CHAIN REACTION
CHALLENGE FOUNDATION

7 DAYS · 1,000KM

SPONSORSHIP PROPOSAL

Great Community. Great Riding. Greater Purpose.

Experience Tasmania, build lasting connections and help change kids lives.

Challenge 2 · Tasmania 2027



Format	Teams	Target	When
7 Days · 1,000km	6–8 riders	$1 million	8 May – 15 May 2027

01 _ ABOUT US

Twenty years of showing up for kids in need.

Chain Reaction brings senior leaders together to ride 1000 kilometres in 7 days and raise funds for kids in need.

Since 2007 that's meant one thing above all: showing up together, for children's charities across Australia.

$48m+
RAISED SINCE 2007

70+
CHARITY PARTNERS

20
YEARS OF IMPACT

Better together.



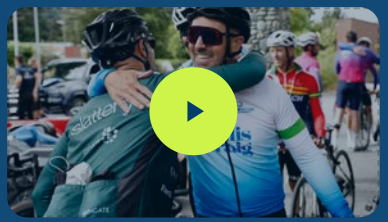


02 _ ABOUT THE EVENT

One lap of Tasmania. Seven days. One purpose.

Teams of senior leaders ride the island together, fully supported, raising funds for children's charities every kilometre of the way.

1,041	7	6–8
KILOMETRES	DAYS	RIDERS PER TEAM



WATCH

The Chain Reaction Experience 2026

Seven days on the road with the Melbourne Challenge.

FUNDS RAISED GO TO SUPPORTING

so they can

BaptistCare HOPESTREET

DATES

8 May – 15 May 2027

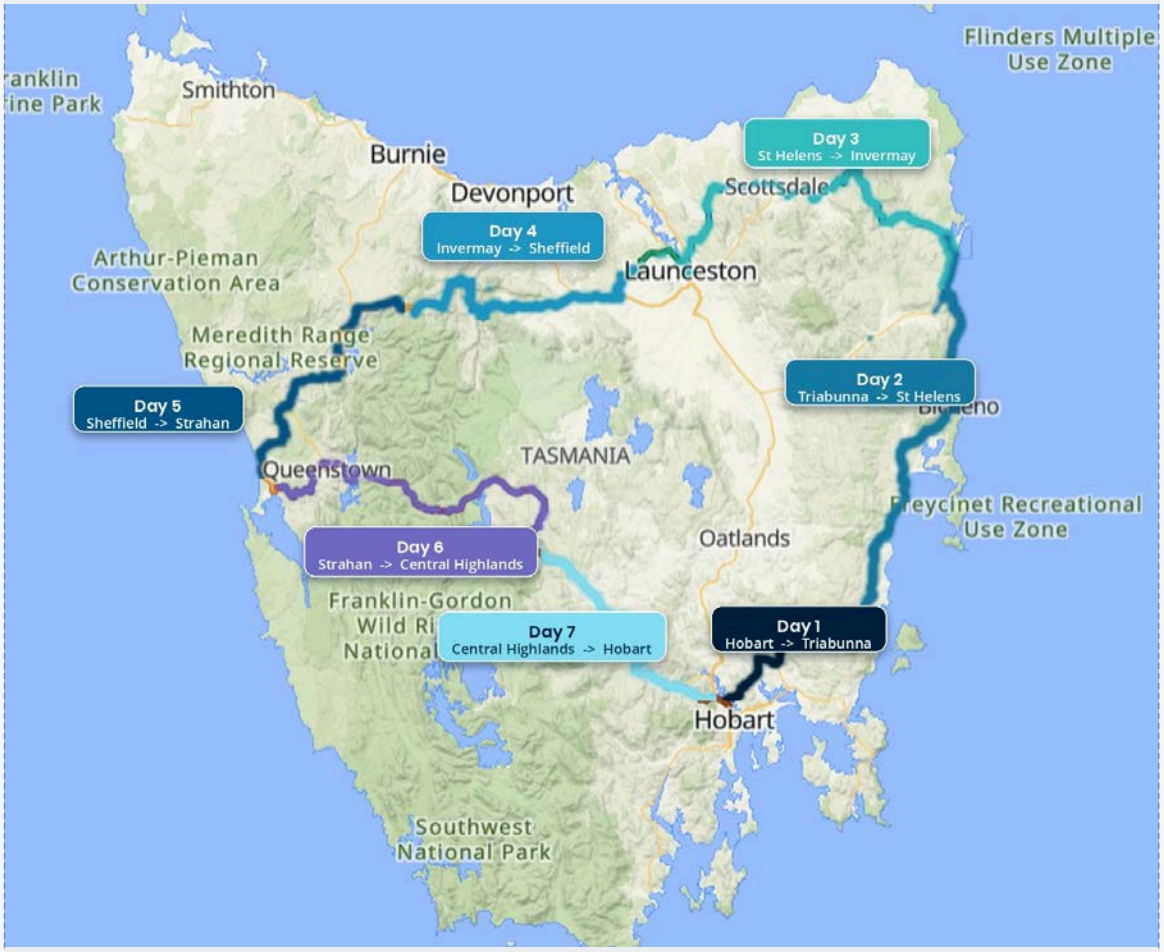
03 _ THE ROUTE

One lap of the island, on some of the best roads in the country.

Seven days, anticlockwise from Hobart, tracing the east coast north before turning inland and west, then home along the Central Highlands.

- **Top quality roads** — smooth, well-surfaced touring routes chosen stage by stage.
- **Far less traffic** — quiet roads for hours at a time, with a full support convoy alongside to keep riders safe.
- **Scenery that keeps changing** — coastline, farmland, rainforest and highland lakes in a single week.
- **The freshest air in Australia** — and the kind of riding you'll want to come back for.

1,041.6 km total distance over seven days



04 _ EVENT INCLUSIONS

We go further than any other charity ride in the country.

Every detail is handled by professionals, so riders can focus on the fundraising and the ride itself.

NUTRITION STATIONS

Fully stocked, quality nutrition stations on every stage.

SUPPORT CONVOY

Experienced convoy drivers keeping riders safe on the road.

MECHANIC & SPARES

A professional mechanic and spare wheels travelling with the bunch.

MEDICAL TEAM

An experienced medical team on course, including a paramedic and a doctor.

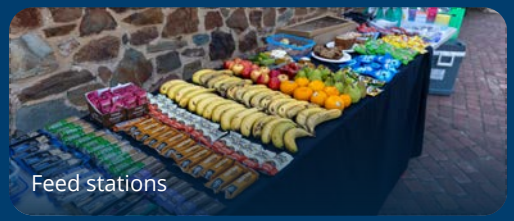
SOIGNEUR & DAILY MASSAGE

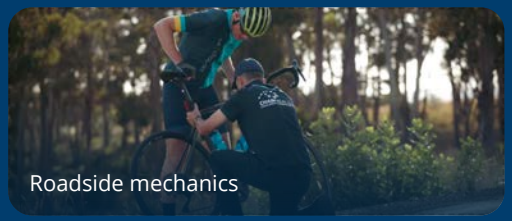
A soigneur team looking after riders, with massage every day.

COACH, PROGRAM & KIT

A dedicated coach and training program to prepare you, plus your training uniform and team kit.

Also included: premium accommodation and all meals, luggage transfers each day, and daily presentations with an awards ceremony each evening.


Feed stations

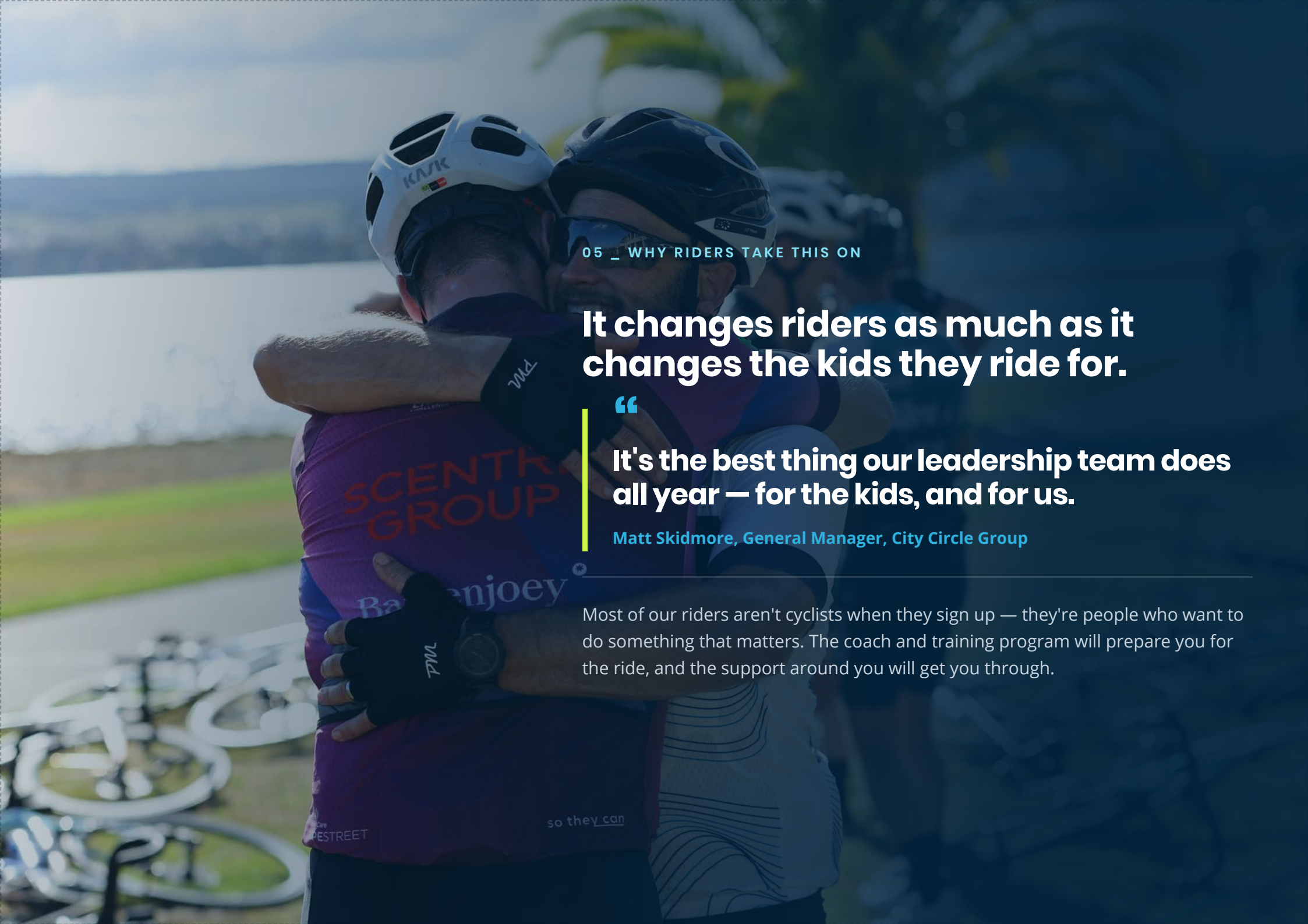

Roadside mechanics



Coaches on the road


Crew, dawn to dusk

Equivalent retail value: **$13,500+** per rider.



05 _ WHY RIDERS TAKE THIS ON

It changes riders as much as it changes the kids they ride for.

> **It's the best thing our leadership team does all year — for the kids, and for us.**
>
> Matt Skidmore, General Manager, City Circle Group

Most of our riders aren't cyclists when they sign up — they're people who want to do something that matters. The coach and training program will prepare you for the ride, and the support around you will get you through.

06 _ HOW WE ACHIEVE OUR TARGET

A team's economics, made concrete.

PER RIDER

$4,000 upfront donation

$7,000 min. fundraising derived from personal networks

PER TEAM

$75,000 min. corporate sponsorship

Teams of 6-8 riders, with a flexible mix of tiers.

Corporate sponsorship	+ 7 × $4,000 upfront donation	+ 7 × $7,000 fundraising
$75,000	**$28,000**	**$49,000**

FULL TEAM OF 7, TOTAL **$152,000**

This example is based on a team of seven riders. A team is usually made up of six to eight riders, and the figures move with the number of riders involved.

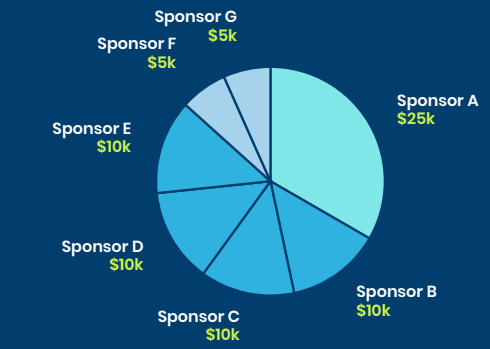
07 _ TEAM SPONSORSHIP MODELS

Model A — the traditional model.



- One jersey design worn by the whole team, shared across multiple brands.
- Logo position is allocated by contribution — the more you give, the more prominent your placement.
- Sponsors can secure their own rider position on the team.
- The team sponsor decides how to build the group, at whatever price points suit their network, provided the contributions total a minimum of $75,000.

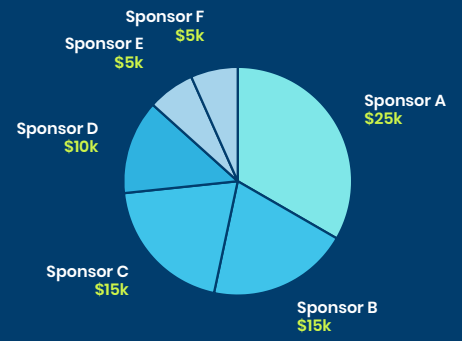
EXAMPLE ONE — SEVEN SPONSORS



$25k $10k $5k

Total $75,000

EXAMPLE TWO — SIX SPONSORS



$25k $15k $10k $5k

Total $75,000

07 _ TEAM SPONSORSHIP MODELS

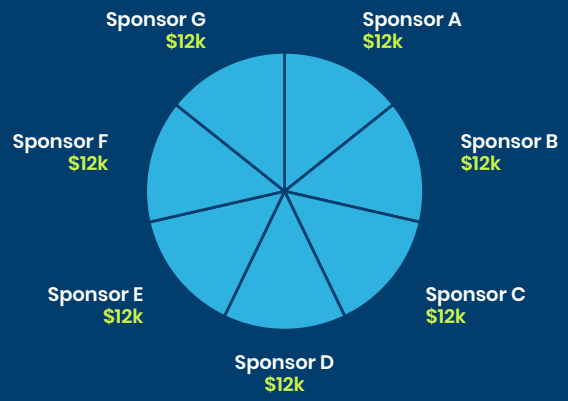
Model B — the collective model.



- One matching colour scheme, with an individual jersey design for each sponsor.
- Each sponsor can then run their own Model A underneath, tiering further logo positions.
- Every sponsor contributes at the same level, so each brand carries equal weight across the team.
- Additional artwork and per-unit setup costs apply.

This example is based on a team of seven riders. Figures will change depending on how many riders are recruited into the team.

SEVEN SPONSORS, ONE SHARED LEVEL



$12k

Total $84,000

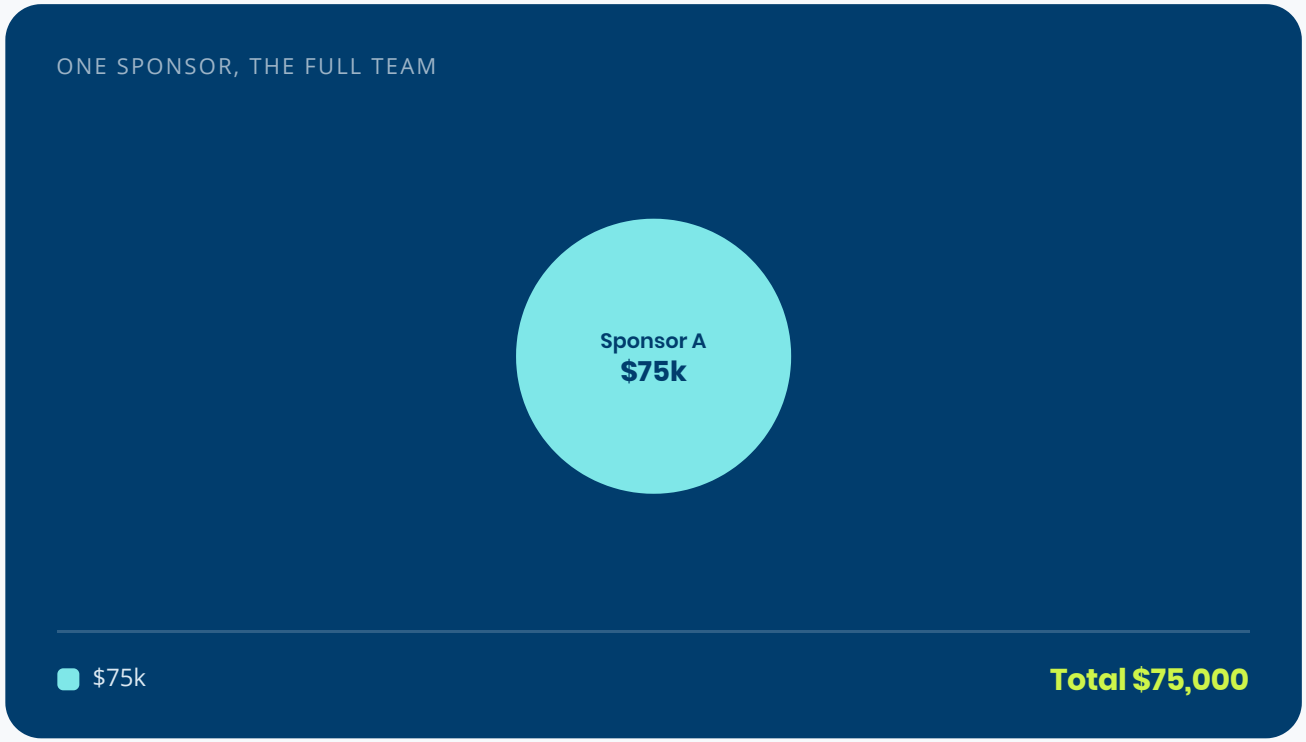
07 _ TEAM SPONSORSHIP MODELS

Model C — the single brand model.



- One brand featured across every rider's kit — full-team, single-sponsor visibility.
- The sponsor recruits their own riders, from inside or outside their company.
- The sponsor covers the full team amount of $75,000.

This example is based on a team of seven riders. Figures will change depending on how many riders are recruited into the team.



08 _ WHY PARTNER WITH US

Your brand, riding alongside people who make things happen.

- Direct access to a room of senior decision-makers, built over seven days on the road.
- Genuine brand association with a cause your customers and staff already care about.
- Content and visibility across the ride, the fundraising page and Chain Reaction's channels.
- A measurable post-event impact report showing exactly what your support achieved.

> **The connections made on the road are ones you simply can't build in a boardroom.**
>
> Dave Southon, Executive Chairman, Aliro Group



09 _ COMPETITION JERSEYS

Additional sponsorship — five jerseys, awarded daily.



Yellow

LEADER'S

For exceptional leadership in fundraising and riding.

$20k



Black

SPIRIT OF CR

Reflects the values of community, giving and camaraderie.

Reserved



Polka dot

KOM

King/Queen of the Mountain — for the best climbers of the week.

$10k



Green

SPRINTER'S

Sprints ahead of the pack; fundraising milestones and first to sign on.

$10k



White

YOUNG / NEW

For young or new riders, or those in a new phase of life.

$10k

Jersey sponsors are guaranteed a rider position.

Sponsoring a competition jersey secures a rider position on a team.

BENEFITS OF SPONSORSHIP

- ✓ Customised jersey design with your logo
- ✓ Daily EDM updates to 4,000 subscribers
- ✓ Daily social posts to our participant and charity network
- ✓ Enhanced brand visibility across multiple channels
- ✓ Align your brand with a respected charity event
- ✓ Showcase your commitment to giving back

Every kilometre ends up here.

Funds raised go to supporting So They Can and BaptistCare HopeStreet.

so they can

So They Can

Chain Reaction's fundraising will support So They Can in protecting 16,000 children across 29 Tanzanian primary schools. Through education, child protection programs, menstrual health support and community healthcare, these initiatives will help prevent exploitation, child marriage and school dropout, empowering children to stay safe, healthy and in school.

- Keeping Girls in School
- My Voice
- Our School Community

BaptistCare HOPESTREET

BaptistCare HopeStreet

Funds raised in 2027 will support BaptistCare HopeStreet and the children it serves. Many are living with poverty, trauma or not enough food. HopeStreet's children's and youth programs give kids from toddlers to teens a safe place to belong, learn, grow and be cared for, so every child can flourish.

- Children's and youth programs
- Support for parents and carers

A full impact report follows every event, showing exactly where your team's funds landed.



CHAIN REACTION
CHALLENGE FOUNDATION

Seven days will change what you think you're capable of. It will change a child's life for a lot longer.

Great Community. Great Riding. Greater Purpose.

Secure your place. Ride together. Change lives.

KEY CONTACTS

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