

Contact us

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TEAM & EVENT SPONSORSHIP PROPOSAL

Sydney 7 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 BaptistCare HopeStreet and So They Can 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



SYDNEY 7 DAY CHALLENGE

2nd - 8th
MARCH 2024

VICTORIA

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 Grampians, Great Ocean Road and Dandenong Ranges 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 Melbourne to Ballarat 144km
Day 2 Ballarat to Halls Gap 167km
Day 3 Grampians 137km
Day 4 Halls Gap to Warrayn 175km
Day 5 12 Apostles to Torquay 177km
Day 6 Torquay to Melbourne Via Arthurs 150km
Day 7 Dandenong Ranges 100km



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

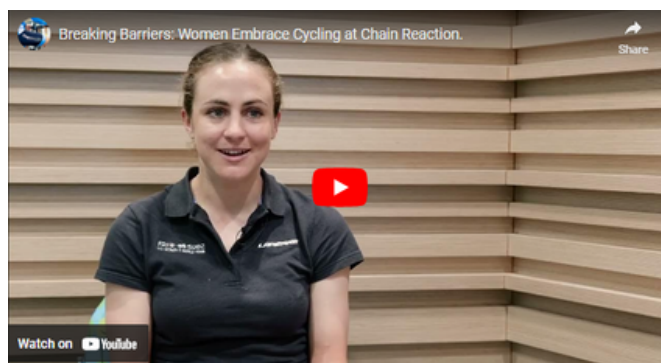


WHO IS THIS FOR?

- 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 Trent Wilson, former professional cyclist
- 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



Did you know that over 25,000 Australian children are homeless? BaptistCare HopeStreet supports children living with disadvantage and distress in some of the most vulnerable communities in Australia.

Their mission is simple yet powerful: To transform lives and build a safer future for children.

Funds from the 2024 Chain Reaction Challenge will go toward providing safe and affordable housing for kids and their mothers, their Breakfast Club, counselling programs, school packs, and care packages for families starting over. Hope lives here.



so they can

So They Can is an international NGO working to break the poverty cycle through access to quality education in Kenya and Tanzania.

Over a 7-10 year development cycle, they partner with individual school communities to understand their needs and implement education and community development projects that support them to thrive long term. So They Can is fully accredited by DFAT and partners with 52 schools, delivering quality education to over 33,000 students.





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 Sydney 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.



TEAM SPONSORSHIP MODELS

If you're interested in exploring sponsorship models better suited to your organisation, we would be happy to discuss other options. For more details about sponsorship and any inquiries regarding different possibilities, please don't hesitate to reach out to Adam at aparrott@chain-reaction.org.au.

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 | \$25,000 |
| Brand B, C & D | Silver | \$10,000 each |
| Brand E, F & G | Bronze | \$5,000 each |
| MINIMUM TOTAL | | \$75,000 |

B. COLLECTIVE MODEL

A matching colour scheme with individual jerseys for each corporate sponsor featuring a different brand for each rider. i.e. 6 riders, 6 brands.



| | | |
|---------------|--------|----------|
| Brand A-F | Silver | \$12,000 |
| MINIMUM TOTAL | | \$75,000 |

C. SINGLE BRAND MODEL

A single brand featured on all riders' kits.






| | | |
|---------------|------|----------|
| Brand A | Gold | \$75,000 |
| MINIMUM TOTAL | | \$75,000 |



SPONSORSHIP INCLUSIONS

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

| Sponsor Level | Marketing Communications | Team Video | Event Communications |
|--|---|--|--|
|  GOLD Naming Team Sponsor | <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. |
|  SILVER | <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. |
|  BRONZE | <ul style="list-style-type: none"> • Daily on ride high quality video and photos available, profiling team jerseys and team members. | | |

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)



COMPETITION JERSEY SPONSORSHIP

Our Competition Jerseys offer sponsorship opportunities for the entire event. Each night, 5 riders are awarded these Jerseys, symbolizing traditional messages and individual accomplishments in the Tour De France.



Yellow Leader's Jersey.

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



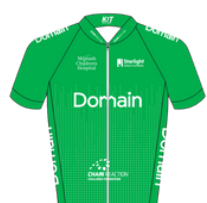
Black Spirit of Chain Reaction Jersey.

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.



White 'Young/New Riders Jersey'

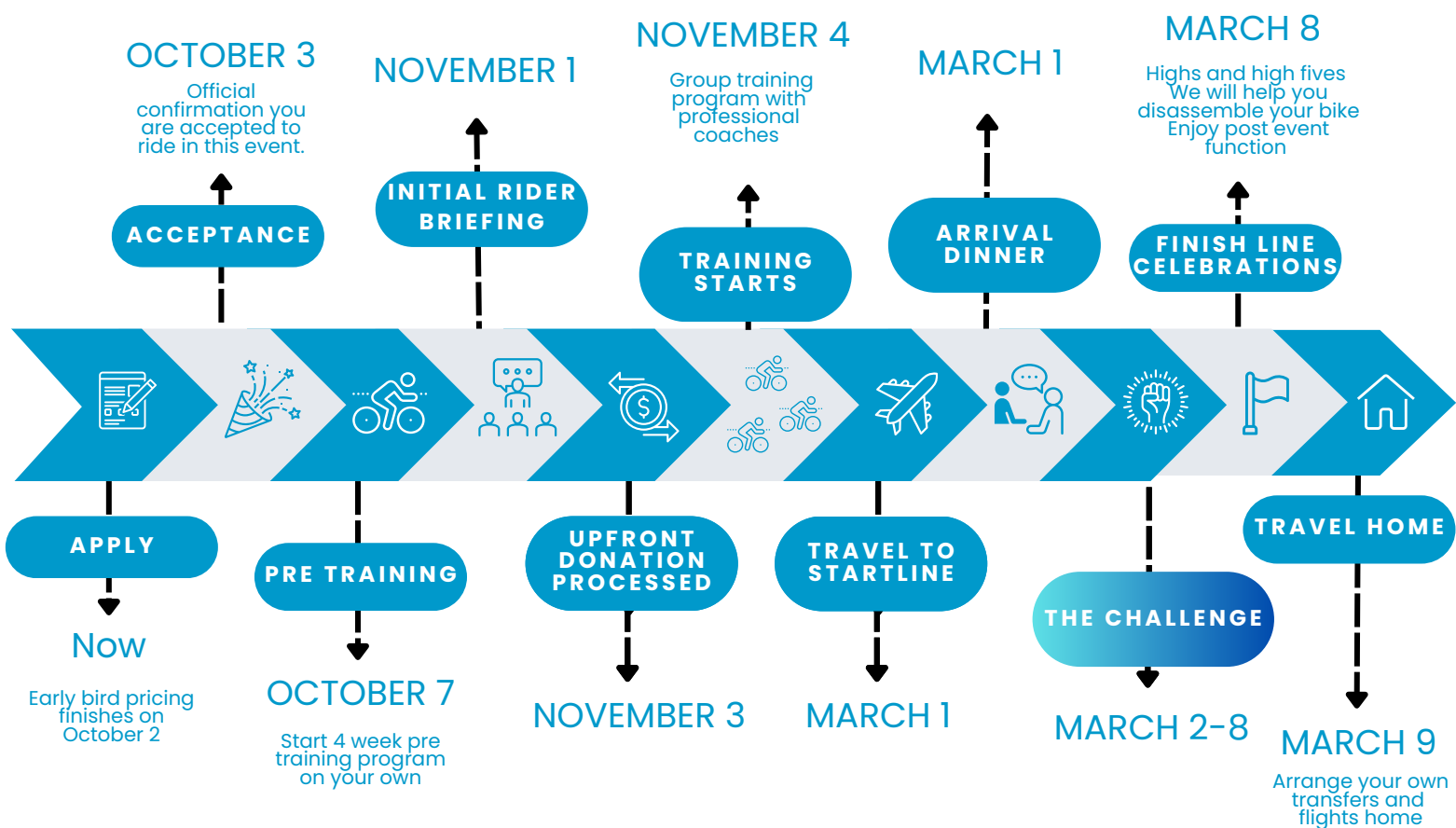
For young / new riders. Perhaps new to Chain Reaction, new to cycling or in a new phase of their lives.

Benefits of Sponsorship

- Customized jersey design, 1 logo per jersey, awarded nightly to different riders.
- Post-event video of your sponsored jersey's footage.
- Promoted in quarterly alumni newsletters (1,000 subscribers).
- Daily social media posts on sponsored jerseys and recipients (5,600 followers on Instagram, Facebook, LinkedIn).
- Daily EDM updates to 4,000 subscribers during the challenge.



EVENT TIMELINE





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.

Contact us

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