)
- Integrated activation opportunities
- Partial on-site branding
- Social mentions

PARTNERSHIP SUMMARY

The Gauntlet has already delivered high-energy activations across corporate, school, and public environments.

	Ultimate R280,000	Series R150,000	Title R80,000	Zone R40,000	Experience R20,000	In-kind Value-based
Category exclusivity	•	•				
Naming rights for Gauntlet events	•	•				
Single event naming rights	•	•	•			
Obstacle naming rights	•	•	•	•		
Challenge naming rights	•	•	•	•		
3x3 vendor stand	•	•	•	•	•	•
Sampling opportunities at ticketing	•	•	•	•	•	•
Product or service exchange						•
PA/MC mentions throughout event	•	•	•	•	•	•
Logo displayed on all digital materials	•	•	•	•	•	•
Logo displayed on event wayfinding	•	•				
Logo and link on Gauntlet + Ticketing sites	•	•	•	•	•	•
Always-on content and media integration	•	•				
Event social campaign branding	•	•	•	•	•	•
Exclusive on-site branding	•	•	•			
Partial on-site branding				•	•	•
VIP access for guests	•	•	•			
Socks co-branding	•	•				
Optional: armband branding*	•	•	•			
Quarterly performance reporting	•	•	•	•	•	
Visitors list available on request	•	•	•			

WHAT YOUR ACTIVATIONS COULD LOOK LIKE



Hydration station

A branded hydration point positioned at the end of the course, staffed by your team. Participants receive water, drinks or something cold at the exact moment they need it most.



Obstacle zone

A key section of the course carries your name, e.g. "The [Brand] Balls of Doom", with signage and MC callouts at every session start.



Finish line moment

A branded finish zone where participants complete the course, celebrate and take photos. Your brand frames every finish-line shot.



Warm-up activation

Your team leads a short, high-energy warm-up before each session, guiding participants through stretches or movement prep.



Sampling zone

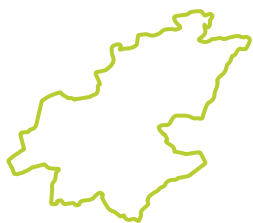
Your branded 3x3 or 3x6 stand positioned in the spectator area, where participants receive product after completing the course.



Gauntlet challenge

A timed 30-minute session where participants compete for the fastest run in their age group, with prizes from your brand and the Gauntlet.

2026/7 EVENT DIRECTION



We operate across Gauteng, and are looking to expand to other provinces:

- Public ticketed events by The Gauntlet
- School activations for carnivals, open days, celebrations and fundraising
- Private hires for family functions, team building and charity sponsorship
- Festival integrations (e.g. Midstream Springfest, Magical Marble Family Fest, Outdoor X)
- Team building and sports activations for training

IMPACT BEYOND THE COURSE



Bottle cap drive

We collect plastic bottle lids at every event, contributing towards wheelchairs for individuals in need through BDS Recycling in Johannesburg.



Community partnerships

We work with organisations like Hot Cares to support initiatives such as hosting children from St Mary's Children's Home and Green Fairy Products to support Breathe Ocean Conservation through their sunblock sales.



Animal welfare

We partner with animal charities such as Happy Yappers and SPCA to support rescue and welfare initiatives by integrate pet-focused activations, donation drives or awareness campaigns at selected events.

THIS IS THE DIFFERENCE

Experience



Exposure

Participation



Impressions

Memory



Media Spend

LET'S MAKE IT HAPPEN!

We'd love to partner with you. Let's explore how The Gauntlet can bring your brand to life in a way people actually experience, remember and share.

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Let's be friends



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