

SPONSOR & HOST KIT

CAPE TOWN



The 100 Coffee *Challenge*

*One coffee. One honest hour. Two people helping each other,
for the good of Cape Town.*

An invitation to cafés and businesses
to sponsor or host a coffee

Andre & Dominique Husselmann
Founders

THE IDEA

Coffee with *intention*.

Have coffee with someone, intentionally, for one hour, and help each other. Solve a problem, connect someone, be real with each other, or simply give or get a referral.

It's more charity and community than marketing: Cape Town's people showing up for one another, one table at a time.



HOW A COFFEE WORKS

1

Pick a time

Choose a host and one of the times they've made available.

2

Sit down for an hour

Meet at the café. The sponsor covers the drinks and a snack for both of you.

3

Help each other

Solve a problem, make an introduction, be open about what's hard, or swap a referral.

4

Share the moment

A photo, a short video or a story, tagging the café, so the good travels further.



WHY SPONSOR

Pour the coffee. *We'll tell the story.*

As a coffee sponsor, you make the drinks and a snack free for the two people at the table. In exchange, we drive real customer content to you.

WHAT YOU GET

- i* Real content from real tables
Photos, short videos, posts and stories featuring your venue and your coffee, shared on our channels and on the challenge site, with your venue tagged.

- ii* Official sponsor listing
Your business listed as an official sponsor on the challenge site, once we've agreed the details together.

- iii* Foot traffic
Every coffee held at your venue brings people through your door.

SPONSOR PACKAGES

Choose how many *coffees*.

Start with two vouchers or go all the way to a hundred coffees a quarter. Cafés first, and any business is welcome, for the good of Cape Town.

PACKAGE

WHAT YOU GIVE

Starter

THE FIRST STEP

2 coffee vouchers
valued at R200

Community

YOUR NUMBER

Custom number of coffees
per quarter

Champion

THE FULL CHALLENGE

Up to 100 coffees
per quarter

EVERY SPONSOR

- Real content featuring your venue and coffee, on our channels and the challenge site
- Listed as an official sponsor on the site, once agreed
- Foot traffic from the coffees held at your venue
- Sponsor funds help create the Business Shower kit

To begin, message Dominique on WhatsApp and we'll agree the details together.

HOST A COFFEE

Open your *calendar*.

Businesses and people can host coffees too. Sign up with the times you're available, and people book an hour with you in those slots.

ANDRE HOSTS

Monday *to*
Friday

10:00 to 16:00

TO HOST

Send us the days and times you're free. We'll add your slots, and every coffee follows the same four steps.

*“One coffee. One conversation.
One business that gets its start.”*



WHERE THE FUNDS GO

The Business *Shower*

Like a baby shower, but for a brand-new business. Sponsor funds help us create a Business Shower kit for a subscriber nominated and chosen by the community, to help them open the doors of their own business.

by 1 January 2027

SPONSOR OR HOST

Let's have *coffee.*

WHATSAPP

+27 69 998 1525 · *just say “Hi Dominique”*

EMAIL

100coffeescapetown@mail.tab.bot

WEBSITE

capetown-100-coffee-challenge.sites.tab.bot



Andre & Dominique Husselmann

Founders of the 100 Coffee Challenge, also behind Private Driver Service Cape Town

Photos (Pexels License): “Elegant Latte Art in White Cup on Dark Table” (cover) · “Two People Talking at a Cafe Table” by Liliana Drew · “Person Performing Coffee Art” by Chevanon Photography · “Photo of a person's hand holding orange mug” · “Aerial View of Cape Town and Table Mountain”. Photographed people are not participants or sponsors. Founders' photo: their own.