

Townsville to Cairns Charity Bike Ride 2026



TCBR
2026

SPONSORSHIP PROPOSAL

Our Mission

Project Zero - helping CCIA reach zero child cancer deaths

- Goal - \$400,000
- Every dollar raised goes directly to CCIA
- Each rider individually fundraise a minimum of \$500
- Local and National sponsors help us reach our goal



Your Sponsorship

- Donating to the TCBR means that funds go direct to CCIA to conduct their research
 - DOLLAR MATCH
Your sponsorship matched by riders donations to SUPERCHARGE funds
- EQUIPMENT / SERVICES to support 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.

At CCI we are pioneering safer, more targeted treatments for children with cancer so that more kids not only survive, but go on to live long, healthy lives. Together, we can and we will cure every child of cancer. It's not if, it's when.



Scan to find out more about CCI



Emanuel Gunton

GOLD Sponsorship \$20,000 EX GST

Benefits

Brand Visibility

- Market exclusivity – our team will work with you to promote our collaboration
- Logo/name inclusion prominent on all TCBR print, digital, outdoor, broadcast and event advertising
- Logo inclusion in prominent FRONT location on TCBR event participant rider jersey
- Logo inclusion on TCBR evening shirt
- TCBR venue and event signage (including banners, flags, vehicles, supplied materials)
- Reserved participation rider entry (up to 10 – does not include entry cost or fundraising requirements)

Digital & Media Exposure

- Inclusion on TCBR website (with backlink to sponsor site)
- Permission to use TCBR logo on sponsor website
- Promotion through TCBR social media, e-newsletters, blog and website
- Opportunities to provide sponsor-driven value add content via TCBR platforms

Engagement & Activation

- Product sampling, demonstrations or displays
- Coupon, information or promotional item distribution
- Opportunity to supply branded clothing for TCBR event staff





SILVER Sponsorship

\$10,000 EX GST

Benefits

Brand Visibility

- Logo/name inclusion across TCBR print, digital, outdoor, broadcast and event advertising
- Logo inclusion in prominent REAR location on TCBR event participant rider jersey
- Logo inclusion on TCBR evening shirt
- TCBR venue and event signage (including banners, flags, vehicles, supplied materials)
- Reserved participation rider entry (up to 5 – does not include entry cost or fundraising requirements)

Digital & Media Exposure

- Permission to use TCBR logo on sponsor website
- Promotion through TCBR social media, e-newsletters, blog and website
- Opportunities to provide sponsor-driven value add content via TCBR platforms

Engagement & Activation

- Product sampling, demonstrations or displays
- Coupon, information or promotional item distribution
- Opportunity to supply branded clothing for TCBR event staff



BRONZE Sponsorship

\$5,000 EX GST

Benefits

Brand Visibility

- Logo/name inclusion across TCBR print, digital, outdoor, broadcast and event advertising
- Logo inclusion in prominent location on TCBR event participant rider jersey
- Logo inclusion on TCBR evening shirt
- TCBR venue and event signage (including banners, flags, vehicles, supplied materials)
- Reserved participation rider entry (up to 3 – does not include entry cost or fundraising requirements)

Digital & Media Exposure

- Permission to use TCBR logo on sponsor website
- Promotion through TCBR social media, e-newsletters, blog and website
- Opportunities to provide sponsor-driven value add content via TCBR platforms

Engagement & Activation

- Product sampling, demonstrations or displays
- Coupon, information or promotional item distribution
- Opportunity to supply branded clothing for TCBR event staff



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RIDER GROUP

Sponsorship

\$1,500 EX GST

Benefits

- Logo/name featured on TCBR promotional materials (posters, flyers, brochures)
- Event-driven outdoor visibility (banners, flags, vehicles, etc.)
- Opportunity to provide prizes for media or event promotions
- Access to TCBR logo for sponsor website
- Promotion of sponsor activities via TCBR social media, e-newsletter, blog, and website
- Ability to offer added value to TCBR followers through TCBR-controlled social content, including website links
- Inclusion on event on-site signage
- Logo featured on official event night shirt



RIDE

Sponsorship

- 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





**TCBR 2026
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CONTACTS

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tcbr.org.au



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