

Contact us

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TEAM & EVENT SPONSORSHIP PROPOSAL

National 3 Day Challenge



Connect with us



@chainreactionau



Chain Reaction
Challenge Foundation



www.chain-reaction.org.au





WHAT WE DO

Chain Reaction Challenge Foundation raises funds to support children's charities through corporate cycling challenges.

Chain Reaction has supported more than 60 charities over the past 17 years, resulting in a significant amount of funds raised.

Funds raised through this year's Challenges will support specific children's charities that are aligned to each individual event. We are proud to have Starlight Children's Foundation as our event Charity Partner.



**\$40 million
raised to
support kids in
need**



**Over 45
Challenge
Events since
2007**



**Supported more
than 60
children's
charities**



SUPPORT KIDS IN NEED

"It's not just about the bike, it is a real challenge. The pain that we go through is nothing compared to what the kids go through. It puts it all into perspective."

Tom Davis
Partner, KordaMentha



CHALLENGE YOURSELF

"There's a number of reasons to come and do any of the Chain Reaction Challenges. Both the Physical and mental health aspects. It is a magnificent way to improve and feel great about yourself, as you are helping kids and families that are less fortunate. It is the best feeling in the world."

Paul Davis
Principal, Davis IP



CREATE MEANGINFUL CONNECTION

"The Chain Reaction Challenge is such a unique environment that has provided great opportunity personally and professionally to connect with others who truly care about giving back."

Dr Renee Squires
Haematologist, Icon Cancer Care



PREMIUM EVENT EXPERIENCE

"Chain Reaction do an incredible job. Their events are so professionally managed and every aspect is looked after for you. The daily massages, event support, safety and communications throughout is world class."

Dave Southon
Executive Chairman, Aliro Group



NATIONAL 3 DAY CHALLENGE

NOVEMBER
17 - 19

GOLD COAST

This premier cycling event will challenge riders to complete a 330 kilometre course in 3 days while using their personal and professional networks to raise significant funds for children's charities.

The spectacular and scenic Gold Coast, Queensland will provide a stunning backdrop for the 2023 3 Day Challenge.

Riders will come away with a deeper connection to like-minded individuals and organisations. Whilst also sharing in the immense satisfaction of supporting kids in need, through tangible outcomes.

Ride Summary

Day 1 - Friday 100km

Day 2 - Saturday 120km

Day 3 - Sunday 110km



Support kids
in need



Create and build
business and
personal
connections



Feel good and
challenge
yourself



Improve your
physical and
mental wellbeing



CHAIN REACTION EXPERIENCE

Chain Reaction Challenges provide an experience like no other, however it's not just about riding your bike. This is a fully supported event with all of your needs catered for. You are able to just focus on fundraising, training and the Challenge, we will take care of the rest.

Preparation

- Professional coach-led training program for even the most novice riders over an 8-week period
- Develop relationships and connections with other riders in the lead up to the event
- Understand the cause and the value of fundraising for our children's charity partner
- Comprehensive fundraising toolkit and support
- Premium quality training uniform

The Challenge

- Professional course design
- A fully supported ride including:
 - On-ride lead and support vehicles
 - Supported by qualified cycling coaches
 - Qualified medical and mechanical support
 - Post ride massages, stretching - yoga sessions
- Quality catering provided
- Twin share accommodation (or single rooms available at an additional cost)
- Professional media crew to capture the experience
- Customised pro-style team cycling uniform

Experience

- Create unique personal relationships with likeminded professionals
- Achieve a personal and physical challenge
- Join a community that shares the same purpose to give back



MECHANIC



MASSAGES



SUPPORT
VEHICLES



FULLY
CATERED



PARAMEDIC
& DOCTOR



WHO IS THIS FOR?

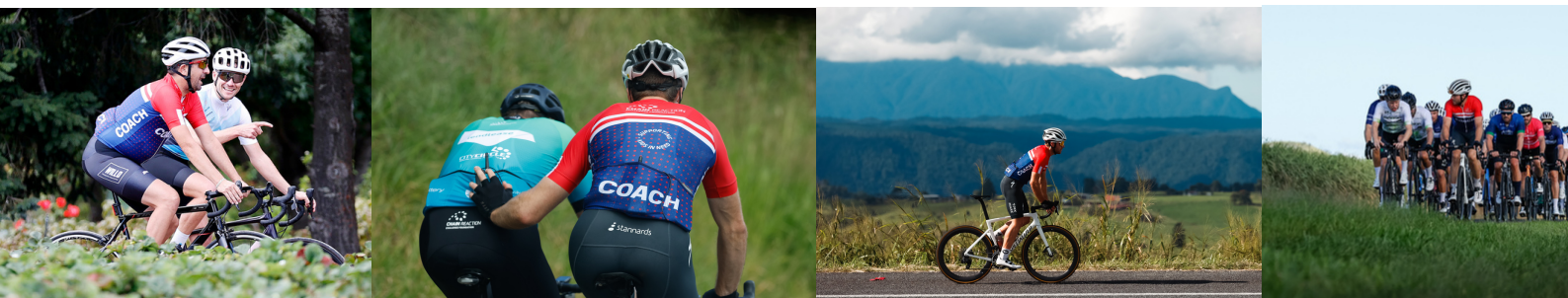
- Corporate executives with a purpose to give back.
- Whether you are a novice or experienced cyclist, our event is designed for you. We cater for all fitness levels.
- Chain Reaction alumni or new riders who feel they cannot commit to a 7 Day Challenge due to time, more intense training requirements, work or family commitments.

WHETHER YOU ARE A NOVICE OR EXPERIENCED CYCLIST, THIS EVENT IS FOR YOU!

Critical to the Chain Reaction experience is the training program. This is where a wonderful team culture is created before the Challenge and allows you to develop networks and connections with other like-minded professionals. The training program is designed to ensure you have all the skill, confidence and fitness you need to complete the 3 day challenge.

The features of our training program include:

- Run by AusCycling accredited coaches in Brisbane, Melbourne and Sydney
- Structured 8 week on bike training program
- 4 week base building training program to complete on your own prior to the start of your 8 week training program
- Targeted coaching to ensure each rider is capable of finishing and enjoying the event
- Ongoing access to Chain Reaction training rides during the year
- Access to a structured virtual ride program, using your home smart trainer





3 DAY CHALLENGE CHARITY PARTNER



Chain Reaction Challenge Foundation has proudly been supporting Starlight Children's Foundation for the past 17 years. Starlight is named Australia's most trusted children's charity.

Starlight Children's Foundation know that happiness matters to sick kids facing the pain, fear and stress of serious illness.

Starlight helps kids of all ages regardless of disability, injury or illness because what happens in childhood lasts a lifetime. Starlight works in partnership with health professionals to provide the happiness, play and creativity that helps to boost the kids' health and wellbeing.

Since the inception of our partnership with Starlight, together we have positively impacted the lives of tens of thousands of seriously ill kids and young people, improving resilience and wellbeing through their Captain Starlight and Starlight Express Rooms Programs.





WHY JOIN THIS EVENT

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

The events challenge senior business people to cycle a multi-day, long distance course and use their personal and corporate networks to raise significant funds for our children's charity partners.

Chain Reaction's success comes from the generosity of riders, their donors and corporate sponsors. This corporate support is best demonstrated through:

- Rider participation
- Team sponsorship
- Competition Jersey sponsorship



BUILD CONNECTIONS

Unparalleled access to key business contacts presenting numerous networking opportunities via the pre-ride training program, and the event itself, and various off-bike functions.

SUPPORT THE COMMUNITY

Support children's charities where a tangible outcome is achieved as a direct result of the money donated.

CHALLENGE YOURSELF & YOUR TEAM

The course is designed to test you both physically & mentally. Riders will come away feeling immense satisfaction at what has been accomplished both on and off the bike.

EMPLOYEE ENGAGEMENT

The Chain Reaction model offers a variety of options for further engaging employees through fundraising activities & off-bike events. This provides a great opportunity for connectivity that supports employee health & wellbeing.

CUSTOMER ENGAGEMENT

For those organisations who have a loyal customer base your support of Chain Reaction helps to showcase, through client marketing, your commitment to social enterprise and community giving.



**FUNDRAISING
TARGET
\$600,000**

HOW WE ACHIEVE OUR TARGET

Our purpose is to raise funds through our Challenges. We do this from a combination of a personal upfront donation, individual fundraising and corporate team sponsorship.

Individual Fundraising

By participating in the Chain Reaction National 3 Day Challenge each rider commits to both:

- 1 \$3,000 PERSONAL UPFRONT DONATION**
Paid by each individual rider as their commitment to the charity.

- 2 \$4,000 MINIMUM INDIVIDUAL FUNDRAISING**
These are funds raised by the rider via personal networks, friends, family and business connections.

To help you achieve your fundraising target we provide you:

- A personal fundraising page
- Fundraising resources – toolkits, email and social banners
- Online education sessions and mentoring support

- 3 \$30,000 MINIMUM CORPORATE TEAM SPONSORSHIP**

The success of our events is due to our team based format that brings individuals together to train, support one another and work to secure corporate sponsorship for their team. Each team consists of 6 riders with a minimum team sponsorship target of \$30,000.

Your team will have a uniquely designed event uniform and all corporate sponsors will receive company branding on this based on their sponsorship support.

TEAM SPONSORSHIP MODELS

Sponsorship benefits are designed on the specified team set up and the level of sponsorship committed to.

A. TRADITIONAL MODEL

A single jersey design worn by the whole team following a tiered system of sponsorship with multiple brands. Sponsors logo positions allocated based on sponsorship amount.



Brand A	Gold	\$15,000
Brand B & C	Silver	\$5,000 each
Brand D & E	Bronze	\$3,000 each
MINIMUM TOTAL		\$30,000

B. COLLECTIVE MODEL

A matching colour scheme with individual jerseys featuring a different brand for each rider



Brand A-F	Silver	\$5,000
TOTAL		\$30,000

C. SINGLE BRAND MODEL

A single brand featured on all riders kits



Brand A	Gold	\$30,000
TOTAL		\$30,000

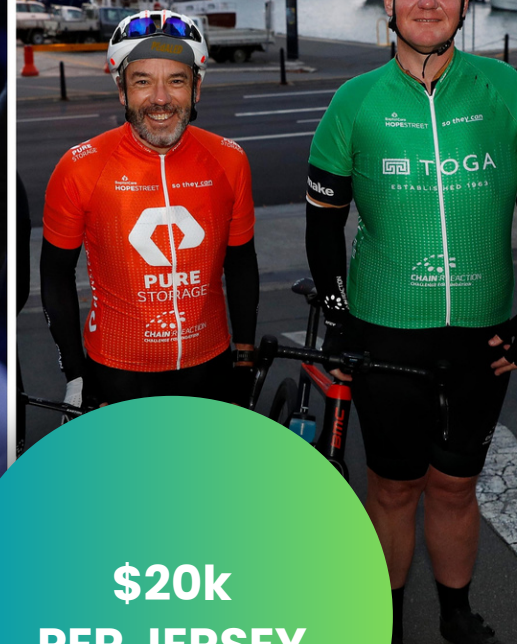
A loyal following of over 4,000 contacts for the Challenge (donors and supporters)

An engaged network of over 1,000 Chain Reaction alumni (made up of senior executives and business professionals)

A combined Social Media following of 5,600 (Instagram, Facebook and LinkedIn)

SPONSORSHIP BENEFITS

Sponsor Level	Marketing Communications	Team Video	Event Communications
<div>GOLD Naming Team Sponsor</div>	<ul style="list-style-type: none"> Pre event team welcome across all Chain Reaction socials. Daily on ride high quality video and photos available, profiling team jerseys and team members. EDM to event database thanking team sponsor Recognition in quarterly eNewsletter distributed to over 1,000 senior executive including ride alumni and supporters 	Optional tailored team video (at additional discounted cost)	Logo inclusion on nightly presentations.
<div>SILVER</div>	<ul style="list-style-type: none"> Acknowledgment in pre event communication where Gold team sponsor is mentioned across all Chain Reaction socials. Daily on ride high quality video and photos available, profiling team jerseys and team members. 		Logo inclusion on nightly presentations.
<div>BRONZE</div>	<ul style="list-style-type: none"> Daily on ride high quality video and photos available, profiling team jerseys and team members. 		



**\$20k
PER JERSEY**

COMPETITION JERSEY SPONSORSHIP

Our Competition Jerseys provide another sponsorship opportunity that covers the full event. Each evening during the Challenge we award 8 riders these Competition Jerseys.

These Jerseys reflect the traditional messaging and individual achievements that form part of the Tour De France. However, for a Chain Reaction Challenge it is not just about the bike, it is more about the contribution to the cause that really matters.



Yellow Leader's Jersey.

Riders who have showcased exceptional leadership in fundraising and riding, in the lead up to and during the Challenge.



Black Spirit of Chain Reaction Jersey.

Highly sought-after jersey as it reflects the values of Chain Reaction of community, giving and camaraderie.



Polka Dot King/Queen of the Mountain Jersey.

For the riders who have overcome challenges to get to the start line or during the challenge.



Green Sprinters Jersey.

Awarded to an individual who brings high energy and enthusiasm to the peloton.

Benefits of Sponsorship

- Customised jersey design with a single logo
- 2 Jerseys are awarded each night to different riders
- Promoted through quarterly alumni newsletters (1,000 subscribers)
- Daily social media posts on the challenge, dedicated to highlighting each of the sponsored jerseys and their recipients. (a combined audience of 5,600 followers across Instagram, Facebook and LinkedIn)
- Daily EDM updates sent to over 4,000 subscribers during the challenge
- Post event tailored video of footage captured of your sponsored jersey



QUESTIONS?

Contact us today to discuss creating your own team, sponsoring a rider or if you wish to promote your brand to a broad network of corporate executives from across Australia.

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