



# BOBB

BOBBIN HEAD CYCLE CLASSIC

 **Lifeline**  
Saving Lives  
Crisis Support. Suicide Prevention.

# 2023 PARTNERSHIP PROSPECTUS



# Bobbin Head Cycle Classic

# Sunday 26 March 2023

## *CORPORATE PARTNERSHIP*

The Bobbin Head Cycle Classic is the premier cycling event on Sydney's north shore.

Established in 2012 and organized by the Rotary Clubs of Ku-Ring-Gai, St Ives, Turramurra and Wahroonga, The Bobbo raises money for charity partner Lifeline, and selected charity beneficiaries.

1,950 riders participated in the 2022 event, and we are planning for up to 2,500 cyclists in 2023.

The Bobbin Head Cycle Classic is seeking corporate partners who would like to align their organisation with an exciting cycling event. Fantastic opportunities exist for community-minded organisations to get involved, to support Lifeline and our charity beneficiaries, and to receive CSR benefits.

Your brand will receive exposure from broad Bobbo marketing initiatives that include a strategic blend of direct mail, social media, display posters, community banners, radio interviews and media releases. All designed to gain maximum engagement.



# EVENT PARTNERS

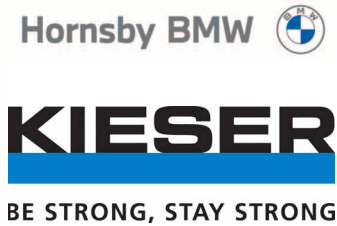
OFFICIAL PARTNER



DIAMOND PARTNERS



GOLD PARTNERS



SILVER PARTNERS

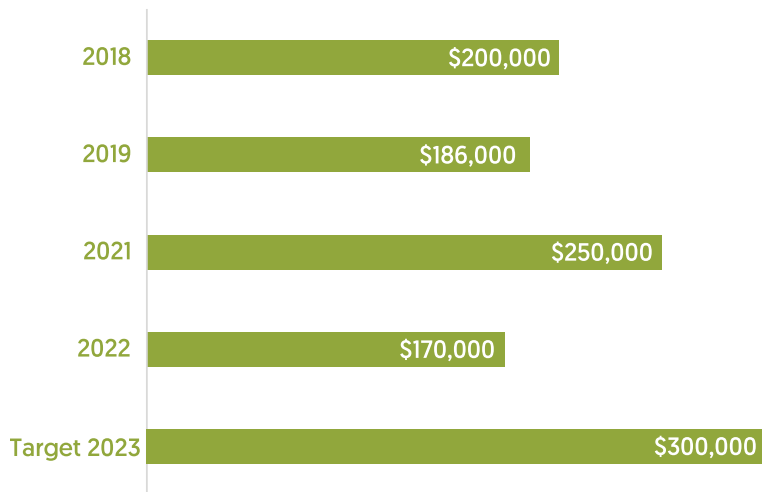


MEDIA PARTNERS

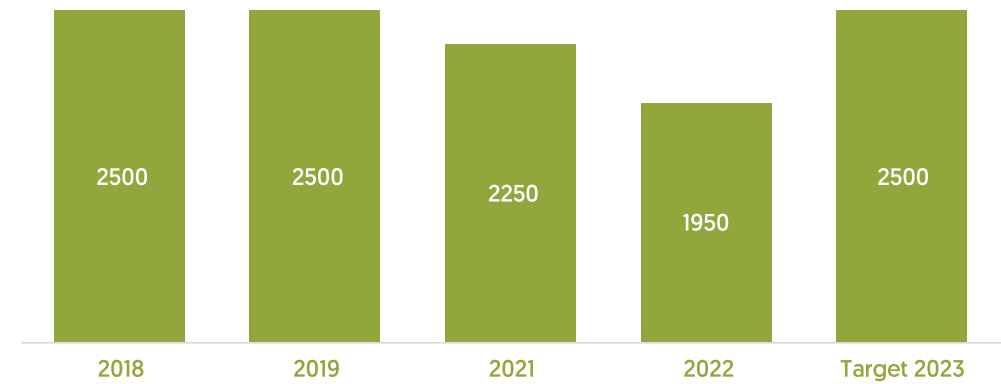




## FUNDRAISING



## PARTICIPANTS / RIDERS



## CHARITIES

All funds raised from the Bobbin Head Cycle Classic go to support our charity partner, Lifeline Harbour to Hawkesbury, and charity beneficiaries.



### CHARITY BENEFICIARIES



# PARTNERSHIP PACKAGES

	OFFICIAL PARTNER	DIAMOND	GOLD	SILVER
<b>PARTNERSHIP FEE</b>	<b>\$25,000 + GST</b>	<b>\$10,000 + GST</b>	<b>\$5,000 + GST</b>	<b>\$2,500 + GST</b>
<b>Promotional space at Start / Finish Village</b>	VIP Marquee Plus 1 Stall	Team Marquee Plus 1 Stall	2 Spaces / Stalls	1 Space / Stall
<b>Partner banner displayed at the Start / Finish Village</b>	4 Banners	3 Banners	2 Banners	1 Banner
<b>Invited on to the podium to speak to the riders before the rides begin</b>	Yes	No	No	No
<b>Partner's Logo &amp; Brand</b>	On all marketing & event Coms as "Official Partner of 2023 Bobbo"	Partner flyer mail-out to riders, web, Facebook & rider bibs	Web, Facebook & rider bibs	Web & Facebook
<b>On-course signage</b>	Naming rights to 'King of the Mountain' Time Trial	Signage at 1 drink stop + 1 prominent on-course location	Landmark signage at 1 location	Optional extra
<b>Website profile</b>	250 words	200 words	100 words	50 words
<b>Social media</b>	Yes – prominence consistent with partnership level			
<b>Complimentary rider entries</b>	20	14	8	4

# Official Partner of the 2023 BHCC

**\$25,000 + GST**

1 OFFICIAL PARTNER PACKAGE AVAILABLE

## **ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO START / FINISH VILLAGE:**

- Acknowledged by the Event Organiser throughout the event
- Representative invited onto the start podium to welcome riders
- Interact with Participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 1 x VIP marquee tent (supplied and erected by Bobbo) for social activities;
- 1 x VIP stall (supplied and erected by Bobbo) to showcase products
- Partner able to display 4 x banners (provided by partner) at the start/finish village
- 2 x free banners above stalls showing partner name (approx. 2m x 0.5m)
- Complimentary \$ vouchers redeemable at Bobbo Finish Village food & beverage vendors

## **PARTNER'S BRAND:**

- Recognised as the Official Partner of the 2023 Bobbo
- Logo on event website homepage, Facebook, & emails
- Logo on Bobbo promotional flyers, posters, banners, & rider bibs
- 250 words marketing promotion on event website (partner's page)

## **SOCIAL MEDIA**

- One Welcome post plus three other posts on Bobbo's Facebook page
- Logo on the Bobbo Facebook 'cover image'
- Bobbo to 'share' partner's own Facebook posts at agreed intervals

## **ON-COURSE SIGNAGE:**

- Landmark Signage – naming rights to 'King of the Mountain' time trial

## **DIRECT MARKETING:**

- Promotional flyer (A5 size), copy and production to be provided by Partner, to be distributed to riders with rider registration pack

## **COMPLIMENTARY ENTRY FOR UP TO 20 RIDERS:**

- Priority start position for the 'Official Partner team' of riders

## **POST EVENT**

- Invitation to Charity Partners' Presentation Evening





# Diamond Partnership

**\$10,000 + GST**

## **ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO START/FINISH VILLAGE**

- Acknowledged by the Event Organiser throughout the event
- Representative interviewed during the event – broadcast live on community radio
- Interact with Participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 1 x Large corporate team marquee tent (supplied and erected by Bobbo)
- 1 x VIP stall (supplied and erected by Bobbo) to showcase products
- Partner able to display 3 x banners (provided by partner) at the start/finish village
- 2 x free banners above stalls showing partner name (approx. 2m x 0.5m)
- Complimentary \$ vouchers redeemable at Bobbo Finish Village food & beverage vendors

## **PARTNER'S BRAND**

- Recognised as Diamond Partner of the 2023 Bobbo
- Logo on event website, Facebook, & emails
- Logo on rider bibs
- 200 words marketing promotion on event website (partner's page)

## **SOCIAL MEDIA**

- One Welcome post on Bobbo's Facebook page promoting the partner's primary business and their involvement in the Bobbo
- One other Facebook post
- Bobbo to 'share' partner's own Facebook posts at agreed interval

## **ON-COURSE SIGNAGE**

- Landmark Signage – Opportunity for branding at 1 x drink-stop, and
- 1 x prominent on-course signage location.

## **DIRECT MARKETING**

- Promotional flyer (A5 size), copy and production to be provided by Partner, to be distributed to riders with rider registration pack

## **COMPLIMENTARY ENTRY FOR UP TO 14 RIDERS:**

- Priority start position for the Diamond Partner Team riders

## **POST EVENT**

- Invitation to Charity Partners' Presentation Evening



# Gold Partnership

**\$5,000 + GST**

## **ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO START/FINISH VILLAGE:**

- Acknowledged by the Event Organiser
- Interact with Participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 2 x promotional stalls or 1 x VIP marquee (supplied and erected by Bobbo) to showcase products and services, and/or for social activities
- Partner able to display 2 x banners (provided by partner) at the start/finish village
- 2 x free Bobbo banners (approx. 2m x 0.5m) above stalls showing partner name
- Complimentary \$ vouchers redeemable at Bobbo Finish Village food & beverage vendors

## **PARTNER'S BRAND:**

- Logo on event website
- Logo on rider bibs (prominence consistent with partnership level)

- Announcements during Event proceedings (frequency consistent with partnership level)
- 100 words marketing promotion on event website (partner's page)

## **SOCIAL MEDIA**

- One Welcome post on Bobbo's Facebook page promoting the partner's primary business and their involvement in the Bobbo
- One other Facebook post (in combination with others)

## **ON-COURSE SIGNAGE:**

- Landmark Signage – naming rights at one of 4 prominent landmarks on the course – analogous to Castrol Curve or Dunlop Bridge at Bathurst (signage to be provided by Partner)

## **COMPLIMENTARY ENTRY FOR UP TO 8 RIDERS**

### **POST EVENT**

- Invitation to Charity Partner's Presentation Evening





# Silver Partnership

**\$2,500 + GST**

## **ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO START/FINISH VILLAGE**

- Acknowledged by the Event Organiser
- Interact with Participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 1 VIP tent or stall (supplied and erected by Bobbo) to showcase products and services, and/or for social activities
- Partner able to display 1 x banner (provided by partner) at the start/finish village
- 1 x free Bobbo banner (approx. 2m x 0.5m) above stall showing partner name
- Complimentary \$ vouchers redeemable at Bobbo Finish Village food & beverage vendors

## **PARTNER'S BRAND**

- Logo on event website
- Announcements during Event proceedings (frequency consistent with partnership level)
- 50 words marketing promotion on event website (partner's page)

## **SOCIAL MEDIA**

- One welcome post, on Bobbo Facebook page (in combination with others)
- Further social media opportunities are negotiable

## **COMPLIMENTARY ENTRY FOR UP TO 4 RIDERS**







## CONTACT:

For further information on partnership opportunities,  
please contact Ian Stuart

Email: [ian.stuart@optusnet.com.au](mailto:ian.stuart@optusnet.com.au)

Phone: **0416 138 860**

Thank you for considering this partnership opportunity.

With kind regards,

**The Bobbin Head Cycle Classic team**



Ku-ring-gai  
St Ives  
Turramurra  
Wahroonga

