ORANGE PASSES

WESTERN CAPE

Riding the roads that connect the wild Western Cape: a premium adventure documentary series celebrating Adventure bike riders, mountain passes, local towns, and protected landscapes.

Sponsor pitch

KTM Cape Town fit

2026 pilots + 2027 season



The opportunity

A Western Cape adventure built around roads, towns and protected landscapes

01

EXPEDITION

10 episodes across mountain passes, weather, ecosystems, scenic transitions

02

NATURE

Protected landscapes, access to nature, stewardship, low-impact travel through fynbos, forest, coast and the Karoo edge...

03

LOCAL TOWNS

Local town economies, stay local, eat local food, overnights, stories and small-business spend

04

KTM FIT

real bikes in real South African conditions

This is not a once-off ride.
It is a repeatable content platform:
long-form episodes, shorts, stills, route guides, bike reviews and local destination storytelling.

Series format

Simple enough to execute; rich enough to become premium content

2
pilot episodes in 2026

8
main-season episodes in 2027

4
riders max per episode

18–28
minutes per main episode

50+
short-form assets

Episode rhythm

- route setup
- ride + pass coverage
- town / overnight story
- bike, gear or tyre review
- cause message + teaser

Premium shot rule

Every pass must have:

- **Entry**
- **Ride**
- **Beauty**
- **Detail**
- **Reaction**

Rollout calendar

Two pilots to prove the format, then the main documentary season

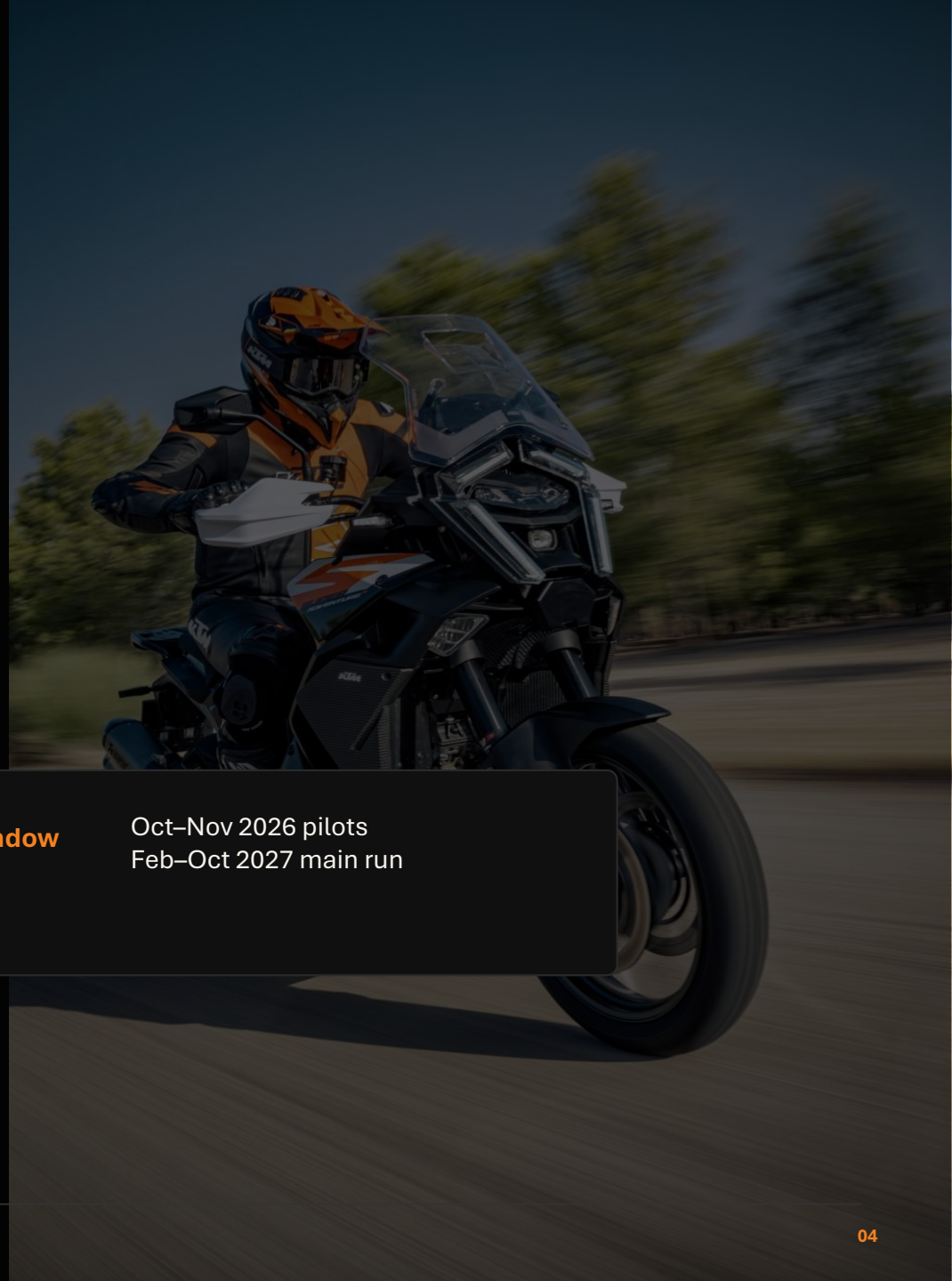
Oct	Nov	Feb–May	Jul–Oct
Pilot 1	Pilot 2	Main Eps 3–6	Main Eps 7–10

Key production logic

- Pilots create proof-of-format and sponsor assets.
- Winter buffer in June protects route/weather flexibility.
- Each ride weekend produces one episode + Shorts + stills.

Season window

Oct–Nov 2026 pilots
Feb–Oct 2027 main run



Episode roadmap

Ep	Shoot	Region	Overnight	Est.	Passes
1	Oct 2026	Cape Peninsula + Helderberg	Gordon’s Bay	250 km	5–7
2	Nov 2026	Winelands Icons	Franschhoek	275 km	6–9
3	Feb 2027	Elgin + Overberg Gateway	Stanford	215 km	6–9
4	Mar 2027	Witzenberg + Ceres	Ceres	260 km	7–11
5	Apr 2027	Cederberg South	Clanwilliam	270 km	5–8
6	May 2027	Deep Cederberg ADV	Wupperthal / Clanwilliam	245 km	5–7
7	Jul 2027	Route 62 + Langeberg West	Barrydale	300 km	6–9
8	Aug 2027	Little Karoo Hero Roads	Oudtshoorn	350 km	6–10
9	Sep 2027	Outeniqua + George Side	George	230 km	6–9
10	Oct 2027	Garden Route Forest + Uniondale	Uniondale	235 km	5–8

Distances are planning estimates from the route-leg sheet; final GPS tracks and permit checks happen before each shoot.

The Map


South Africa
Carnarvon
Williston
Calvinia
Victoria West
Richmond
Vredendal
Klawer
Fraserburg
Clanwilliam
Beaufort West
Vredenburg
Saldanha
Langebaan
Oudtshoorn
Paarl
Montagu
Swellendam
Mossel Bay
Plettenberg Bay
Still Bay
Kleinmond
Hermanus
Gansbaai
Bredasdorp

Content engine

Every ride weekend becomes a full sponsor asset pack

01	**MAIN EPISODE**	16–28 min YouTube documentary chapter
02	**SHORTS / REELS**	4–8 social cuts per episode
03	**STILLS**	Bike, rider, town, landscape and product shots
04	**REVIEWS**	Bike, gear, tyre, luggage and setup segments
05	**SPONSOR CONTENT**	Handover, prep, service and debrief moments

One shoot weekend can produce:

1
main episode

4–8
Shorts/Reels

20+
usable stills

1
review insert

Documentary architecture

The ride matters because the places matter...

1

Protected landscapes

- access to nature
- low-impact travel
- permit-aware filming
- stewardship message

2

Local towns

- overnight economies
- food, fuel, stays
- town stories
- regional tourism value

3

Responsible ADV

- ride lightly
- respect road users
- leave no trace
- gear that enables safer travel

Potential angles: CapeNature access-to-nature donations, SANParks / Honorary Rangers awareness, Wesgro-aligned destination storytelling.
Partnerships subject to confirmation and permissions.

Why our Sponsors win

A local dealer becomes the home base of a Western Cape adventure properly supported by the best brands in South Africa

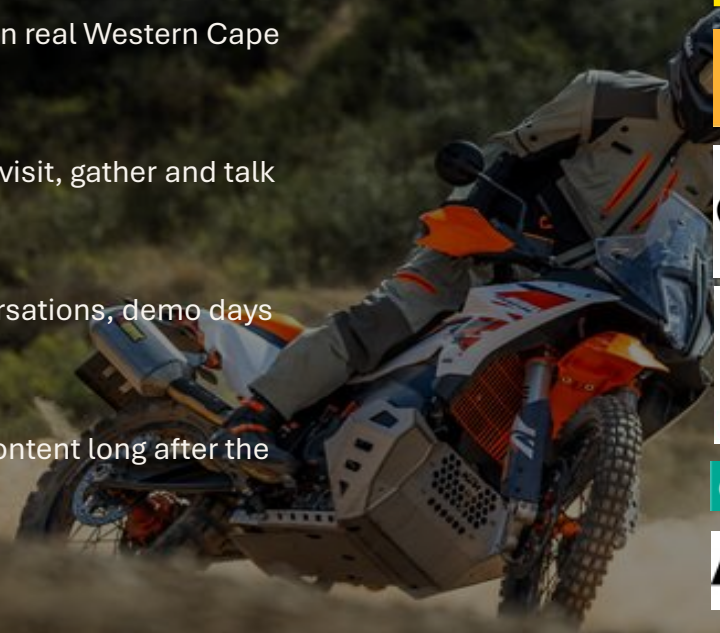
Brand association — Linked to premium local adventure, not generic product placement.

Product truth — Bikes, tyres and gear are tested in real Western Cape conditions.

Community magnet — Content gives riders a reason to visit, gather and talk routes.

Sales support — Episodes feed showroom conversations, demo days and accessory interest.

Long-tail library — The routes remain searchable content long after the ride.



FAST.

Presented by KTM Cape Town



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Proposed sponsor support

Built to be flexible: pilot first, then expand as the season proves itself

Pilot access	1–2 selected KTM motorcycles or rider/demo support for pilot episodes.
Workshop credibility	Pre-ride checks, tyre setup, accessory fitment, and filmed prep moments.
Product layer	Gear, luggage, comms, tyres or accessories where relevant to each episode.
Dealer moments	Launch morning, handover, post-ride debrief, community coffee/event.
Amplification	Share episodes, Shorts and stills through dealer channels.
Brands	Brands shared and exposure gained every episode

What success looks like

A practical measurement frame for a sponsor-led content property



Estimated ride distance by episode

Pilot KPIs

- main episode completion rate / watch time
- Shorts reach and retention
- dealer content reposts / engagement
- community enquiries and route conversations
- quality of sponsor assets captured

Mission and Cause

This series promotes responsible adventure travel through the Western Cape while supporting conservation access and respect for protected landscapes

Each episode we will contribute to the below causes!
If you would like to donate, follow the links OR make a payment to KTM Cape Town using the reference Your Name + OP!

FAST.

Banking Details
FNB (Current):
Account: 621 612 693 97
Branch: 222 026
REF: Your Name + OP

CapeNature
https://www.capenature.co.za/donate

South African National Parks
https://www.sanparks.org/corporate/fundraising/you-are-nature

Firefighters Relief Fund
Proudly South African
https://www.firefightersfund.co.za/shop/

ORANGE PASSES WESTERN CAPE

Pilot 1: October 2026: prove the format

Cape Peninsula + Helderberg • October 2026

Route

FAST Cape Town → Chapman’s Peak → Red Hill → Steenbras → Sir Lowry’s → Houwhoek → Gordon’s Bay

Goal

Capture a polished proof-of-concept episode, a KTM handover/debrief sequence and a reusable sponsor asset pack.

Immediate next steps

- Confirm Sponsors Participation

Orange Passes: Western Cape

Riding the roads that connect the wild Western Cape.

A premium adventure documentary series built by KTM Cape Town, for the Adventure Rider that want to see more, the Western Cape motorcycle community, and the towns and landscapes that make these routes worth riding.

Prepared for sponsor discussion

Werner Rall

Adventure Rider • Content Creator • Cloud Solution Architect