



AN INCLUSIVITY SUCCESS STORY

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**INCLUSIVITY AND
DIVERSITY CREATES AN
EVEN PLAYING FIELD.**

**SUPPORT AND
ENCOURAGEMENT
DEVELOPS CONFIDENCE
AND CREATES LEADERS.**

OUR GENESIS



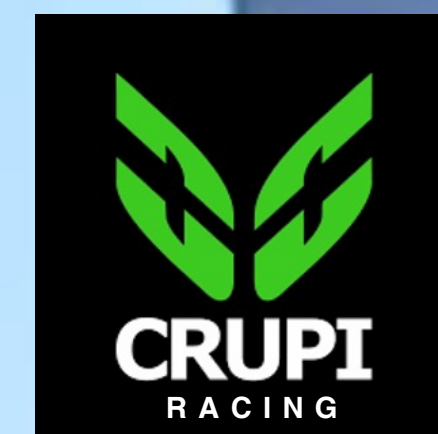
Crupi Racing (CR) is a BMX team that was established in 2022 with the goal of promoting inclusivity in BMX racing. The team initially started with three riders from underserved backgrounds but has since grown to encompass 17 riders from various countries such as South Africa, France, Switzerland, and Zimbabwe.

Crupi Racing strives to provide a platform for all riders to develop, improve, and achieve success. We believe in promoting positive values such as sportsmanship, respect, and community within the BMX community.



BMX4ALL

In 2024, the team management founded the NGO BMX4ALL to further expand its impact and management of the team through a formal governance structure.



WHAT IS BMX?

BMX racing is a high-energy, high-intensity off-road bicycle racing sport that involves riders competing on specially designed tracks with challenging terrain and obstacles. It originated in the 1970s in southern California and has since gained popularity worldwide. In BMX racing, riders compete in various categories based on age and skill level. The race courses are generally short and feature jumps, turns, and other obstacles to test the riders' speed, agility, and bike handling skills. The races typically consist of several heats, with the fastest riders advancing to the finals.

The Union Cycliste Internationale (UCI) is BMX racing's international governing body. The UCI was founded in 1900 and is responsible for overseeing all cycling disciplines, including BMX racing. It sets the rules and regulations for the sport and organizes world championships and other major events.

The UCI also works with national federations around the world to promote and develop BMX racing. Each country has a national federation that governs the sport at the domestic level and is responsible for organizing local races, training programs, and national championships.



2023 ACHIEVEMENTS

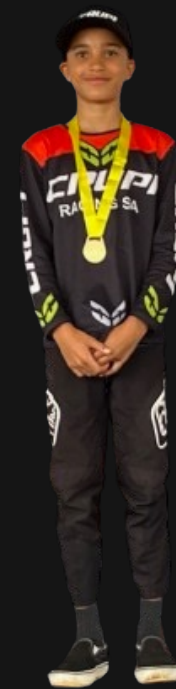
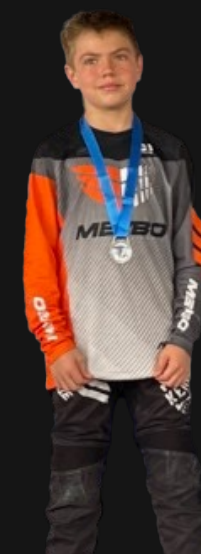


IN OUR INAUGURAL YEAR
CRUPI RACING FINISHED IN SECOND
POSITION IN THE NATIONAL BMX
SOUTH AFRICAN CHAMPIONSHIP

CRUPI RACING HAS THE GREATEST
NUMBER OF TOP RANKED RIDERS IN
AFRICA



WE TRY HARDER
WE'RE #2!



OUR IMPACT

Our efforts to support and empower developed and underserved riders have yielded impressive results. In our first year, our new team, comprising talented and disadvantaged riders, achieved a remarkable second position at both the Provincial and National levels in South Africa.

Today, 80% of our development riders now have access to essential safety gear and new bikes, enabling them to participate in National BMX series events for the first time. We have also been actively involved in international competitions, with multiple riders competing and achieving top positions at provincial and national levels.

Through our training and support programs, both on and off the track, our riders' skills and abilities have grown tremendously.

In fact, our results have led to the promotion of one of our underserved riders, who was selected as the Assistant National Coach of Crupi SA. Furthermore, another has been selected for the Zimbabwe National Team. Yet, another has been chosen for the South African National Team for 2024.

We also have our fingers crossed as two riders are in contention to represent their countries at the 2024 Paris Olympics.



These outstanding accomplishments are a testament to Crupi Racing's unwavering commitment to creating equal opportunities and promoting inclusivity for all riders, regardless of their background. As we push boundaries and break barriers, we are confident our efforts will continue to pave the way for a more diverse and thriving BMX community.

Notably, one of our riders has even earned the coveted World Number title, a remarkable achievement shared by only two other riders in the country.

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**ESTABLISHING
PARTNERSHIPS
THAT SHARE OUR
VISION OF
INCLUSIVITY**



PARTNERSHIPS

Crupi Racing is looking to establish partnerships with individuals and organizations who see the value of sport to advance the developmental agenda. We are excited to forge relationships with like-minded thinkers to develop natural synergies, learn from and add value to their organizations.



NON-FINANCIAL

Through volunteerism and mentorship, companies and individuals can directly impact the development and success of our young riders. In-kind donations and support in the form of BMX equipment, parts, and nutritional supplements, for example greatly assist our team in staying at the top of their game. Collaborative events and initiatives, such as social media collaborations and fundraisers, allow companies to expand their reach and support the BMX community.



CORPORATE

We offer sponsorship options with various benefits, including corporate branding on our jerseys and social media platforms, as well as potential integration into corporate social responsibility programs for youth, sports, and gender equality. By partnering with Crupi Racing, organizations can support a dedicated and talented team, gain visibility, and contribute to a positive and impactful cause. Financial contributions primarily support domestic and international travel as well as equipment upgrades.

PARTNERSHIP BENEFITS



NETWORKING

By supporting Crupi Racing, companies can tap into a community of passionate BMX riders and their families, providing opportunities for brand exposure and recognition among a highly engaged audience. Additionally, being associated with a top-performing BMX team can enhance a company's image and reputation as a supporter and promoter of youth talent and athletic excellence. Furthermore, networking with Crupi Racing gives companies access to sponsorship and advertising opportunities at BMX events and competitions, reaching a broad audience of potential customers. With the growing popularity of BMX racing, this partnership presents a unique opportunity for companies to showcase their products or services to a dedicated and enthusiastic community. In addition to these benefits, partnering with Crupi Racing allows companies to tap into the team's strong social media presence and online following. This presents opportunities for cross-promotion and collaborations, increasing online visibility and brand awareness.

Through a Crupi Racing partnership, organizations can demonstrate their commitment to supporting underprivileged children and creating an inclusive environment, offering an opportunity to create positive PR opportunities, such as interviews with the media or public appearances at events. This can build the company's reputation and enhance public recognition, helping further to spread the mission of Crupi Racing and its partners.

BRAND BUILDING

Collaborating with Crupi Racing presents a unique opportunity for businesses to strengthen their brand identity. By having their brand name and logo featured on the team's uniforms, social media pages, websites, and other promotional materials, companies can effectively boost their visibility and establish a strong presence in the market. This partnership also allows businesses to demonstrate their commitment to promoting inclusivity in sports, which can be highlighted through various media platforms, such as press releases and social media posts, enhancing their public image.

CUSTOMER LOYALTY

Partners will be seen as an organisation that cares about the community and is dedicated to making a positive impact. This positively viewed perception can significantly increase customer loyalty, brand recognition, and reputation and help attract new market segments. Customers often choose to support companies that positively influence the community and align with their values. Being associated with a successful and well-respected team like Crupi Racing can enhance Partners' brand image and reputation.



CORPORATE BRANDING

Have your brand prominently displayed on our team uniforms, social media accounts, websites and other promotional materials.

Partner logo example



Partner logo example

Partner logo example

CORPORATE BRANDING



Corporate logos can be placed on our racing stripes (front and back)

Partner logo example



Partner logo example

Partner logo example



WE'RE COMMITTED TO LEVERAGING THE SPORT WE LOVE AS A PLATFORM TO ENRICH AND UPLIFT THE LIVES OF ASPIRING ATHLETES WHO ARE OFTEN LEFT BEHIND.

JOIN US ON OUR JOURNEY.

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MEET OUR DIVERSE CREW

OUR RIDERS



SBU

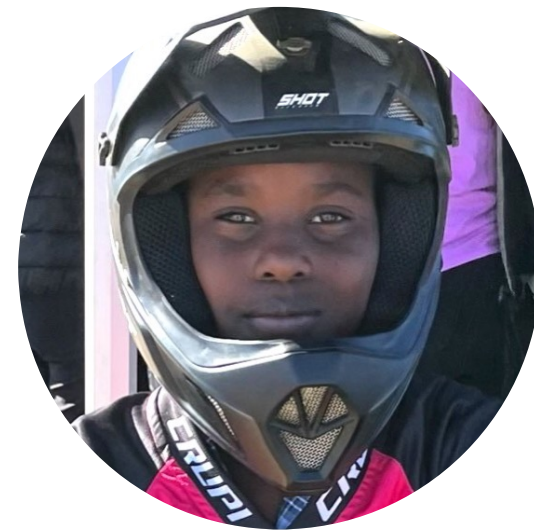
Sbu is a BMX racer with a unique style that has made him one of the most promising riders in his class. Despite the obstacles he has had to face, Sbu has improved rapidly and is now considered one of the best racers in his class. Sbu's determination and commitment to the sport have made him one of the most impressive riders in his class. The future for Sbu is very bright! He is always looking for ways to challenge himself and push his limits, and he is always looking for new ways to take his riding to the next level.



SASHA

Sasha is in his second year as an expert rider. Despite his relative inexperience, Sasha has achieved a level of success that many riders take years to reach. He is motivated and continuously strives to improve himself on and off the track. Sasha's hard work and dedication have allowed him to progress rapidly and reach his goals, and he has a bright future in BMX. Sasha is also an extremely passionate cuber and can often be found energetically solving Rubik's Cubes between races and during practice sessions with impressive speed and dexterity.

OUR RIDERS



COURAGE

Courage has been a BMX racer in the sport for the past few years. He started timid and shy, but since joining the Crupi Racing team, he has started to come into his own. He has become a force to be reckoned with on the track and his skills have only improved with each race. He loves the thrill of the race and the challenge that comes with it. Great things are expected from Courage this year, and with the support of his teammates, he is destined to go far!



NZAMA

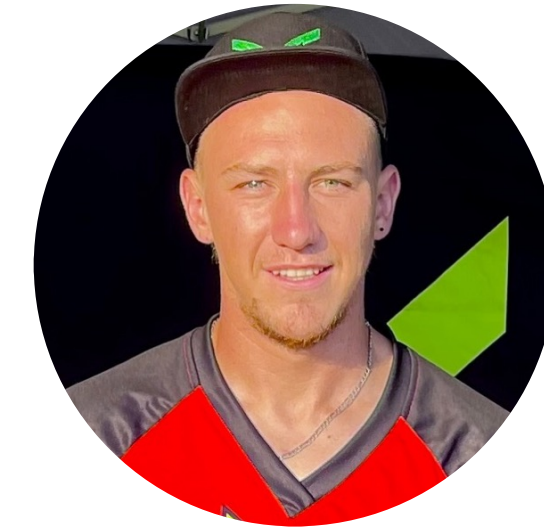
Nzama is an amazing BMX racer with an incredible passion for speed and adrenaline. He is known for constantly pushing the limits of what is possible on his bike and pushing himself to new heights. With his unique style, incredible passion and fearless attitude, Nzama is an unstoppable force who continues progressing from strength to strength. Nzama is determined to reach new heights and break boundaries. Crupi Racing SA is proud and excited to have him as part of the team and is looking forward to what he will bring to the table.

OUR RIDERS



POPPY

Hana, also known as "Poppy" Taylor, is a fierce and accomplished BMX rider from Zimbabwe. With 6 National Championships and 2 African Continental Championships, Hana has established herself as a formidable force on the track. Despite growing up in a country where BMX was not widely recognized, Hana's natural talent and hard work have made her a beloved and respected figure in the sport. As she continues to compete and inspire others, she is sure to leave a lasting impact on the BMX community.



BRANDON

Brandon is an Elite BMX racer who has become one of the best riders in the country. His international experience brings a lot to the team, having competed in many World Championships. He also mentors up-and-coming riders, helping them reach their potential and encouraging them to strive for the best. Despite his success, Brandon remains humble, always showing kindness and respect to his fellow racers. His passion for the sport is evident, and he is dedicated to pushing himself to be the best rider he can be. His commitment and determination have earned him a well-deserved place amongst the elite BMX racers in the country.

OUR RIDERS



SANELE

Sanele is a passionate BMX racer from KwaZulu-Natal destined for greatness. His zeal for learning and improving is unmatched, and he has already made a significant mark on the racing scene with his raw talent and relentless drive. With the year ahead of him, Sanele will make waves and achieve extraordinary feats!



VALE

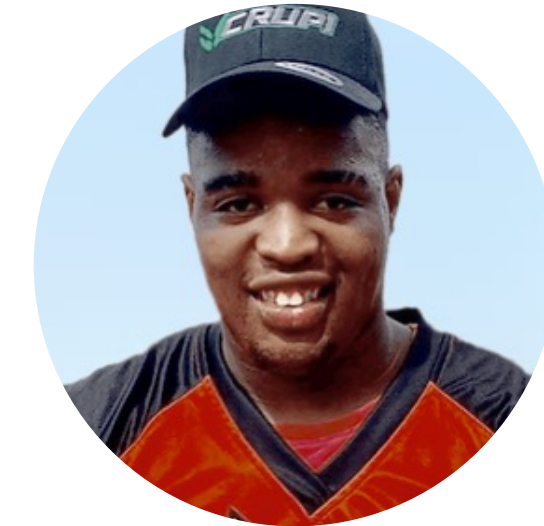
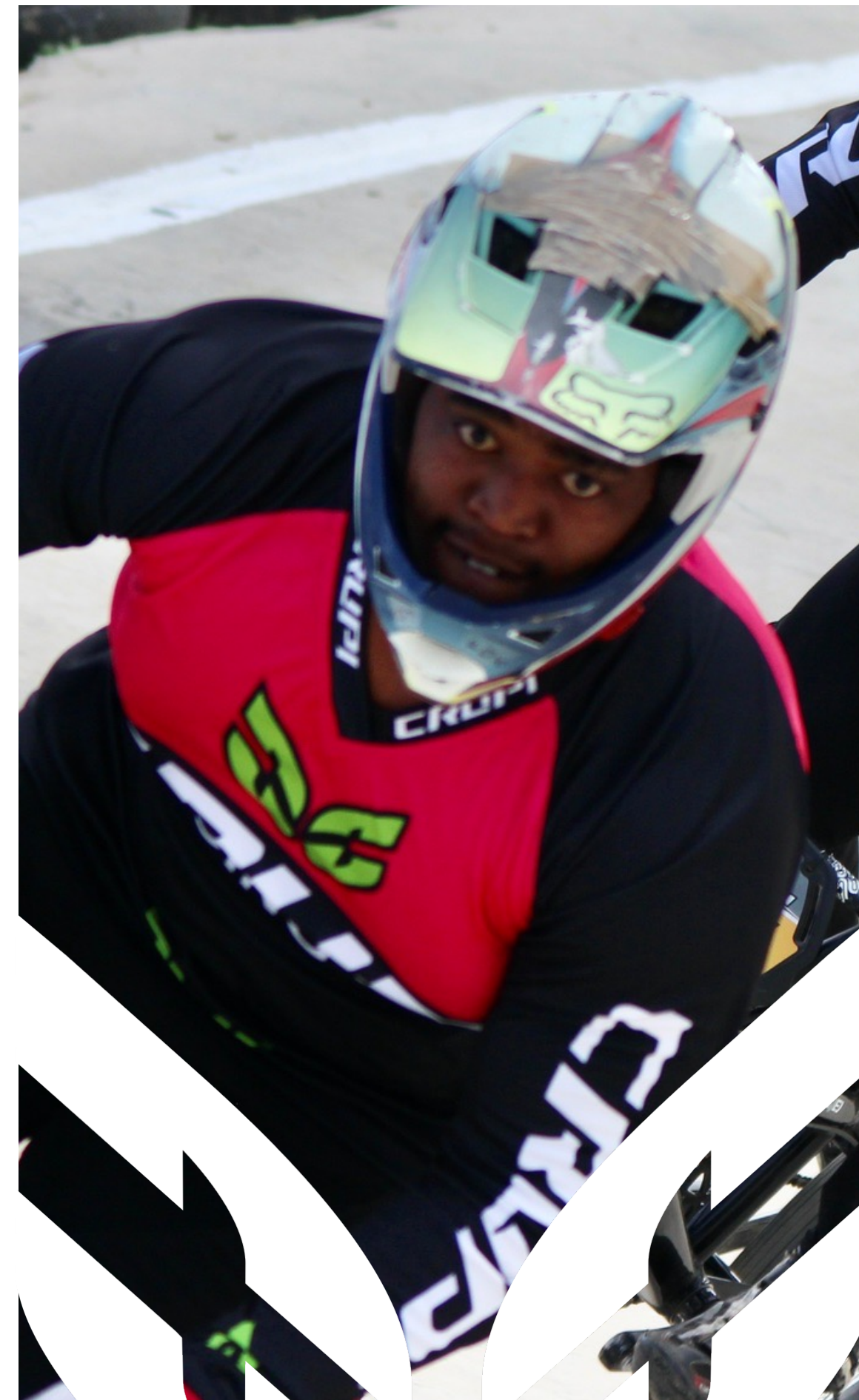
Vale is a BMX racer who has come from humble beginnings to become the #1 BMX racer in his age category. Vale's dedication and determination paid off and has won several national competitions. He enjoys taking on riders who have been BMXing for many years, and with each race, he improves his skills and strategies. He is now riding club races 2 age groups ahead to push his limits. Vale continues inspiring others to chase their dreams and exemplifies what is possible when you put in hard work and dedication.

OUR RIDERS



LEHUMO

Lehumo is a passionate and dedicated athlete who loves pushing himself to be the best he can be. Lehumo started racing BMX at the tender age of five. His commitment and support from his family, coaches and teammates have enabled him to advance quickly. He is driven to succeed and won the Novello Premio and came second in the SA Cup in his first year. With a passion for BMX, he is determined to make an impact and continues to strive for success.



Mvelo

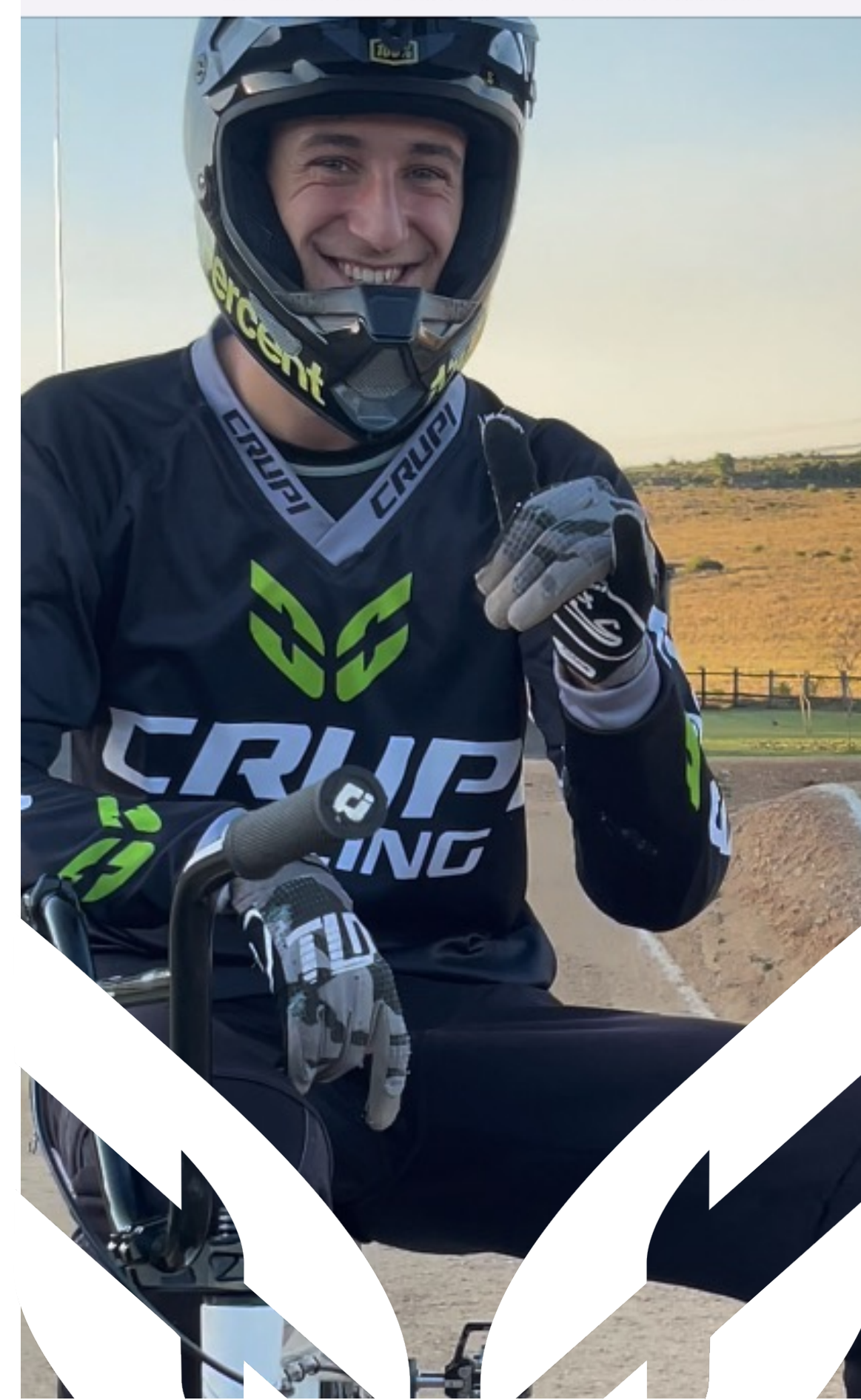
Mvelo is not just a coach and team lead for Crupi Racing SA in KZN, but also an inspirational and passionate BMX racer. Mvelo's ambition and love for the sport are undeniable, and since he first began racing as a teenager, he has become an influential figure in the BMX racing community. His enthusiasm for the sport is contagious, and he is always willing to advise and guide other racers. Mvelo is a true testament to the power of passion and dedication - his commitment to BMX racing is unrivalled.

OUR RIDERS



DONOVAN

Donovan has started to excel in BMX racing, bringing unparalleled enthusiasm and energy to the sport. His growth has been exponential. He has a natural talent and is gaining recognition, with fellow racers supporting and fearing him. Not only is he a force on the track, but he is also an ace bike mechanic, making sure everyone's equipment is in perfect running order. He's committed to inspiring the team and is sure to make his mark on BMX racing.



ELIA

Elia, an elite BMX rider from Switzerland, represents Crupi Racing with skill and determination. Growing up in Ticino, he developed a passion for outdoor sports. Elia entirely focused on BMX and, in 2023, joined Crupi Racing. He excels not only as a racer but also as a coach, sharing his love and knowledge with younger riders. While he is known for his light-hearted personality off the track, Elia is all business once the gate drops. He trains rigorously, and we are proud to have him represent Crupi Racing. Elia is committed to constantly improving his skills and is a dedicated role model for his sportsmanship and willingness to help others. He embodies the spirit of BMX and serves as an inspiration to all riders. Look out for Elia as he achieves his goal of representing Switzerland (and Crupi) on the International stage!

OUR RIDERS



Christian

Meet Christian, a promising BMX racer who hails from a family of skilled riders. At just 8 years old, Christian is already competing at a high level and making a name for himself in the BMX community. Christian is grateful for the opportunities that BMX racing has brought him hopes to inspire other young riders to pursue their passions and dreams, just as he has. With his determination, hard work, and love for the sport, Christian is well on his way to becoming a top BMX racer and is a shining example of the next generation of talented riders.



ALEX

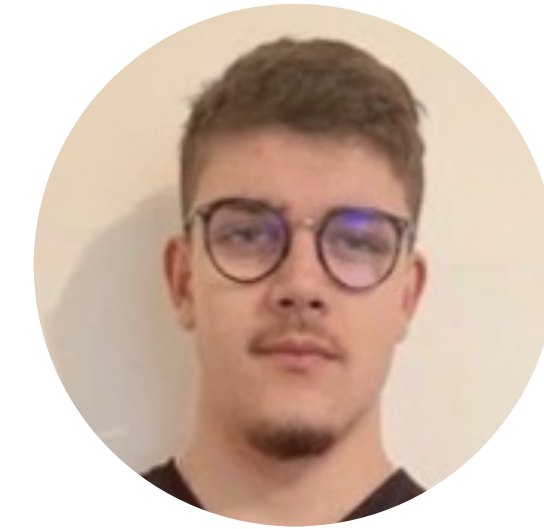
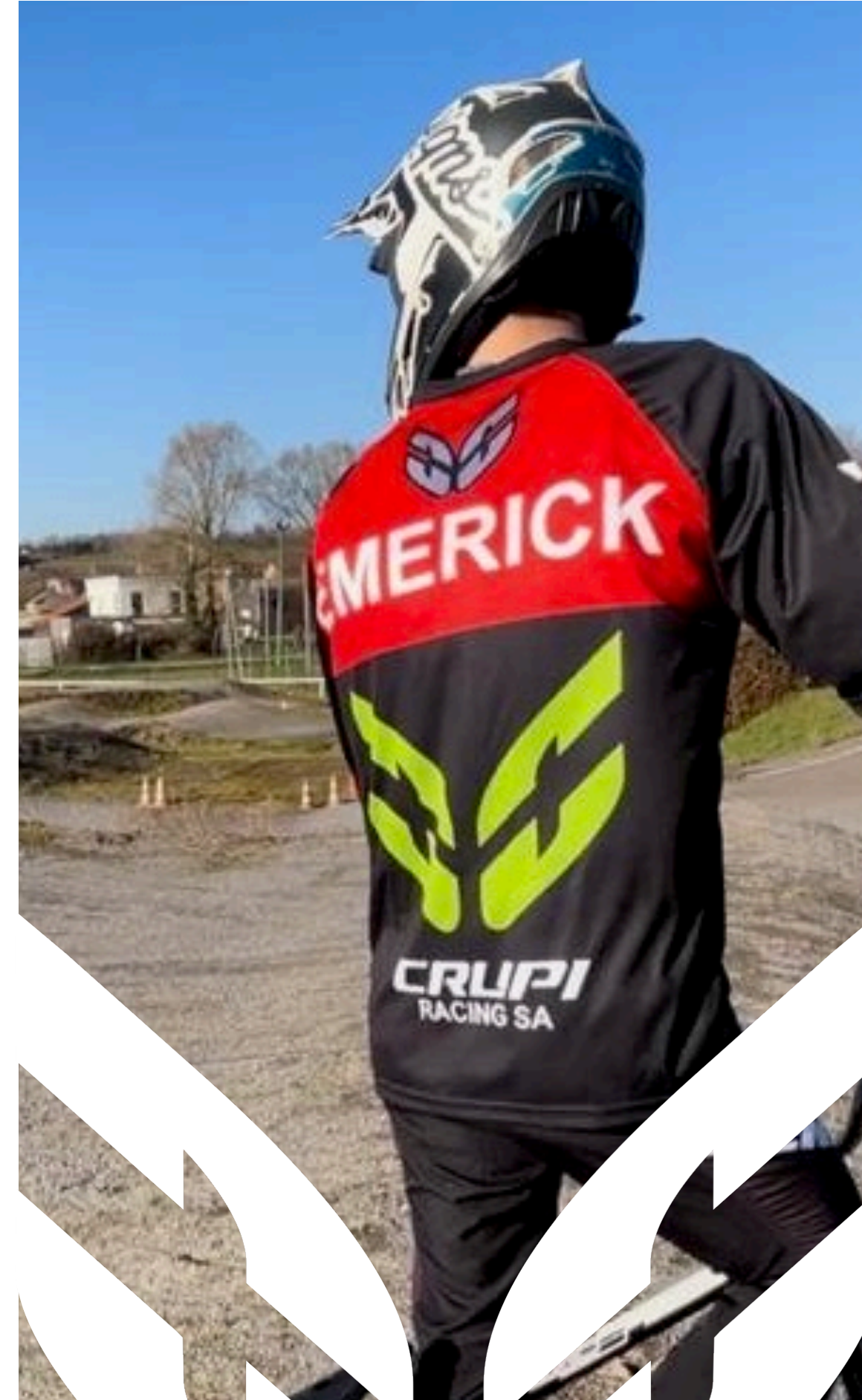
Alex is an elite BMX racer and the head coach of the Crupi Racing team. Alex is a respected figure in the sport with his unique riding style. Alex has inspired many young riders on the Crupi Racing team and beyond. Alex loves to share his knowledge and experience with riders of all levels, from novice to pro. He has a passion for teaching and helping others reach their peak performance. He's constantly pushing himself and his team to be better, faster, and stronger. Alex is a true leader who has earned the BMX community's respect for his work on and off the track.

OUR RIDERS



DYLAN

Dylan is an elite BMX racer who recently returned to competition after taking more than a year off due to injury. Despite the long layoff, Dylan is determined to compensate for lost time and already sees results from his hard work and dedication. He knows what it takes to reach the top and steadily progresses each race. He is a highly motivated individual who is not afraid to push himself to the limits to reach his full potential. With his determination and drive, Dylan will make a splash in no time.



EMERICK

Emerick Leroy is an impressive BMX rider from France with a unique and stylish riding style. He has been riding for many years and has built up an impressive skill set, which features technical tricks, huge airs, and smooth lines. His passion for the sport is evident in every ride and he pushes for perfection. Emerick is also a competitive rider and has been competing for several years. His commitment to the sport and drive to succeed make him a force to be reckoned with. Crupi Racing South Africa is proud to have Emerick as one of its affiliate riders in France.

OUR RIDERS



JACE

Jace Berry is a rising star in the Kwazulu Natal BMX racing scene since early 2022. His natural speed and determination have propelled him to success. What sets Jace apart is his exceptional sportsmanship, both on and off the track. His dedication to training and fearless approach to racing have earned him a reputation as a tough competitor. Jace's humility and willingness to help fellow riders make him a role model in the BMX community.



ANRIE

Anrie is an ambitious, talented young BMX racing rider who made the jump from novice to expert this year and is ready to take on some of the more experienced riders. She is passionate about the sport and dedicates herself to improving her technique so that she can be the best she can be. She is truly an inspiration, and we are proud to have her on our team.

OUR RIDERS

LAST BUT DEFINITELY NOT LEAST



PABLO

Pablo Perregil graduated as an expert racer in 2024. At just ten years old, Pablo already showed excellent potential and finished the previous year as SA6. We are excited to have his youthful energy and passion for racing under our tent, and he will be a great addition to our team. Pablo is an emerging talent, and we look forward to seeing him grow and succeed in the sport.

LEARN MORE



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