

## Contact us

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# EVENT INFORMATION PACK

## Melbourne 7 Day Challenge



## Connect with us



@chainreactionau



Chain Reaction  
Challenge Foundation



[www.chain-reaction.org.au](http://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 Monash Children's Hospital and Starlight Children's Foundation as our event Charity Partners in 2024.



**\$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."*

William Ellyett  
Director, Myers Ellyett Architecture



## 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





# MELBOURNE 7 DAY CHALLENGE

4th - 10th  
MAY 2024

SOUTH EAST  
QLD

This premier cycling event will challenge riders to complete a 1,000 kilometre course in 7 days while using their personal and professional networks to raise significant funds for children's charities.

The spectacular and scenic South East Queensland will provide a stunning backdrop for the 2024, 7 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 Closed Circuit & hinterland out & back 100km

Day 2 Over the border loop 130km

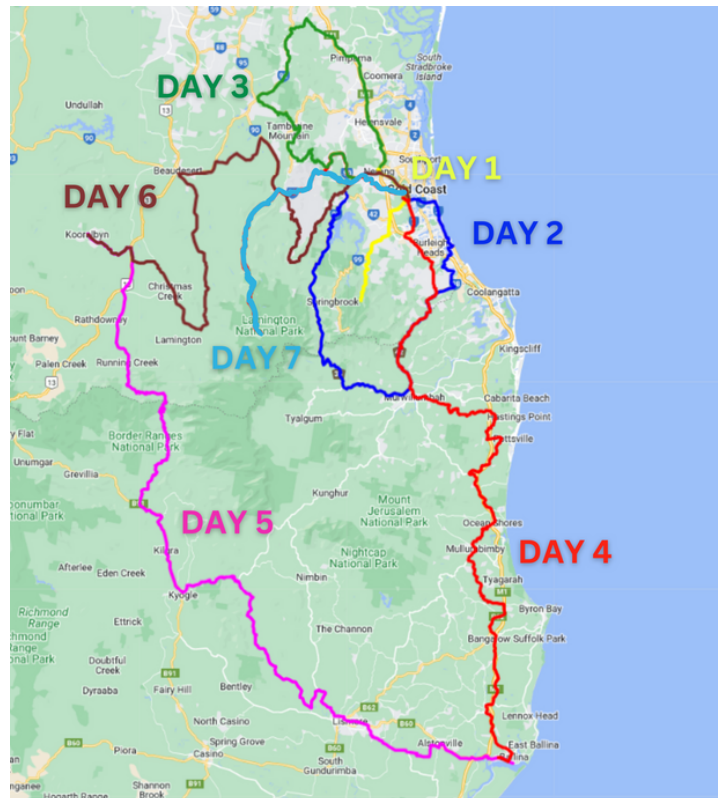
Day 3 Mt Tambourine 135km

Day 4 Gold Coast to Ballina 150km

Day 5 Ballina to Kooralbyn 178km

Day 6 Kooralbyn to Goldcoast 150km

Day 7 O'Reilleys return 135km



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
- 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 and stretching
- Quality catering provided
- Twin share accommodation (or single rooms available at an additional cost)
- Professional media crew to capture the experience
- Customised premium team cycling uniform

## The 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



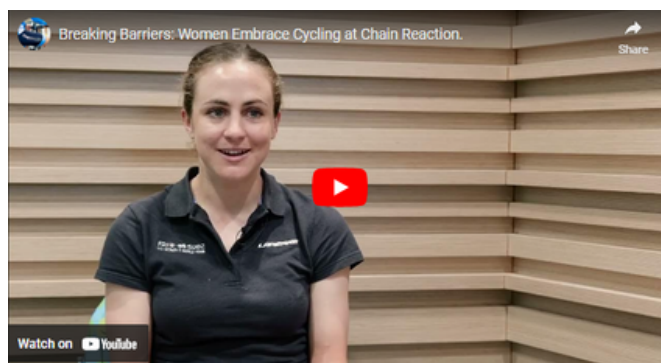


## WHO IS THIS FOR?

- Corporate executives and business leaders with a purpose to give back.
- Whether you are a novice or experienced cyclist, our event is designed for you if you are willing to take on the Challenge. We cater for all fitness levels.

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

**Check out our video featuring our remarkable female ambassador, Grace Brown, and some of our riders who've broken personal barriers and reignited their passion for cycling through the Chain Reaction Challenge.**



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 7 day challenge.

The features of our training program include:

- Run by Professional cyclist Brenton Jones
- Structured group on bike training program
- 4 week base building training program to complete on your own prior to the start of your group 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



In 2024, Chain Reaction has developed a new training kit, which will be provided to every rider as an integral component of their training program.





## 7 DAY CHALLENGE CHARITY PARTNERS



Monash Newborn is the busiest Neonatal Intensive Care Unit and Special Care Nursery in Victoria. They provide care to over 2,000 of Victoria's most vulnerable patients every year.

Funds raised through this event will support the purchase of cutting edge equipment for Monash Children's Hospital.

This critical monitoring equipment will impact thousands of premature and unwell babies across the state, and assist the team in providing life-saving care.



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

Serious childhood illness doesn't just impact a child's health. It can turn their whole life upside down, causing them to miss out on spending time with their family, building friendships, going to school and just living their life. They need the social and emotional support that lets them be a child.

Funds raised through this event will help Starlight to provide the happiness, play and creativity that helps to boost sick kids' health and wellbeing through the Starlight Express Room and Captain Starlight 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  
\$1 MILLION**

# 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 Melbourne Chain Reaction 7 Day Challenge each rider commits to both:

- 1 \$3,000 PERSONAL UPFRONT DONATION (When you register before October 2nd. \$3,500 after this date)**  
Paid by each individual rider as their commitment to fundraise for the charity. This is tax deductible and covers accommodation for the night before the challenge begins.

- 2 \$6,000 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

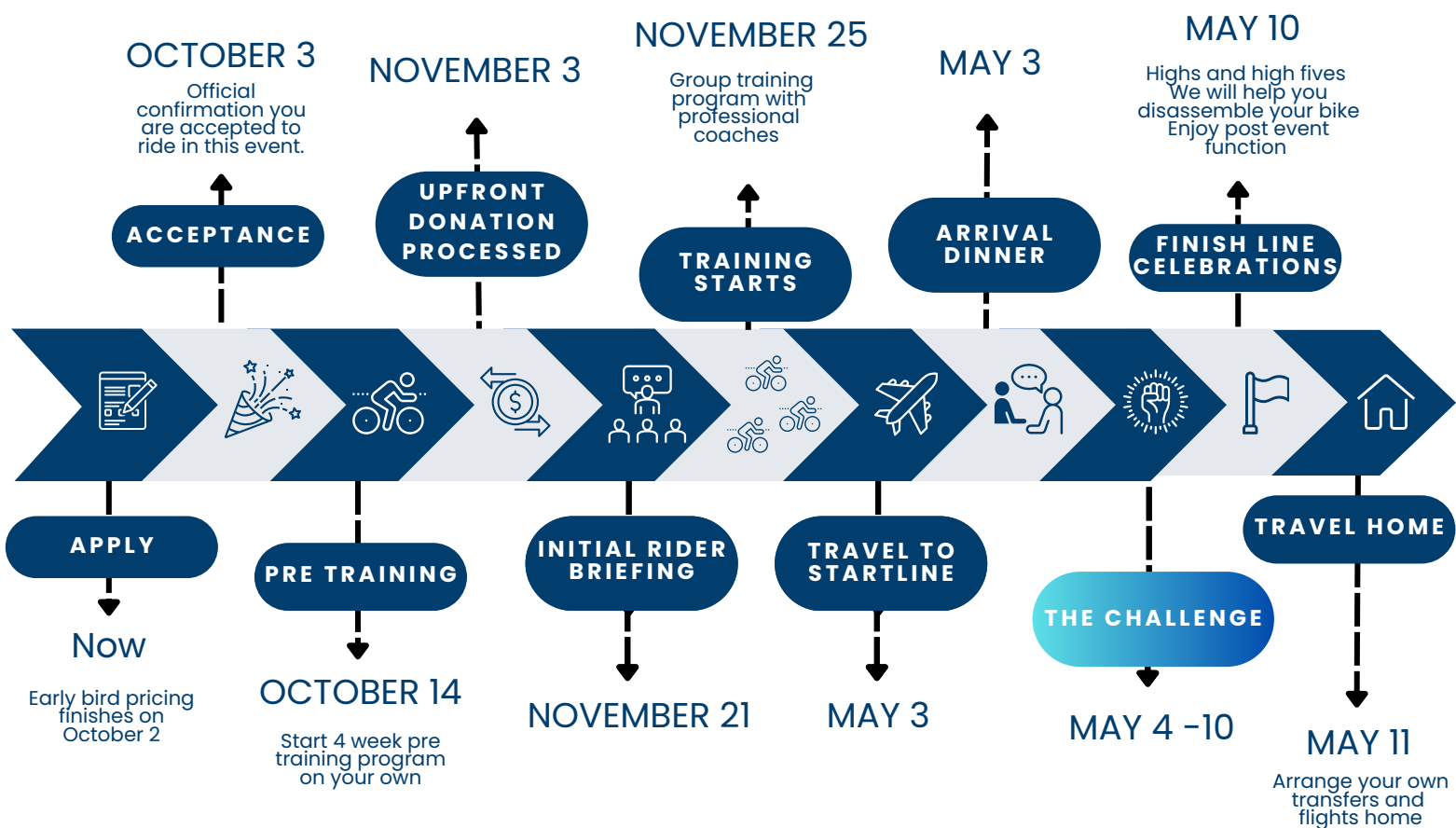
- 3 \$75,000 MINIMUM CORPORATE TEAM SPONSORSHIP**  
The success of our events is due to our team based format that brings individuals together to train, support one another and work to secure corporate sponsorship for their team. A minimum of 6 riders is required for each team, and they should aim for a minimum team sponsorship of \$75,000.

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





# EVENT TIMELINE







# WHAT'S NEXT?

*Click [HERE](#) to register!*

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