



TCBR2022 SPONSORSHIP PROPOSAL

TOWNSVILLE TO CAIRNS BIKE RIDE

A UNIQUE EXPERIENCE

.....
300 CYCLISTS > 370KMS > 3 DAYS
.....

RAISING OVER \$6 MILLION TO CURE KIDS WITH CANCER SINCE 1999
.....



WE WANT YOU FOR 22!



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.

- 2022 is the 22nd year of the Townsville to Cairns Bike Ride.
- The TCBR has raised over \$6.6 million for Children's Cancer Institute since 1999
- A unique community event with over 300 cyclists aged 15- 75 years

CYCLING 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 |
|-----------------------------|------------------------|---------------------------|
| Walking (recreational) | 8,397,408 | 42.6% |
| 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 |
|--------------------------------|------------------------|---------------------------|
| Walking (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 marketplace
- Attracts people across the community
- Great opportunity to build relationships



EVENT DETAILS

DATES:

THURSDAY 28 JULY - SATURDAY 30 JULY 2022

REGISTRATION WILL OPEN ON SATURDAY
12M ARCH 2022

ROUTE:

DAY 1 - TOWNSVILLE TO INGHAM (110KM)

DAY 2 - INGHAM TO INNISFAIL (150KM)

DAY 3 - INNISFAIL TO CAIRNS (90KM)

TARGET:

EACH RIDER TO INDIVIDUALLY FUNDRAISE A
MINIMUM OF \$500
INCLUDING CORPORATE PARTNERS, OUR
TOTAL FUNDRAISING OBJECTIVE FOR 2022 IS
\$300,000

WE ARE THE CHILDREN'S
CANCER INSTITUTE OF
AUSTRALIA'S LARGEST
COMMUNITY FUNDRAISER
\$6.6MIL RAISED SINCE 1999



CHILDREN'S CANCER INSTITUTE

Children's Cancer Institute was founded more than three decades ago by two passionate fathers. They each had a child diagnosed with leukaemia and knew not enough was being done to fight this deadly disease. At that time, of the hundreds of children diagnosed with cancer barely half were being cured with the treatments available.

Children's Cancer Institute is the only independent medical research institute focused on finding cures and improving treatments for childhood cancer in Australia. Their work is even more important because childhood cancer has different causes to adult cancer and occurs in different forms to adult cancers. In addition, large pharmaceutical companies focus their research on drug discoveries for the larger adult cancer market with no investment in research of childhood cancers.

Today Children's Cancer Institute is internationally recognised as a leader in childhood cancer research, in particular as a global leader in "translational research" which means our discoveries at the bench are taken to the bedside of paediatric oncology units as quickly as possible.

But even though there have been great advances in survival rates, there are still too many children suffering with this terrible disease, with your help we really can change that – we don't need a miracle, just the funds to make it happen.



Professor Michelle Haber
AM Executive Director,
Children's Cancer Institute

.....

"I am absolutely confident that we can and will
beat childhood cancer within the foreseeable
future"

.....



QUEENSLAND

On average 240 children and adolescents are diagnosed with childhood cancer each year in Queensland (1982 to 2013).

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

Since 2002, more than 180 children from Queensland, treated at Lady Cilento Children's Hospital in Brisbane, have had their bone marrow samples sent to Children's Cancer Institute for life-saving diagnostic testing procedures. We have also been able to help 3 adult patients from Townsville who have a form of leukemia that occurs more commonly in children.



GOLD.

\$20,000 (EX GST)

2022 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, fliers, brochures, etc. – logo or name)
- ✓ Event-driven outdoor (banners, 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 (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-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 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 FRONT of 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



GOLD .CONT...

\$20,000 (EX GST)

2022 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.
- ✓ Framed TCBR rider jersey, framed TCBR photo, TCBR ride polo-shirt, TCBR ride video

EMPLOYEE / SHAREHOLDER OPPORTUNITIES

- ✓ Tickets to the TCBR end-of-ride event at the Salt House
- ✓ Participation in the TCBR event by employees or shareholders
- ✓ TCBR reserved rider entries – up to a maximum of 10 (not including entry fee & \$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)

2022 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, 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 (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-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 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 in 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)

2022 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.
- ✓ Framed TCBR rider jersey, framed TCBR photo, TCBR ride polo-shirt, TCBR ride video

EMPLOYEE / SHAREHOLDER OPPORTUNITIES

- ✓ Tickets to the TCBR end-of-ride event at the Salt House
- ✓ Participation in the TCBR event by employees or shareholders
- ✓ TCBR reserved rider entries – up to a maximum of 5 (not including entry fee & \$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 SILVER PARTNERS



BRONZE.

\$5,000 (EX GST)

2022 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, vehicle, 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-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 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 in 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)

2022 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.
- ✓ Framed TCBR rider jersey, framed TCBR photo, TCBR ride polo-shirt, TCBR ride video

EMPLOYEE / SHAREHOLDER OPPORTUNITIES

- ✓ Tickets to the TCBR end-of-ride event at the Salt House
- ✓ Participation in the TCBR event by employees or shareholders
- ✓ TCBR reserved rider entries – up to a maximum of 3 (not including entry fee & \$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 BRONZE PARTNERS



CATEGORY.

\$2,000 (EX GST)

2022 PARTNERSHIP OPPORTUNITY

RIDE GROUP SPONSOR | SUPPORT CREW SPONSOR |
SAFETY SIGN SPONSOR | TRAINING RIDE SPONSOR

PROMOTIONAL OPPORTUNITIES

- ✓ Inclusion on TCBR event promotional pieces (posters, fliers, brochures, etc. – logo or name)
- ✓ Event-driven outdoor (banners, flags)
- ✓ 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.
- ✓ Framed TCBR photo, TCBR ride polo- shirt, TCBR ride video



CATEGORY. CONT.

\$2,000 (EX GST)

2022 PARTNERSHIP OPPORTUNITY

EMPLOYEE / SHAREHOLDER OPPORTUNITIES

- ✓ Participation in the TCBR event by employees or shareholders
- ✓ TCBR reserved rider entries – 1 (ONE) RESERVED (not including entry fee & \$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

2022 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 to discounted media, travel, printing, or other products or services in trade for part of sponsorship fee.

PAST CONTRA SPONSORS

- MCKAY BANANAS
- NORTRANS
- MERCURE
- GRILL'D HEALTHY BURGERS
- LIONS
- ROTARY
- PROCURE MEATS
-



TCBR MEDIA COVERAGE

RAISING OVER \$6 MILLION TO CURE KIDS WITH CANCER SINCE 1999

Event day

Platform: Facebook, Instagram, Linked In

Date: 25 July 2019

Content: 2019 promotion video featuring Oscar's story



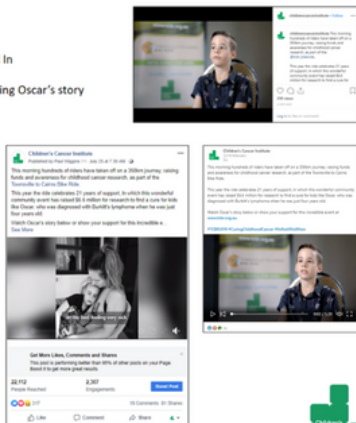
- Reach: 23,139
- 3-sec views: 8,157
- Engagements: 2,390
 - 690 reactions
 - 77 comments
 - 82 shares
 - 1,542 clicks



- Reach: 860
- Impressions: 1,256
- Engagements: 320
 - 34 likes
 - 1 save
 - 6 interactions



- Impressions: 2,390
- Video Views: 774
- Engagements: 66
 - 34 reactions
 - 6 shares
 - 26 clicks



Social organic summary



3 posts

48,813 reach



2 posts

2,518 impressions
(without stories)



2 posts

3,617 impressions

54,948
TOTAL impressions/reach

Total coverage summary

Audience:

457,098 traditional media audience + 1,280,240 social media audience
= 1,737,338 total audience

Advertising Space Rates (\$ASR)

\$567,270 x 3 for editorial
= \$1,701,810

| Media type | Items |
|-------------|-------|
| Online news | 13 |
| Newspaper | 8 |
| TV | 10 |
| Radio | 22 |



TCBR CONTACT DETAILS

.....
FOR ANY FURTHER DETAILS PLEASE CONTACT
INFO@TCBR.ORG.AU
.....



CLICK ON REEL TO VIEW OUR TCB2019 HIGHLIGHTS VIDEO
.....



.TCBR.ORG.AU



.CCIA.ORG.AU
.....



Children's
Cancer
Institute