2019 SPONSORSHIP PROPOSAL

CHAIN REACTION
THE ULTIMATE CORPORATE BIKE CHALLENGE

WOMEN'S 300
Brisbane to Sunshine Coast

About

Established in 2007, Chain Reaction is a registered charity that has raised almost $28 million to support children in need.

- Chain Reaction is a cycling challenge for business people with a passion for cycling and an awareness of their corporate social responsibilities.
- In 2018/19 Chain Reaction raised $3.2 million from 3 seven-day rides and the Women's 300.
- Chain Reaction raises funds by challenging business executives to complete long distance rides. The Women's 300 is a 300km challenge over 3 days.
- Funds raised from the 2019 Women's 300 event will primarily support children's charities in Queensland.

2019 Chain Reaction W300

Friday 11 October to Sunday 13 October 2019

After raising $440,000 in 2018, the Women's 300 is headed to the Sunshine Coast this year for 3 days and 300kms of fantastic riding in a fully supported, professional environment for an even better pro-tour experience!

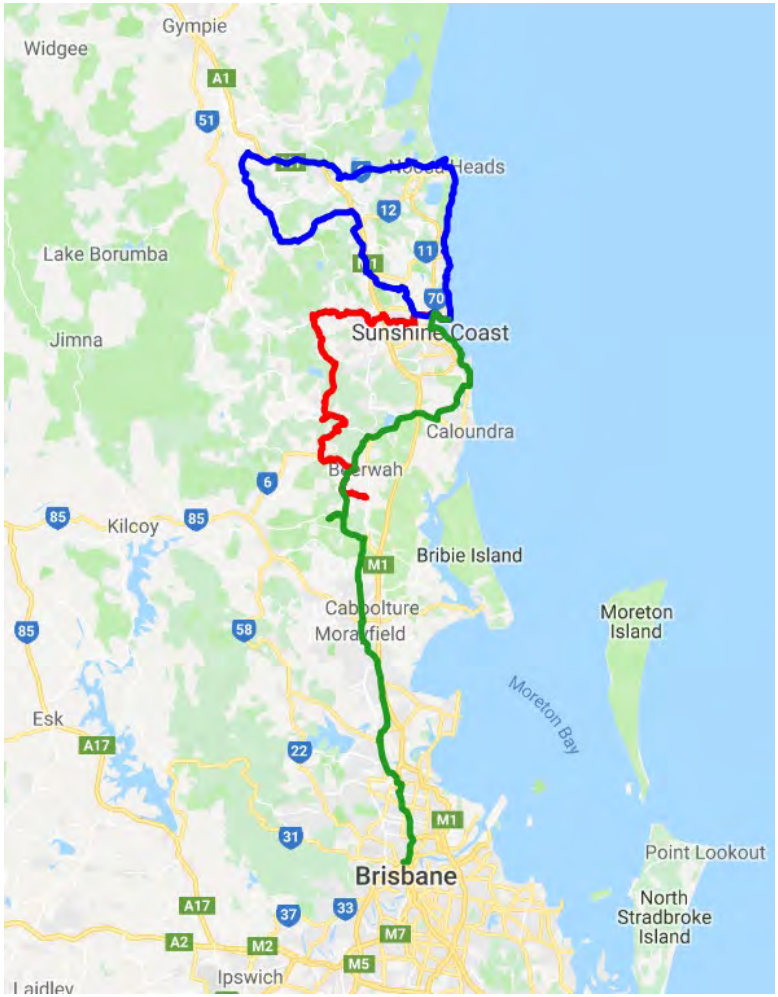
- The Women's 300 is an exclusive three day, 300km charity bike ride to raise money for children's charities.
- To participate in the event, each rider makes a $1000 upfront donation to show their commitment to the Chain Reaction fundraising effort and aims to recruit corporate sponsorships from their business networks.
- Each rider is also required to personally raise a minimum of $3,000. Chain Reaction will provide tools and tips to assist riders in their fundraising efforts.
- Funds raised support

aeiou FOUNDATION for children with autism

mater foundation

The Route

Brisbane - Sunshine Coast - Brisbane



The 2019 Course will see riders experience the best the Sunshine Coast has to offer with a new and improved course.

Day 1:
Starting in Brisbane, the peloton will head north to the Sunshine Coast, navigating some challenging inland terrain.

Day 2:
The middle stage entails a long loop of Sunshine Coast beaches and hinterland, including the famous Queensland hotspot Noosa.

Day 3:
The final stage brings riders back to Brisbane to cap off a fantastic 3 days and 300 kilometres of cycling.

Brigitte Doupe
Executive, Colliers International

"Whilst I was very new to the world of cycling when I decided to sign up the Chain Reaction team assured me that it was achievable and our very supportive coach helped me every step of the way through the training program.

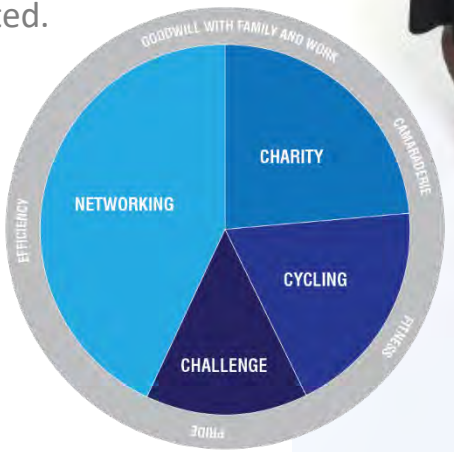
Upon completing the 300kms, I couldn't believe I had actually made it! I was so proud, not only of myself but the amazing group women with who I had ridden, we really could not have done it without each other. It was also a great feeling to know all our hard work had paid off as we had raised more money than expected for our chosen charity partner, it truly was an incredible cycling challenge!"

Why are we different?

Chain Reaction brings together like-minded business professionals to encourage networking and relationship building, fostering long-term corporate connections.

- ✓ Chain Reaction provides unparalleled access to key business contacts and presents numerous networking opportunities via the pre-ride training program, the 3 day ride itself, and various networking functions that are held.
- ✓ Chain Reaction offers an experience like no other, providing riders with a true 'Pro Tour' experience.
- ✓ Chain Reaction supports children's charities where a tangible outcome is achieved as a direct result of the money donated.

CHAIN REACTION OFFERS THE MOST EFFICIENT WAY TO ACHIEVE THESE PERSONAL AND PROFESSIONAL OBJECTIVES.



Female Influence

As more and more women take their seat at the table in Boardrooms around the world, supporting and celebrating women in business is no longer a 'warm and fuzzy' concept, it is an increasingly important mandate to Australian businesses.

"It's pretty incredible how the friendships made from this ride and the training can become life long friendships - which is what keeps people coming back year after year."

– Angela Ritchie

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2019 Charity Partners

Major charity partner

AEIOU Foundation operates learning centres around Queensland which provide early intervention programs for children with autism. These centres teach vital life and alternative learning skills with the goal to ensure that the children have the ability to fully contribute to and enjoy their communities as they grow up.

Funds raised from the Chain Reaction Women's 300 will provide funding for the refurbishment and fit out of AEIOU's centre in Toowoomba, ensuring children in the region have access to a modern facility for their care and therapy.

To learn more about AEIOU Foundation, please visit their website www.aeiou.org.au.

Minor charity partner

Founded in 1906, the Mater Foundation is a group of hospitals committed to providing exceptional care. Besides the 10,000 babies born at Mater Mothers' Hospitals each year, at least 2000 seriously ill and premature infants are cared for by Mater's Neonatal Critical Unit.

Donations allocated to the Mater Hospital in Brisbane from this event will help fund an in-hospital shuttle which safely and easily transports critically ill babies to theatre, significantly reducing the risk of serious clinical problems posed by the transit process.

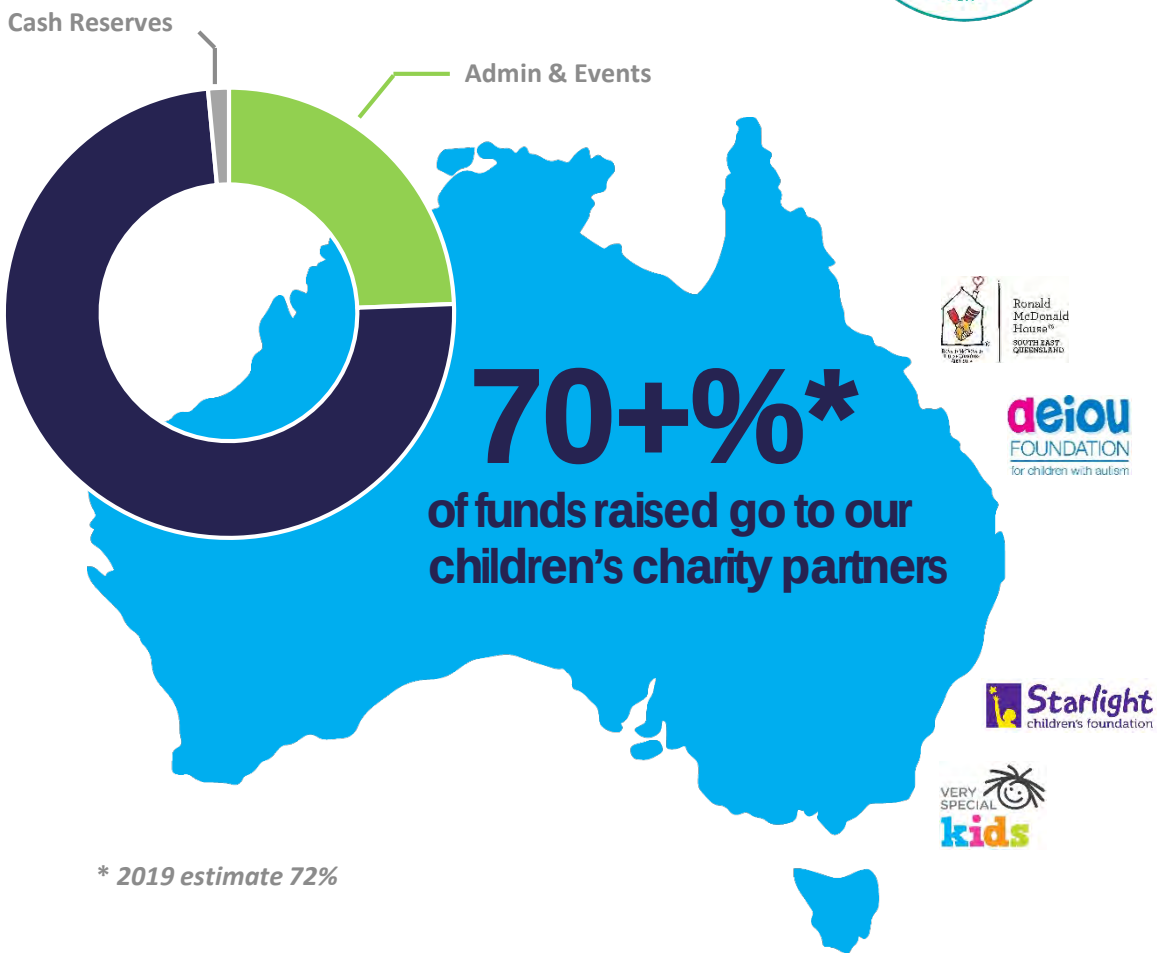
To learn more about the Mater Foundation's 'Little Miracles' program, please visit their website www.materfoundation.org.au.

Chain Reaction has supported more than 60 charities over the past 13 years.

Here are just a handful of the most recent partners in Queensland.

Hummingbird House
Youth Advocacy Centre
Starlight Children's Foundation
Children's Hospital Foundation
AEIOU Foundation
Ronald McDonald House Charities
Juvenile Diabetes Research Foundation
Pormpur Paathu Aboriginal Corporation
Aunties and Uncles
Childhood Cancer Support
Redkite

Chain Reaction Challenge Foundation is a registered charity with ACNC.



* *2019 estimate 72%*

Fundraising Impact 2018 and 2019

2018

VIC

Starlight Children's Foundation
Funded the running of the Starlight Express Room at the Monash Children's Hospital.

Very Special Kids
Funded the refurbishment of the children's hospice.

NSW

Victor Chang Cardiac Research Institute
Funded a research program into identifying the causes of Congenital Heart Disease in newborn babies.

Starlight Children's Foundation
Funded the running of the Starlight Express Room at the Sydney Children's Hospital.

QLD

AEIOU Foundation
Funded the capital construction of a new AEIOU Centre at Logan.

Ronald McDonald House SEQ
Funded the completion and fit-out of the final floors of the South Brisbane House.

W300

AEIOU Foundation
Funded the gap for 16 kids attending the AEIOU Sippy Downs Centre on Sunshine Coast.

2019

VIC

Starlight Children's Foundation
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W300

AEIOU Foundation
Funding the refurbishment and fitout of the Toowoomba centre

Corporate Sponsorship

Why become a sponsor?

From recruiting and retaining the best, to harnessing the ideas and experiences of a diverse range of individuals, companies are reaping the benefits of investing in programs that support gender equality and equal opportunities for growth and development in the workplace.

Chain Reaction Women's 300 event offers companies the opportunity to 'walk the talk' of their gender diversity policies. Furthermore, it provides a unique avenue through which business women can connect and network with like-minded peers whilst fulfilling social / community responsibilities.

Major Sponsors of the 2018 Chain Reaction W300

KordaMentha

HUTCHINSON BUILDERS

GOWDIE MANAGEMENT GROUP

sunkids Every child is a precious trust

construction hospitality property rohrig rohrig.com.au

TOLERRO optimising asset solutions

BMD

urbex designed for life

APN OUTDOOR

Benefits to sponsors

Networking Opportunities

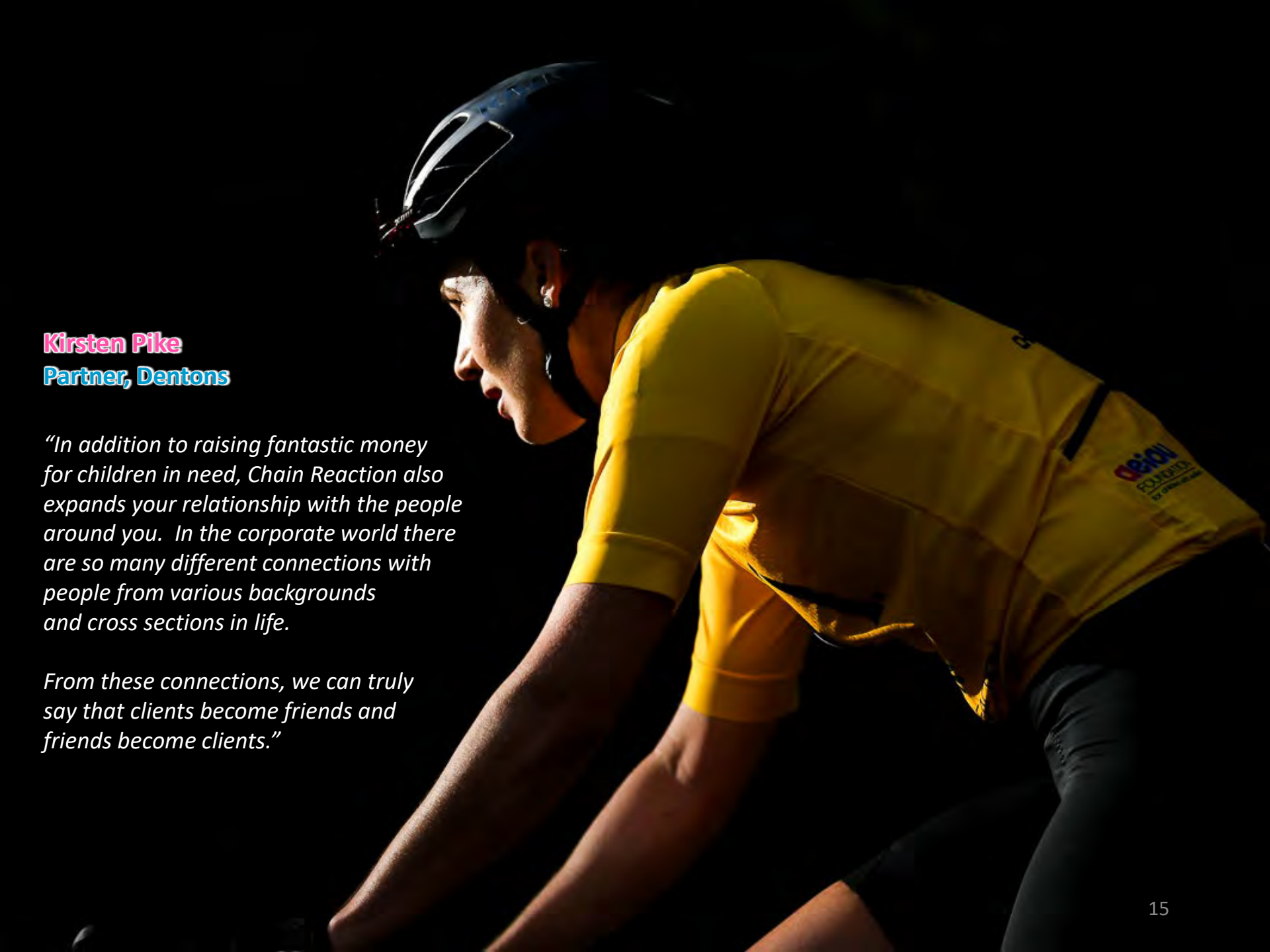
Chain Reaction rides and off-bike events are an opportunity for like-minded business executives to network in a setting where people can engage, share ideas and build business relationships based on mutual passion for riding bikes and raising money for children's charities.

Customer Engagement

For those organisations who have a large customer base that enjoy cycling, support of Chain Reaction can allow you to promote your involvement, help you recruit riders for your team and engage in positive conversations.

Employee Engagement

With the opportunity to support riders from your own organisation, fellow colleagues can get behind the cause as well. The Chain Reaction model offers a variety of options for further engaging employees in your business through fundraising activities and off-bike events.



Kirsten Pike
Partner, Dentons

"In addition to raising fantastic money for children in need, Chain Reaction also expands your relationship with the people around you. In the corporate world there are so many different connections with people from various backgrounds and cross sections in life.

From these connections, we can truly say that clients become friends and friends become clients."

Event Sponsorship Opportunities

There are two categories of sponsorship within a Chain Reaction ride.

1. **Team Sponsorship (three tiers):**
   - Tier 1: Major Team Sponsorship: $15,000
   - Tier 2: Minor Team Sponsorship: $10,000
   - Tier 3: Team Supporter: $5,000

2. **Competition Jersey Sponsorship: $10,000**

- Each level provides significant benefit to corporate organisations, with the level of sponsorship reflecting the level of brand exposure received.
- Six teams of 7-8 riders are anticipated. Each team is challenged to raise $40,000 in corporate sponsorship.
- Chain Reaction can assist in pairing together corporates that may wish to co-sponsor.

Team Sponsorship Opportunities

$15K Major Team Sponsor

- Design of team kit
- Control of team structure
- Use networks to recruit 5-6 other riders into team to bring in another $30-40K in corporate sponsorships

1 x $10K Minor Team Sponsor

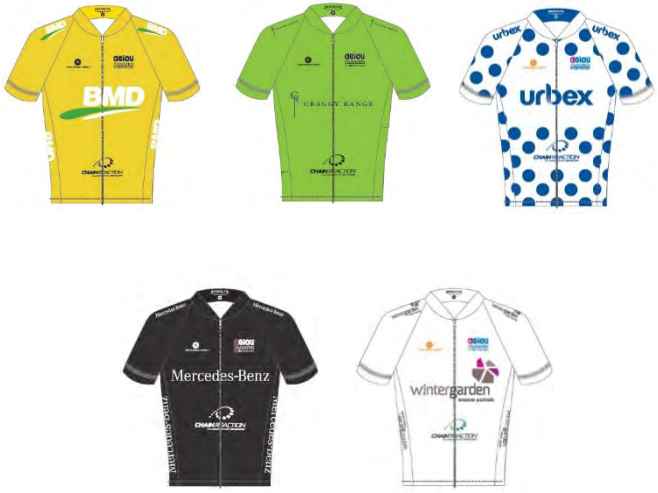
- Prominent logo and promotion

5 x $5K Supporter Sponsors

- Small logo

$10K Competition Jersey Sponsor

- Customised jersey design
- Awarded each night to different riders



Team Jersey Sponsorship – MAJOR

Commitment: $15,000

Only SIX major jersey sponsorship positions available.

Control of overall design/style and company logo placed on front and rear of event jersey.

Invitations to Chain Reaction networking functions.

Access to newsletters, photos and videos.

Sponsors receive the highest level of promotion via Chain Reaction's online portals such as the corporate website, Facebook, Twitter, LinkedIn and Instagram.

Use of Chain Reaction logo and engagement tools for internal and external promotion.

Team Jersey Sponsorship – MINOR

Commitment: $10,000

Organisation's corporate logo placed on a team jersey - usually placed on the arms/shoulders/sides or under the team sponsor logo on the front and back of the jersey.

Access to event photos and videos.

Promotion via social media.

Access/invitations to Team Events.

Use of Chain Reaction logo for internal and external promotion.

Guarantees one rider position.

Team Jersey Sponsor - SUPPORTER

Commitment: $5,000

Corporate logo placed on selected team jersey (typically smaller than a Minor Team Sponsor or only on front or back).

Invitations to selected Chain Reaction or Team functions.

Access to event photos and videos.

Competition Jersey Sponsor

Commitment - $10,000

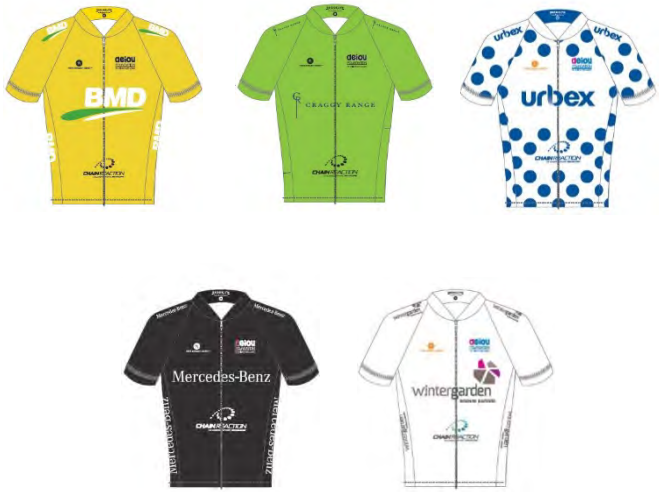
Just like the Tour de France, competition jerseys are awarded each night on the ride to recipients not based on ability, but leadership and effort both on and off bike.

A unique jersey is designed with organisation's logo and presented at an award ceremony each night.

Winning riders wear the jersey the following day, offering high level exposure.

Promotion via Chain Reaction corporate website, social media and communications with donor database.

Last year's competition jerseys.



Media

Traditional media exposure

With senior executives working together for a cause, Chain Reaction attracts significant media coverage from print, radio and television media.

Chain Reaction's events have attracted billboards, newspaper articles, radio interviews and television stories with outlets such as:

- Channel 10
- Sky News Business
- The Today Show
- Channel Seven News
- Channel Nine News
- APN Outdoor
- Australian Financial Review
- The Australian Financial Review Magazine
- The Australian
- Herald Sun
- Triple M (Austereo Network)
- Cyclist Magazine
- ABC Radio
- The Courier-Mail
- Nova Entertainment
- CEO Magazine

CEO BUSINESS NEWS EXECUTIVE INTERVIEWS OPINION LIFESTYLE EVENTS SEARCH

HEALTH & WELLBEING | MANAGEMENT & LEADERSHIP | PHILANTHROPY

Cycling for a cause: Chain Reaction is raising money for sick children

Billed as the ultimate corporate bike challenge, the annual Chain Reaction rides see business leaders and executives tackle demanding rides of up to 1000 kilometres (621 miles) to raise money for seriously ill children. Founder Berrick Wilson spoke to The CEO Magazine about the event.

By Daniel Herborn

Leave Comment

How spanning four long-distance cycling events (New South Wales, Victoria, Queensland, and the Sunshine Coast Women's 300), the Chain Reaction rides have a very personal connection for Wilson. "The first one was really me and a couple of mates looking to try to make a difference and to thank those who had been involved in saving my daughter's life when she was born," he says.

His daughter, Milla, suffered a brain haemorrhage when she was just two days old. Over a period of weeks at Monash Medical Centre's Newborn Intensive Care Unit, she was able to recover but the terrifying brush with mortality was a formative one for Wilson.

Also the Managing Director at KordaMentha Real Estate, he was inspired to do something to help out and draws on his connections to organise the first ride proper, which involved 32 cyclists, many executives from the legal, property and finance sectors. The group traced a gruelling path from Adelaide to Melbourne "At

RIDE STUFF: Some of the senior executives, including Kristin Pyke (third from right), who will take on the Chain Reaction Challenge for children's charities. Picture: AAP/John Gass

HIGH-FLYERS ON ROAD TO PEAK FITNESS

CLOE READ

THEY ride 200km each week for training, but 58 of Brisbane's finest senior executives will face their toughest challenge: cycling more than 1000km and seven peaks in just seven days.

The Chain Reaction Challenge will this year see the group cycle through the Snowy Mountains and Victorian Alps to raise more than $1 million for sick children across Queensland.

Kristin Pyke will cycle for the cause for the sixth time, she began training in November, after completing the Women's 300 in October.

"Being able to give back and be in the position to do so for such a great cause is great and I think all the companies should get behind it," she said.

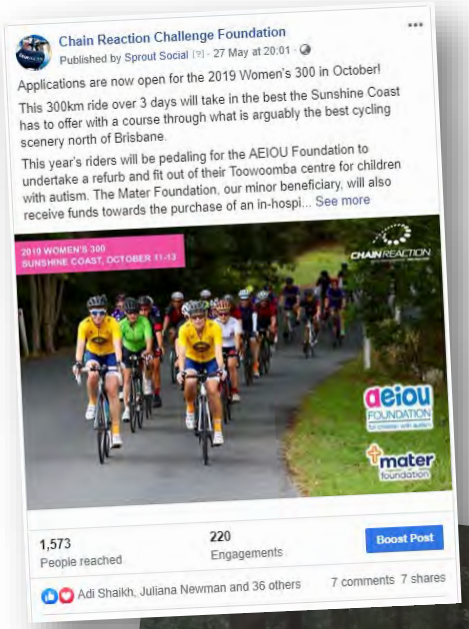
Riders pay $3000 to enter the event and use their corporate networks to raise money for charities such as Ronald McDonald House, AEIOU Foundation and The Courier-Mail Children's Fund. Over nine years, the Queensland ride has raised more than $9 million.

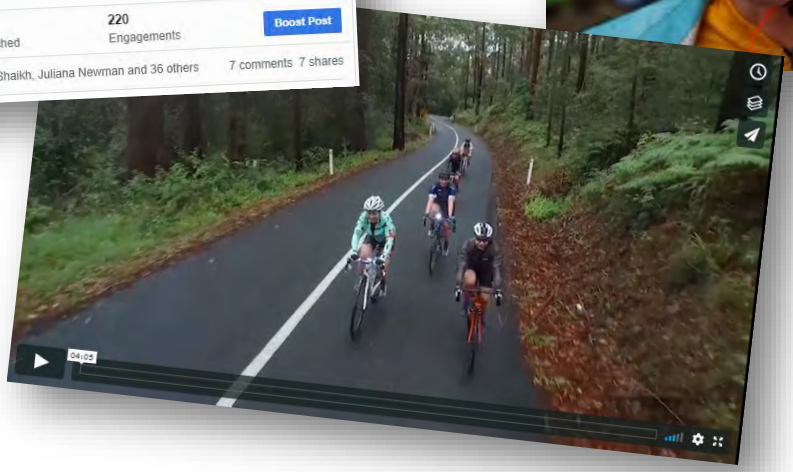
The ride starts on March 21. Donations can be made at chain-reaction.org.au/donate-QSOLD

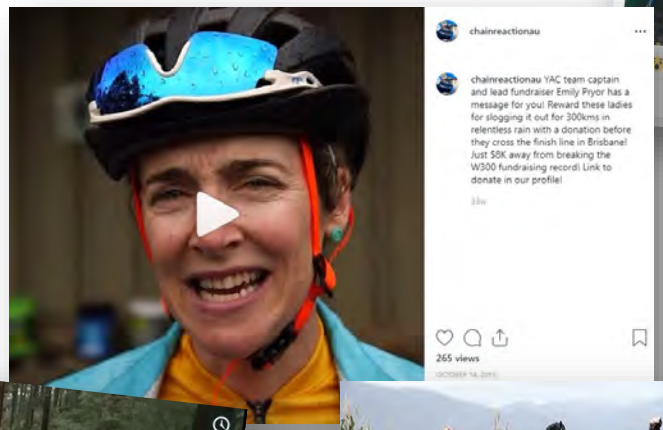
Byron to Brisbane ride for charity

Social Media

Chain Reaction is active on Facebook, Instagram, Twitter and LinkedIn in addition to video content posted on Vimeo. Our followers consist mostly of the corporate riders and their colleagues, friends and families and are highly engaged in the content we promote.







Contacts

For further information about the Chain Reaction Challenge Foundation, its partners and sponsorship opportunities, please don't hesitate to contact us.

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#supportingkidsinneed

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