



# Postie Bike Charity Ride



## Sponsorship Pack 2021

*My Kids*  
**Postie Bike**  
**RIDE**

21<sup>ST</sup> to 25<sup>TH</sup> OCTOBER

WWW.BRIDGEBUILDERS.COM.AU  
**1300 640 160**

#deliveringforYOUTH

### **'Invitation to Change the Lives of Young People'**

You can be involved in this epic adventure as 36 people ride their Postie Bikes on a 1,500km journey over 5 days! All in the name of charity, to help change the lives of young people!

The 4<sup>th</sup> Bi-Annual **'My Kids' Postie Bike Ride** will kick off on Thursday 21<sup>st</sup> October 2021 in Lilydale, Victoria. This event offers a unique experience for the community and sponsors to support a national charity that changes the lives of young people.

This National event is a fantastic opportunity for community members across the country to get involved in 5 days of fun and fundraising, in support of the next generation. The Postie Bike Ride supports a life-changing cause for many young people around the country. The proceeds from this epic adventure will support **Bridge Builders Youth Organisation** in all the work they do with young people. The ultimate goal for Bridge Builders is to build a \$40 million youth, corporate and community facility that will deliberately change the lives of hundreds of thousands of young people and to become the leading youth organisation in Australia.

**Our very own CEO, Phil Stenhouse OAM is taking on the challenge - dare to join him?**

#### **Meet a rider – testimonial**

"The 'My Kids' Postie Bike Ride was life changing! It was definitely a challenging ride but I did make it. Before I came to Bridge Builders, I had just finished school and I had no idea of what I wanted to do with my life. I was in a pretty toxic environment at home, I was not really sure who I was and I didn't have any confidence in myself. Bridge Builders has phenomenally turned my life around. The team showed me that they believed in me, they showed me that I do have self-worth and that I'm capable of amazing things! Ever since then I've got my license, I've got a job, and there have been so many life goals that I have achieved, that I never thought were possible before I found Bridge Builders.

**- Bonnie, Rider**

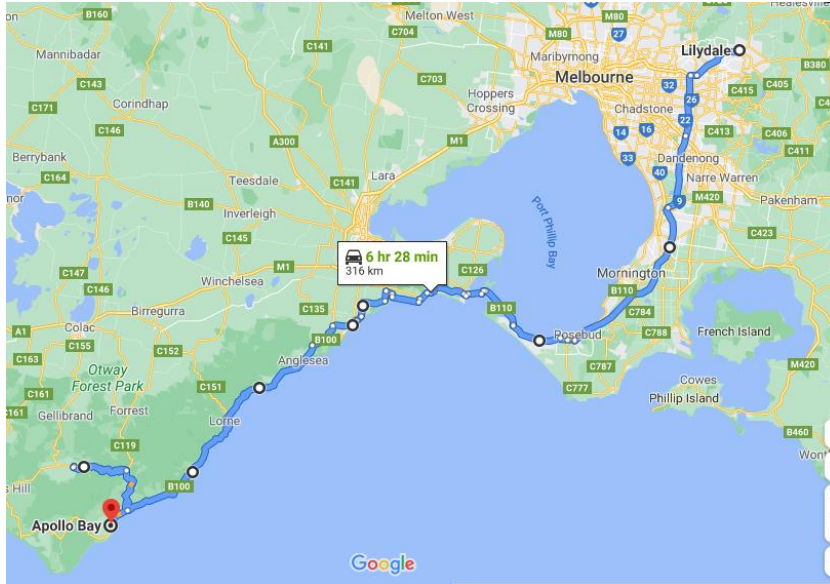
Please read through the following pages about how to get behind this fantastic initiative and support the charity changing the lives of young people.

Kind regards,

**Phil Stenhouse OAM**  
**CEO**  
**Bridge Builders Youth Organisation**  
**0421 062 512**  
[phil@bridgebuilders.com.au](mailto:phil@bridgebuilders.com.au)

## 2021 route released!

### Day 1



**Day 1-** Lilydale –  
Apollo Bay

**Day 2-** Apollo Bay –  
Hamilton

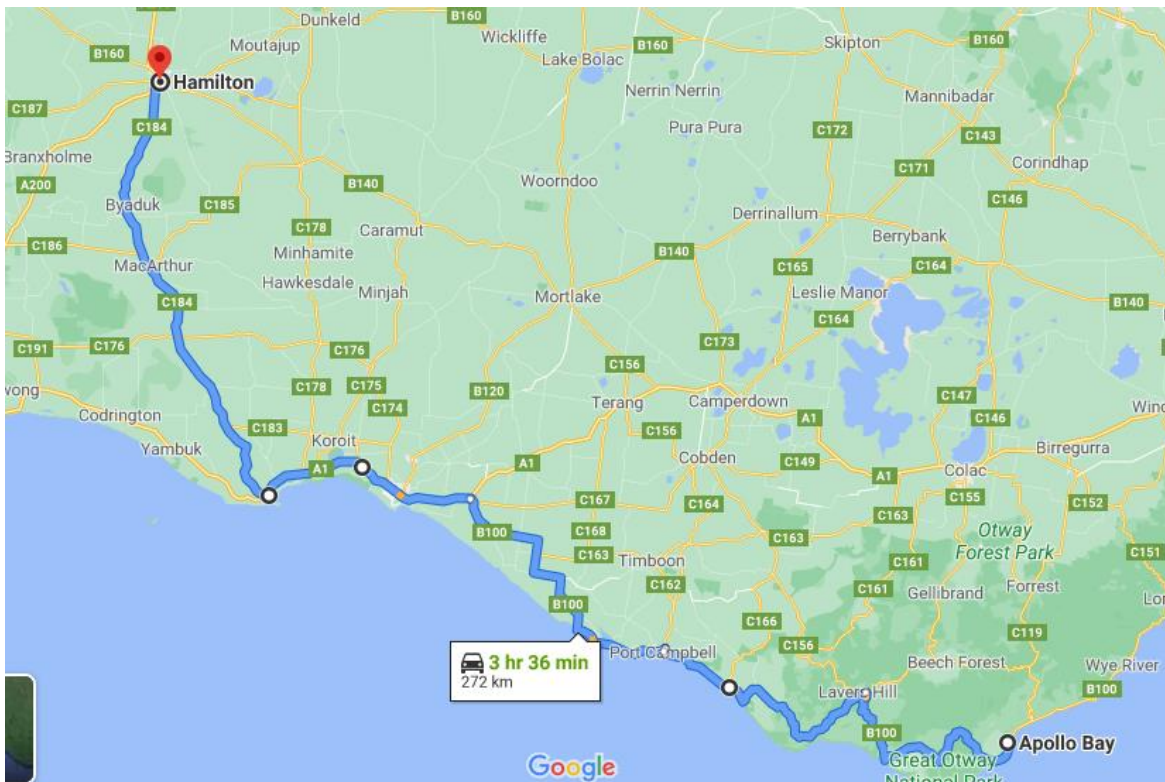
**Day 3-** Hamilton –  
Echuca

**Day 4-** Echuca –  
Bright

**Day 5-** Bright -  
Lilydale

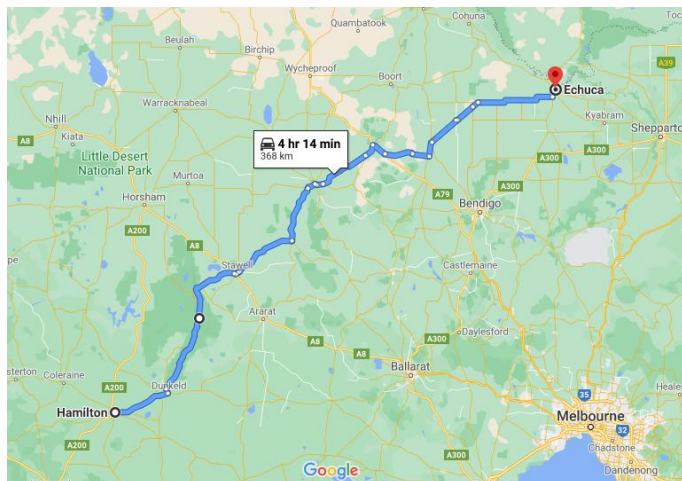
**1,500kms  
over 5 days**

### Day 2

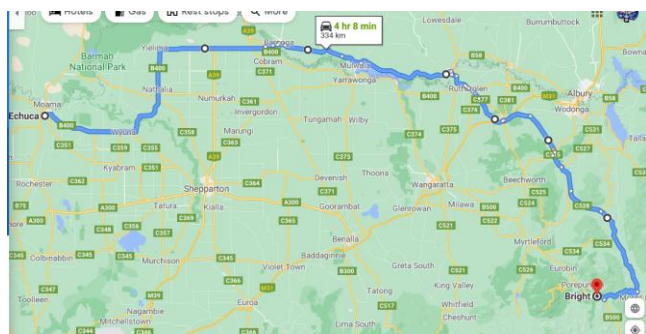




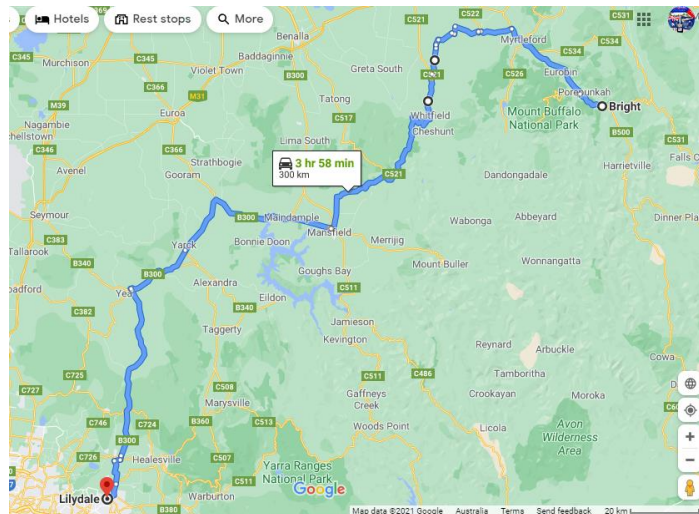
### Day 3



### Day 4



### Day 5



## Past Event Statistics

<b>Website page views</b>	<b>1812</b>
<b>Newspaper articles</b>	<b>2</b>
<b>Radio stations</b>	<b>3</b>
<b>TV Stations (Win prime 7 news)</b>	<b>1</b>
<b>Face book like page</b>	<b>1,784</b>
<b>Face book post views</b>	<b>4,316</b>
<b>Promoted in other Face book Groups</b>	<b>3</b>
<b>Event flyers distributed</b>	<b>5,000</b>
<b>Professional photographers</b>	<b>2</b>
<b>Riders</b>	<b>36</b>
<b>Team / support crew</b>	<b>16</b>
<b>E-news database</b>	<b>400</b>

## **‘The Crate’ - Major Sponsor**

### **\$5,000**

Your sponsorship entitles your business/company to:

- Exclusive signage/display at the starting point at the start/finish line
- Prominent display of your branding and product at all stop points
- Prominent promotional package (includes your company logo on rider vests, rider helmet and all promotional material including flyers)
- Company signage on tear drop flags
- Prominent company signage/stickers on escort vehicles (exclusive option to provide pre-branded vehicles to maximize exposure)
- Acknowledgment of sponsorship on all radio and newspaper advertising
- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media's etc.
- Provision for two sponsor staff (all accommodation, food and fuel covered for two of your staff to attend the 5-day trip)
- Opportunity to provide rider/crew packs
- Opportunity to put promotional material or samples in all rider packs
- All other involvement by discussion.

## **‘The Package’ - \$3,500**

Your sponsorship entitles your business/company to:

- Prominent display of your branding and product at all stop points
- Prominent promotional package (includes your company logo on rider vests, rider helmet and all promotional material including flyers)
- Company signage on tear drop flags
- Company stickers on escort vehicles
- Acknowledgment of sponsorship on all radio and newspaper advertising
- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media's etc.
- Opportunity to provide rider/crew packs
- Opportunity to put promotional material or samples in all rider packs
- All other involvement by discussion.

## **‘The Envelope’ - \$2,000**

Your sponsorship entitles your business/company to:

- Prominent promotional package (event flyer)
- Company stickers on rider vests
- Acknowledgment of sponsorship on all radio and newspaper advertising
- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media’s etc.
- All other involvement by discussion.

## **‘The Corporate Letter’ - \$1,000**

Your sponsorship entitles your business/company to:

- Prominent promotional package (event flyer)
- Company stickers on rider vests
- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media’s etc.
- All other involvement by discussion.

## **‘The Fuel Stop’ - \$500**

Your sponsorship entitles your business/company to:

- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media’s etc.
- Company stickers on rider vests
- All other involvement by discussion.

## **‘The Postcard’ - \$300**

Your sponsorship entitles your business/company to:

- Acknowledgment of sponsorship on all online media sources e.g. Website, Face book and other social media’s etc.
- All other involvement by discussion.



## **‘The Rider’ - \$750** (+ raise \$2,000 donations to ride)

This option is for those who wish to join us on the ride, BYO Postie Bike. The \$750 covers the costs of the rider (accommodation, food and fuel) and then each rider must raise a minimum of \$2,000 to participate. All proceeds go directly to Bridge Builders Youth Organisation to continue their valuable work with young people in the community.

### **Make a donation to the cause**

[www.mycause.com.au/events/mykidspostiebikeride](http://www.mycause.com.au/events/mykidspostiebikeride)



## Sponsorship Application Form

Contact Name/Person: \_\_\_\_\_

Business/ Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Business Number: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facebook Page: YES / NO

We would like to sponsor the Postie Bike Ride happening on 21<sup>st</sup> – 25<sup>th</sup> October 2021.  
Below we have outlined our contribution:

Sponsorship Option	Yes please!
'The Crate' Major Sponsorship \$ 5,000	
'The Package' \$3,500	
'The Envelope' \$2,000	
'The Corporate Letter' \$1,000	
'The Fuel Stop' \$500	
'The Postcard' \$300	
'The Rider' \$750 (+ raise \$2,000 donations to ride)	

Signed: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please email or post completed form back to Bridge Builders  
for confirmation and tax invoices to [accounts@bridgebuilders.com.au](mailto:accounts@bridgebuilders.com.au) or the address below.