



# TOWNSVILLE TO CAIRNS BIKE RIDE

2024 SPONSORSHIP PROPOSAL

# WE WANT YOU FOR 2024!



250 cyclists  
over 370kms  
in 3 Days

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

A unique  
experience



# 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.

- 2024 is the 24th 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.

# CYCLING

## WHAT'S THE DEAL?

### Most popular activities in Australia

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%
<b>Cycling</b>	<b>2,302,614</b>	<b>11.7%</b>
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	Percent 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%
<b>Cycling</b>	<b>1,387,756</b>	<b>14.3%</b>
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%
Bushwalking	520,642	5.3%

Adult women Top 10 activities	Population estimate	Percent 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%
<b>Cycling</b>	<b>914,858</b>	<b>9.2%</b>
Yoga	742,136	7.4%
Netball	562,698	5.6%
Bushwalking	537,419	5.4%
Pilates	441,642	4.4%
Tennis	408,873	4.1%

- Cycling is one the fastest growing sports in Australia
- Competitive, social, infectious and infiltrating the corporate market
- Attracts people across the community
- Great opportunity to build relationships

# EVENT DETAILS

We are one of  
Children's Cancer  
Institute's largest  
community fundraiser  
with over \$7 million  
raised since 1999.

## DATES:

Thursday 25 July - Saturday 27 July 2024  
Registrations will open on Saturday 12 March 2024

## 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 2024 is \$400,000



# CHILDREN'S CANCER INSTITUTE

Children's Cancer Institute was established in 1976 by a dedicated group of parents of children with cancer, and their doctors. First established as a foundation to fund childhood cancer research, we opened our own research laboratories in 1984. Since then, we have grown to employ more than 300 researchers, students and operational staff, and are the only independent medical research institute in Australia wholly dedicated to curing childhood cancer.

At Children's Cancer Institute, our belief is that a life should be long. That every child should have the chance to grow up and grow old. But cancer cuts life short for hundreds of children every year, before they've even had a chance to make their mark.

Here in Australia, we have more than 1000 children and adolescents being diagnosed with cancer every single year. Today, thanks to medical research, over 80% of children will survive their disease. But two thirds will suffer serious long-term health problems caused by the very treatment that saved their life.

At Children's Cancer Institute 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.**





# QUEENSLAND

Every year in Australia, over 1000 children and adolescents are diagnosed with cancer, more than 200 of them here in Queensland.

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 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)

## 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



# GOLD

## \$20,000 (EX GST)

## PARTNERSHIP OPPORTUNITY

### ON-SITE OPPORTUNITIES

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

### 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 PARTNER



# SILVER

\$10,000 (EX GST)

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

# SILVER

\$10,000 (EX GST)

PARTNERSHIP  
OPPORTUNITY

## ON-SITE OPPORTUNITIES

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

## 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



# BROZNE

\$5,000 (EX GST)

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

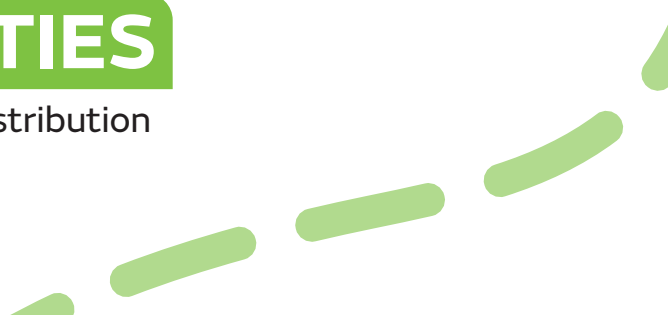
## ONLINE OPPORTUNITIES

- 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

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

# BRONZE

\$5,000 (EX GST)

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



# RIDE GROUP SPONSOR

\$1,500 (EX GST)

## 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

## 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

## ON-SITE OPPORTUNITIES

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

## 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, videoc lips, stories, Q&A's, etc
- Access to TCBR background information, statistics, photos, video clips, etc

# RIDE GROUP SPONSOR

\$1,500 (EX GST)

## 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 BRONZE PARTNERS

- 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

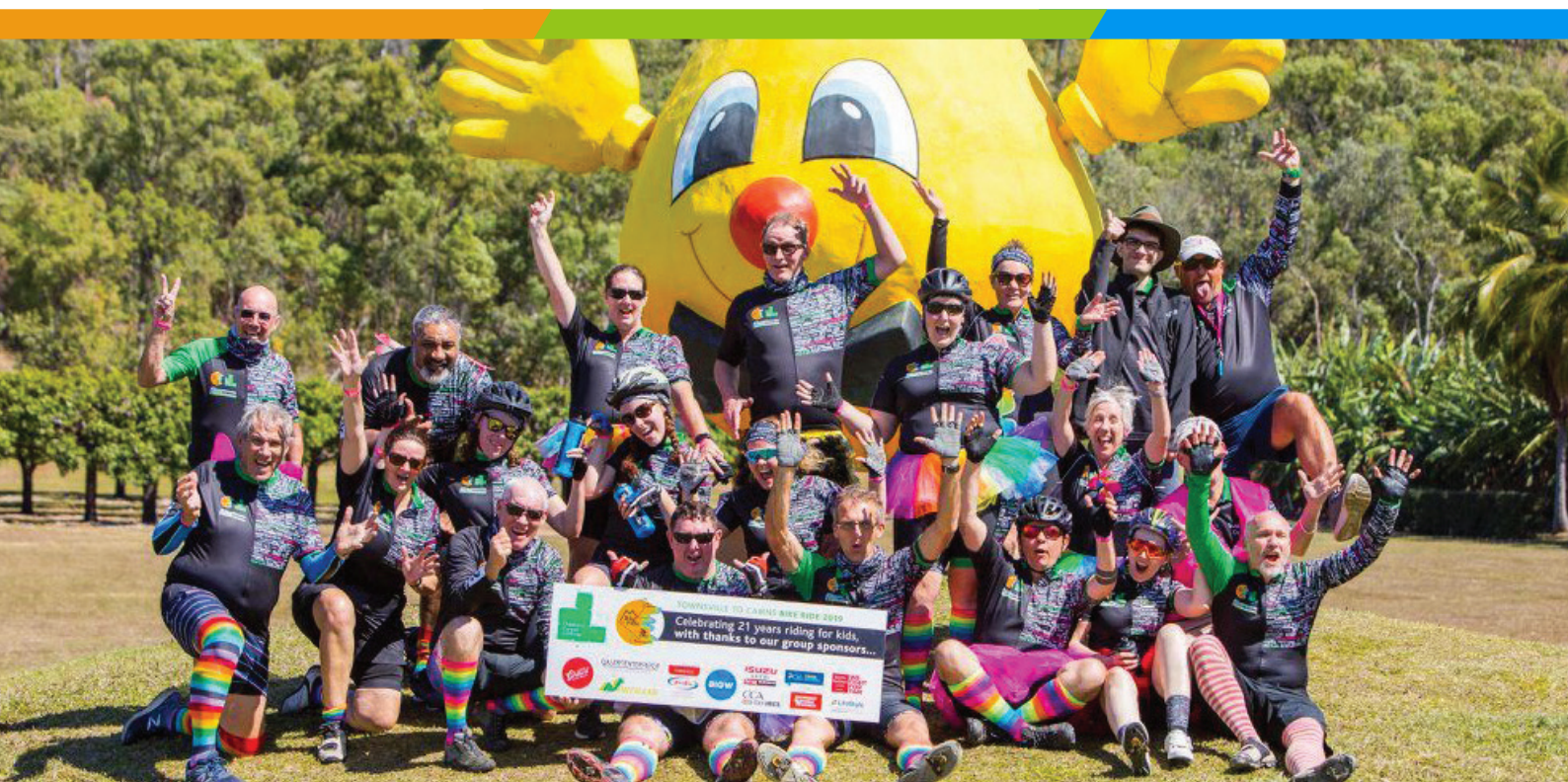
## SERVICES SPONSOR

### 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





# WAYS TO SPONSOR THE TOWNSVILLE TO CAIRNS BIKE RIDE

## DONATIONS

Donating to the TCBR means that more money is given to Children's Cancer Institute to conduct their life-saving research into childhood cancer.

## DOLLAR MATCHING

Commit to being a dollar matching partner for TCBR. Last year, our dollar matching day - proudly supported by a \$10,000 donation from BNG Sports – raised nine times the amount raised on a regular day. Dollar matching inspires generosity by using your gift to double all donations made within a certain timeframe, allowing more funds to be raised to cure childhood cancer.

## EQUIPMENT & SERVICES

By donating equipment or services, our overhead costs are lower - ensuring that the most funds possible are donated to childhood cancer research.





# TCBR CONTACT DETAILS

For any further details please contact [info@tcbr.org.au](mailto:info@tcbr.org.au) or visit the websites below

[www.tcbr.org.au](http://www.tcbr.org.au)

[www.ccia.org.au](http://www.ccia.org.au)