



2023

**TCBR**

**SPONSORSHIP**

**PROPOSAL**

TOWNSVILLE TO CAIRNS BIKE RIDE



A unique experience

.....

250 cyclists > 370KMS > 3 Days

.....

raising over \$7 Million to cure kids  
with cancer since 1999

We want you for  
2023!







# About the Ride

The Townsville to Cairns Bike Ride was founded in 1999 by Selwyn Hardwick.

Sel felt helpless when his sister passed away from cancer, and one of his grandchildren became ill with leukaemia.

On a road trip coming back from Cairns, Sel came up with the idea of riding from Townsville to Cairns to raise money to give to Children's Cancer Institute. He felt that this was a way he could help his grandson proactively. He invited his son to join in the challenge and the idea was born.

While approaching bike shops in Townsville, Sel realized that he hadn't done a lot of riding for some time and knew that he would need some help. It was when Sel visited Andrew Abrahams at Better Bikes that the idea became reality, with Andrew suggesting that he get involved and they make it a ride for anyone to participate in.

It was here that the Townsville to Cairns Bike Ride as we know it today was formed.

- 2023 is the 23rd year of the Townsville to Cairns Bike Ride.
- The TCBR has raised over \$7 million for Children's Cancer Institute since 1999.
- A unique community event with over 250 cyclists aged 15 - 75 years.

# CLYCLING

# WHAT'S THE DEAL?

## MOST POPULAR ACTIVITIES FOR AUSTRALIANS

These tables show the top activities (at least once a year) for different groups of the population (adults, children, gender) and various criteria (through an organisation/venue, club sport).

Adults Top 20 activities	Population estimate	per cent of population
Walker (recreational)	8,397,408	42.60%
Fitness/gym	6,317,614	32.1%
Athletics, track and field*	3,115,027	15.8%
Swimming	2,852,924	14.5%
→ Cycling	2,302,614	11.7%
Football	1,141,027	5.8%
Bush walking	1,058,061	5.4%
Golf	1,022,127	5.2%
Tennis	946,790	4.8%
Yoga	866,679	4.4%
Basketball	667,006	3.4%
Cricket	643,919	3.3%
Netball	630,638	3.2%
Surfing	528,058	2.7%
Australian football	496,829	2.5%
Pilates	489,731	2.5%
Fishing (recreational)	412,049	2.1%
Touch football	402,756	2.0%
Canoeing/kayaking	312,664	1.6%
Dancing (recreational)	269,798	1.4%

Adult men Top 10 activities	Population estimate	Per cent of population
Walker (recreational)	3,189,754	32.8%
Fitness/gym	2,785,040	28.6%
Athletics, track and field*	1,728,674	17.8%
→ Cycling	1,387,756	14.3%
Swimming	1,261,924	13.0%
Football	884,972	9.1%
Golf	836,606	8.6%
Cricket	571,010	5.9%
Tennis	537,917	5.5%
Bush walking	520,642	5.3%

Adult women Top 10 activities	Population estimate	Per cent of population
Walking (recreational)	5,207,654	52.3%
Fitness/Gym	3,532,574	35.4%
Swimming	1,591,001	16.0%
Athletics, track and field*	1,386,353	13.9%
→ Cycling	914,858	9.2%
Yoga	742,136	7.4%
Netball	562,698	5.6%
Bush walking	537,419	5.4%
Pilates	441,642	4.4%
Tennis	408,873	4.1%

- Cycling is the new golf!
- Infectious, social, competitive and addictive
- Infiltrated the corporate market
- Attracts people across the community
- Great opportunity to build relationships



# EVENT DETAILS

## DATES:

Thursday 27 July - Saturday 29 July 2023

Registration will open on Saturday 11 March 2023

## ROUTE:

Day 1 - Townsville to Ingham (110km)

Day 2 - Ingham to Innisfail (170km)

Day 3 - Innisfail to Cairns (90km)

## TARGET:

Each rider to individually fundraise a minimum of \$500

Including corporate partners, our total fundraising objective for 2023 is \$350,000

We are Children's Cancer Institute's largest community fundraiser with over \$7mil raised since 1999

# CHILDREN'S CANCER INSTITUTE

Originally founded by two fathers of children with cancer in 1976, Children's Cancer Institute is the only independent medical research institute in Australia wholly dedicated to research into the causes, prevention and cure of childhood cancer.

More than 40 years on, our vision remains to save the lives of all children with cancer and improve their long-term health, through research. The Institute has grown to now employ over 350 researchers, operational staff and students, and has established a national and international reputation for scientific excellence.

Our focus is on translational research, and we have an integrated team of laboratory researchers and clinician scientists who work together in partnership to discover new treatments which can be progressed from the lab bench to the beds of children on wards in hospitals as quickly as possible.

By developing safer and more effective drugs and drug combinations, we aim to minimise side effects, giving children with cancer the best chance of cure with the highest possible quality of life.



# QUEENSLAND

On average, over 200 children are diagnosed with childhood cancer each year in Queensland.

Regardless of where they live in Queensland, every child diagnosed with cancer will be referred to the Queensland Children's Hospital in Brisbane for treatment in a specialist oncology unit whose clinicians work directly with researchers at Children's Cancer Institute.

Since 2017, more than 120 children with high risk cancers who have been treated at Queensland Children's Hospital, Brisbane, have been enrolled on the Zero Childhood Cancer national clinical trial. They have had a sample of their tumour sent to Children's Cancer Institute for detailed genomic analysis and testing. The results have then been sent back to the child's treating clinician, to help inform decisions around their treatment. For some children enrolled on ZERO, this has been life-saving.

By the end of 2023, every child diagnosed with cancer in Queensland will have access to precision medicine through ZERO.

# GOLD

\$20,000 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

## PROMOTIONAL OPPORTUNITIES

- TCBR market exclusivity.
- Inclusion in TCBR print, outdoor and/or broadcast advertising (logo or name).
- Inclusion on TCBR event promotional pieces (posters, flyers, brochures, etc - logo or name).
- Event-driven outdoor (banner, flags, vehicle, transport).
- Opportunity to provide prizes for TCBR media or event promotions.
- Coupon/advertising on TCBR end-of-ride event ticket backs.
- Custom-design of a new event, award or other activity that meets the sponsor's specific needs (eg KOM/QOM award for Cardwell Range Climb).

## ONLINE OPPORTUNITIES

- Access to the TCBR logo for your company's website
- Promotion of relevant sponsor leverage activities through TCBR social media activities, e-newsletter, blog, and/or website
- Promotion of sponsor through TCBR social media activities, e-newsletter, blog, and/or website.
- Ability for sponsor to add value to TCBR followers via TCBR controlled social media.
- 'Signage' on TCBR website and/or e-newsletter.
- Promotion or content on TCBR social media, e-newsletter, blog, and/or website.
- Links to sponsor website from TCBR website.

## SIGNAGE OPPORTUNITIES

- TCBR venue signage.
- Inclusion in on-site event signage.
- Inclusion of supplied pre-event banners, flags etc.
- Vehicle signage.
- Logo inclusion on FRONT of TCBR event participant riders jerseys.
- Option to provide TCBR event staff with corporate shirts/caps/etc.

## ON-SITE OPPORTUNITIES

- Sampling opportunities.
- Demonstration/display opportunities.
- Coupon, information or premium gift/material distribution.



# GOLD CONT...

\$20,000 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

## EXCLUSIVE CONTENT

**This is available to be used by the sponsors in social media, websites, micro-sites, apps, customer and staff communications, videos, advertising or more.**

- Access to Children's Cancer Institute background information, statistics, photos, video clips, stories, Q&A's, etc.
- Access to TCBR background information, statistics, photos, video clips, etc.

## EMPLOYEE/SHAREHOLDER OPPORTUNITIES

- Tickets to the TCBR end-of-ride event at the Hemingway's Brewery.
- Participation in the TCBR event by employees or shareholders.
- TCBR reserved rider entries - up to a maximum of 10 (not including entry fee and \$500 fundraising each)
- Opportunity to create a company specific employee health and wellbeing program for employees or shareholders participating in or leveraging on the TCBR event.
- Opportunity to create a company specific event, day or program specifically for employees or shareholders participating in the TCBR event.
- Opportunity to create a company specific employee donation or volunteer program for employees or shareholders participating in the TCBR event.

## PAST GOLD PARTNERS



# SILVER

\$10,000 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

## PROMOTIONAL OPPORTUNITIES

- Inclusion in TCBR print, outdoor and/or broadcast advertising (logo or name).
- Inclusion on TCBR event promotional pieces (posters, fliers, br - logo or name). Event-driven outdoor (banners, flags, vehicles, transport).
- Opportunity to provide prizes for TCBR media or event promotions.
- Coupon/advertising on TCBR end-of-ride event ticket backs.
- Custom-design of a new event, aware or other activity that meets the sponsor's specific needs (e.g KOM/QOM award for Cardwell Range climb).

## ONLINE OPPORTUNITIES

- Access to the TCBR logo for your company's website.
- Promotion of relevant sponsor leverage activities through TCBR social media activities, e-newsletter, blog, and/or website.
- Promotion of sponsor through TCBR social media activities, e-newsletters, blog, and/or website.
- Ability for sponsor to add value to TCBR followers via TCBR-controlled social media.
- 'Signage' on TCBR website and/or e-newsletter.
- Promotion or contest on TCBR social media, e-newsletter, blog, and/or website.
- Links to sponsor website from TCBR website.

## SIGNAGE OPPORTUNITIES

- TCBR Venue signage.
- Inclusion in on-site event signage.
- Inclusion of supplied pre-event banners, flags etc.
- Vehicle signage.
- Logo inclusion on PROMINENT LOCATION on TCBR event participant rider jerseys.
- Option to provide TCBR event staff with corporate shirts/caps/etc.

## ON-SITE OPPORTUNITIES

- Sampling opportunities.
- Demonstration/display opportunities.
- Coupon, information or premium gift/material distribution.



# SILVER CONT...

## \$10,000 (EX GST)

### 2023 PARTNERSHIP OPPORTUNITY

#### EXCLUSIVE CONTENT

**This is available to be used by the sponsors in social media, websites, micro-sites, apps, customer and staff communications, videos, advertising, or more.**

- Access to Children's Cancer Institute background information, statistics, photos, video clips, stories, Q&A's, etc.
- Access to TCBR background information, statistics, photos, video clips, etc.

#### EMPLOYEE/SHAREHOLDER OPPORTUNITIES

- Tickets to the TCBR end-of-ride event at the Hemingway's Brewery.
- Participation in the TCBR event by employees or shareholders.
- TCBR reserved rider entries - up to a maximum of 5 (not including entry fee and \$500 fundraising each).
- Opportunity to create a company specific employee health and wellbeing program for employees or shareholders participating in or leverage on the TCBR event.
- Opportunity to create a company specific event, day or program specifically for employees or shareholders participating in the TCBR event.
- Opportunity to create a company specific employee donation or volunteer program for employees or shareholders participating in the TCBR event.

#### PAST SILVER PARTNERS



# BRONZE

\$5,000 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

## PROMOTIONAL OPPORTUNITIES

- Inclusion in TCBR print, outdoor and/or broadcast advertising (logo or name).
- Inclusion on TCBR event promotional pieces (posters, fliers, br - logo or name).
- Event-driven outdoor (banners, flags, vehicles, transport).
- Opportunity to provide prizes for TCBR media or event promotions.

## ONLINE OPPORTUNITIES

- Access to the TCBR logo for your company's website.
- Promotion of relevant sponsor leverage activities through TCBR social media activities, e-newsletter, blog, and/or website.
- Promotion of sponsor through TCBR social media activities, e-newsletters, blog, and/or website.
- Ability for sponsor to add value to TCBR followers via TCBR-controlled social media.
- 'Signage' on TCBR website and/or e-newsletter.
- Promotion or contest on TCBR social media, e-newsletter, blog, and/or website.
- Links to sponsor website from TCBR website.

## SIGNAGE OPPORTUNITIES

- TCBR Venue signage.
- Inclusion in on-site event signage.
- Inclusion of supplied pre-event banners, flags etc.
- Logo inclusion on TCBR event participant rider jerseys.
- Logo inclusion on PROMINENT LOCATION on TCBR event participant rider jerseys.

## ON-SITE OPPORTUNITIES

- Sampling opportunities.
- Demonstration/display opportunities.
- Coupon, information or premium gift/material distribution.



# BRONZE CONT...

## \$5,000 (EX GST)

### 2023 PARTNERSHIP OPPORTUNITY

#### EXCLUSIVE CONTENT

**This is available to be used by the sponsors in social media, websites, micro-sites, apps, customer and staff communications, videos, advertising, or more.**

- Access to Children's Cancer Institute background information, statistics, photos, video clips, stories, Q&A's, etc.
- Access to TCBR background information, statistics, photos, video clips, etc.

#### EMPLOYEE/SHAREHOLDER OPPORTUNITIES

- Tickets to the TCBR end-of-ride event at the Hemingway's Brewery.
- Participation in the TCBR event by employees or shareholders.
- TCBR reserved rider entries - up to a maximum of 3 (not including entry fee and \$500 fundraising each).
- Opportunity to create a company specific employee health and wellbeing program for employees or shareholders participating in or leverage on the TCBR event.
- Opportunity to create a company specific event, day or program specifically for employees or shareholders participating in the TCBR event.
- Opportunity to create a company specific employee donation or volunteer program for employees or shareholders participating in the TCBR event.

#### PAST BRONZE PARTNERS



# CATEGORY

\$1,500 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

RIDE GROUP SPONSOR

## PROMOTIONAL OPPORTUNITIES

- Inclusion on TCBR event promotional pieces (posters, fliers, brochures - logo or name).
- Event-driven outdoor (banners, flags, vehicles, transport).
- Opportunity to provide prizes for TCBR media or event promotions.

## RIDE GROUP SPONSORS

- Name associated with rider group, logo on ride group vehicles, framed group photo.

## ONLINE OPPORTUNITIES

- Access to the TCBR logo for your company's website.
- Promotion of relevant sponsor leverage activities through TCBR social media activities, e-newsletter, blog, and/or website.
- Ability for sponsor to add value to TCBR followers via TCBR-controlled social media.
- Links to sponsor website from TCBR website.

## SIGNAGE OPPORTUNITIES

- Inclusion in on-site event signage.
- Logo printed on event night shirt.

## EXCLUSIVE CONTENT

**This is available to be used by the sponsors in social media, websites, micro-sites, apps, customer and staff communications, videos, advertising, or more.**

- Access to Children's Cancer Institute background information, statistics, photos, video clips, stories, Q&A's, etc.
- Access to TCBR background information, statistics, photos, video clips, etc.



# CATEGORY CONT...

\$1,500 (EX GST)

2023 PARTNERSHIP OPPORTUNITY

RIDE GROUP SPONSOR

## EMPLOYEE/SHAREHOLDER OPPORTUNITIES

- Participation in the TCBR event by employees or shareholders.
- TCBR reserved rider entries - 1 (ONE) RESERVED (not including entry fee and \$500 fundraising each).

## PAST GROUP SPONSORS

Grill'd Healthy Burgers

Big W

Coca Cola Amatil

Independent Network Car & Truck Rental

Nortrans

Woolworths

Gastroenterology North Queensland

Lifestyle Constructions

The Physio Movement

# CONTRA

## SERVICES SPONSOR

2023 PARTNERSHIP OPPORTUNITY

### OPPORTUNITIES

- Opportunity for sponsor to provide equipment, services, technology, expertise or personnel useful to the success of the event in trade for part of sponsorship fee.
- Opportunity for sponsor to provide media value, in-store/in-house promotion in trade for part of sponsorship fee.
- Opportunity for sponsor to provide access

### PAST CONTRA SPONSORS

McKay Bananas  
Nortrans  
Mercure  
Grill'd Healthy Burgers  
Lions  
Rotary  
Procure Meats



# TCBR CONTACT DETAILS

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For any further details please contact  
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