

PARTNERSHIP

PITCH DECK

 BraamByBike



PRESENTED BY
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PEDALLING A GREENER CITY THROUGH ECO-TOURISM, COMMUNITY IMPACT, AND PURPOSE.

 BramByBike



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WHO WE ARE

BraamByBike is a city and township-based social enterprise redefining how people experience Johannesburg and Soweto.

We **connect culture, sustainability, and community** through **cycling and walking experiences** that celebrate our people, our streets, and our stories.

OUR MISSION:

To create connected, inclusive, and eco-friendly cities and townships: where tourism fuels opportunity, where youth lead, and where local businesses thrive.

OUR STORY & PURPOSE

BraamByBike exists to see Johannesburg and Soweto not from behind a car window, but up close and alive.

Founded by Zodwa Manitswana, a young woman from Soweto with **a passion for tourism, community, and sustainability**, the movement champions cycling as a tool for change, **creating jobs, improving health, cutting pollution, and reconnecting people.**

Zodwa believes bicycles can reshape how young South Africans move and live: turning transport into opportunity, wellness, and pride.

Today, BraamByBike continues to grow celebrating culture, empowering youth, and redefining how people experience African cities.

We're not just moving people, we're moving mindsets.



THE CHALLENGES WE TACKLE

Youth Unemployment:

We **train and employ** young local guides and creatives.

Each tour gives youth the **skills, confidence, and income** to **build careers** in tourism, storytelling, and **entrepreneurship**.

Urban Exclusion:

By **reconnecting communities** through inclusive tourism.

We're **changing the narratives** behind our African cities and townships.

Environmental Pressure:

We **champion cycling and walking** to **reduce emissions**.

Every bicycle on the road replaces a car, **cuts carbon**, and inspires a new generation of **eco-conscious city commuters**.

HOMELESS WALKING TOURS: RECLAIMING DIGNITY THROUGH CONNECTION

- In 2021, we introduced our Homeless Walking Tours, inspired by successful international initiatives like [Invisible Cities](#) and [Secret Street Tours](#). These experiences are led by or involve individuals affected by homelessness, offering guests an authentic, often unseen perspective of Johannesburg’s streets and stories.
- Over time, something remarkable has happened — the very community that so many people fear or overlook has become part of our support system. The homeless community look out for our guests, and serve as informal guardians during our walks and rides. In return, we make sure to acknowledge and appreciate them, often giving small tips, meals, or essentials, and building genuine relationships based on mutual respect and trust.
- Our goal is to formalize this relationship through a weekly soup kitchen, run in partnership with local retailers and food outlets. This initiative will both combat urban food waste and feed our street community, ensuring surplus food nourishes people — not landfills. It’s a simple act of gratitude that strengthens the cycle of care and safety that surrounds BraamByBike.

BRAAMBUDDY: YOUR STREETWISE FRIEND

Building on that same spirit of inclusion, we created BraamBuddy: **a community-based companion service that connects visitors with local, streetwise “buddies.”**

These are everyday residents who know the cities and townships.

They’re not licensed tour guides, but they provide valuable: authentic connection and local knowledge.

BraamBuddy gives informal workers and residents the chance to earn income, share their city, and help others explore with confidence. It’s a bridge between cultures and classes — showing that the city belongs to all who walk it.

OUR BROADER IMPACT

- **Youth Employment:** We train and support young local guides, giving them opportunities to earn income while sharing their stories and talents.
- **Local Business Collaboration:** Our tours highlight eateries, artists, and small businesses, helping channel spending back into the community and stimulate local economies.
- **Eco-Tourism Advocacy:** By promoting cycling and walking, we reduce carbon footprints.
- **Community Projects:** We are developing a community bike shed, providing residents access to bicycles for commuting, recreation, or small-business delivery.

WHY PARTNER WITH US

Partnering with BraamByBike isn't a donation — it's an investment in visibility, purpose, and impact.

Here's what your company stands to gain:

BRAND VISIBILITY

- **Your logo and branding on our bicycles** — moving daily through the most vibrant parts of Johannesburg, Braamfontein, and Soweto.
- **Recognition on all BraamByBike marketing materials** — from our website and social media to tour videos, posters, and local events.

CORPORATE BENEFITS & EXPERIENCES

We reward our sponsors with tangible value:

- **Company tours:** Exclusive or discounted BraamByBike experiences for your teams, clients, or VIPs.
- **Vouchers:** Redeemable for our tours or experiences — perfect for staff rewards, corporate gifts, or client entertainment.
- **Community goodwill:** Your brand becomes part of something positive, visible, and socially conscious.

SUSTAINABLE, SOCIALLY-DRIVEN PARTNERSHIP

Your contribution supports:

- Local job creation
- Youth empowerment and training
- Urban sustainability
- Small business growth in South African cities

MARKETING VALUE

Sponsorship means brand association with:

- Eco-conscious, innovative city experiences
- Proudly South African storytelling and design
- Media-friendly projects with strong visual appeal and viral potential

SPONSORSHIP OPPORTUNITIES

We welcome partnerships at all levels — from individual bicycle sponsorships to broader funding partnerships.

TIER	DESCRIPTION	VALUE FOR SPONSOR
BRAND VISIBILITY	Sponsor bicycles and equipment	Company logo on bicycle, social media shoutouts, inclusion in online sponsor page
EXPERIENCE PARTNER	Co-create themed tours or events	Branding, media mentions, complimentary experiences
IMPACT PARTNER	Fund community bike shed or youth training	Prominent branding, storytelling, and impact reports
STRATEGIC PARTNER	Multi-year or multi-city partnership	Co-branding, joint campaigns, media exposure, priority on all expansion projects



WE'RE FLEXIBLE AND OPEN TO CREATING CUSTOM PARTNERSHIP PACKAGES THAT ALIGN WITH YOUR COMPANY'S GOALS — WHETHER THAT'S MARKETING EXPOSURE, SOCIAL IMPACT, OR SUSTAINABILITY LEADERSHIP.

OUR FUTURE PLANS



BRAAMBYBIKE COMMUNITY BIKE SHOP

A space where cycling meets community. We'll repair, rent, and sell bikes while training local youth in bike mechanics — creating jobs and keeping our city moving sustainably.

BRAAMBYBIKE HUB & INCUBATOR

A creative co-working hub for young entrepreneurs. Through our incubator, we'll help youth-led startups grow with mentorship, workspace, and access to real opportunities.

BRAAMBYBIKE TOURISM APP

Your travel companion through South Africa. The app will guide visitors to safe, authentic local experiences — connecting travellers with people, culture, and stories that matter.



E-BIKE DELIVERY NETWORK

We're powering a green delivery movement. Our e-bikes will be used for food and courier services, creating sustainable income while promoting eco-friendly city transport.

BRAAMBEDS BACKPACKERS

Affordable, youthful, and designed for connection. BraamBeds will offer backpacker stays and capsule pods for travellers who want to experience Joburg with comfort and community.

BRAAMBITES RESTAURANT

Travel Africa through taste. Each dish and cocktail will tell a story — created by chefs from across the continent, celebrating culture, flavour, and shared experience.

Back the future of African youth and urban innovation. BraamByBike is more than bikes; it's jobs, culture, and community on the move.
Your support fuels a movement that's transforming how young people work, travel, and connect.

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LET'S COLLABORATE

REACH US

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