



PARTNER WITH US FOR BIG IMPACT

2024
PARTNERSHIP
PROSPECTUS



Ku-ring-gai
St Ives
Turramurra
Wahroonga
Upper Northern Beaches



Official Partner



Raising funds for

PARTNER WITH US

The Bobbin Head Cycle Classic is the premier cycling event on Sydney's north shore.

Who we are

Established in 2012 and organised by the Rotary Clubs of Ku-Ring-Gai, St Ives, Turramurra, Upper Northern Beaches and Wahroonga, the Bobbo raises money for charity Partner Lifeline and selected charity beneficiaries.

We are planning for up to 2,500 cyclists in 2024.

Partner with us

The Bobbin Head Cycle Classic seeks corporate Partners who would like to align their organisation with an exciting cycling event. Fantastic opportunities exist for community-minded organisations to get involved, to support Lifeline and our charity beneficiaries, and to receive CSR benefits.

Your brand will receive exposure from broad Bobbo marketing initiatives that include a strategic blend of direct mail, social media, display posters, community banners, radio interviews and media releases. All are designed to gain maximum engagement.



2024
PARTNERSHIP
PROSPECTUS

2022-23 EVENT PARTNERS

2024
PARTNERSHIP
PROSPECTUS



OPTUS



Hornsby BMW



KIESER



MARSHALL.
CHAN.
YAH.



PUSHYS



BOBBO
SUPPORTERS

KASK



BOBBO STATS

Reach on social media in 2023

 **740,340**

Impressions on social media in 2023

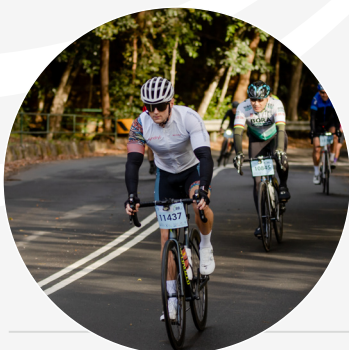
 **2,293,899**

Emails opened in 2023

 **69,071**

Overall number of riders in the Bobbo

 **17,051**



CHARITIES

All funds raised from the Bobbin Head Cycle Classic go to support our charity Partner, Lifeline Harbour to Hawkesbury Sydney, and other charity beneficiaries.

 **Lifeline**
Harbour to Hawkesbury
Sydney



2024
PARTNERSHIP
PROSPECTUS

CHARITY BENEFICIARIES

**MENTORING
MEN** 

Hornsby Kuringgai **Women's Shelter**

 **The Cromehurst Foundation**
Incorporated
ABN 90 175 490 072
26 Tryon Road LINDFIELD NSW 2070. Reg. Charity No. CC 25867


EAGLES RAPS
TOGETHER WE SOAR


bochildren'shospital

**hornsby
connect**
a hand up for people in need

**BELONG
BELIEVE
BEYOND
BEACH SCHOOL**
A place to be you

timor-leste

**friends of
soibada**

**HELP US MAKE THIS
IMPORTANT CHARITY
EVENT HAPPEN.**

2024
PARTNERSHIP
PROSPECTUS



2024
PARTNERSHIP
PROSPECTUS

PARTNERSHIP PACKAGES

PARTNERSHIP FEE	OFFICIAL PARTNER \$25,000 + GST	DIAMOND \$11,000 + GST	GOLD \$5,500 + GST	SILVER \$2,750 + GST
Promotional space at The Bobbo Village	VIP Marquee Plus 1 Stall	Team Marquee Plus 1 Stall	2 Spaces/Stalls	1 Space/Stall
Partner banner displayed at the The Bobbo Village	4 Banners	3 Banners	2 Banners	1 Banner
Invited on to the podium to speak to the riders before the rides begin	Yes	No	No	No
Partner's Logo & Brand	On all marketing & event comms as "Official Partner of 2024 Bobbo"	Partner flyer mail-out to riders, web, Face- book & rider bibs	Web, Facebook & rider bibs	Web & Facebook
On-course signage	Naming rights to 'King of the Mountain' Time Trial	Signage at 1 drink stop + 1 prominent on-course location	Landmark signage at 1 location	Optional extra
Website profile	250 words	200 words	100 words	50 words
Social media	Yes – prominence consistent with Partnership level			
Complimentary rider entries	20	14	8	4

OFFICIAL PARTNER PACKAGE

2024
PARTNERSHIP
PROSPECTUS

OFFICIAL
PARTNER

\$25,000
+ GST

ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO VILLAGE

- Acknowledged by the Event Organiser throughout the event
- Representative invited onto the start podium to welcome riders
- Interact with participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 20 x \$20 vouchers redeemable for food and beverage from vendors at The Bobbo Village;
- 1 x large corporate team marquee (supplied and erected by Bobbo) to showcase products
- Partner able to display 4 x banners (provided by Partner) at the The Bobbo Village
- 1 x free banner above stalls showing Partner name (approx. 2m x 0.5m)
- Representative interviewed during the event broadcast live and on community radio

PARTNER'S BRAND:

- Recognised as the Official Partner of the 2024 Bobbo
- Logo on event website homepage, Facebook, & emails
- Logo on Bobbo promotional flyers, posters, banners, & rider bibs
- 250 words marketing promotion on event website (Partner's page)

SOCIAL MEDIA

- One welcome post plus three other posts on Bobbo's Facebook page
- Logo on the Bobbo Facebook 'cover image'
- Bobbo to 'share' Partner's own Facebook posts at agreed intervals

ON-COURSE SIGNAGE:

- Landmark Signage – naming rights to 'King of the Mountain' time trial

DIRECT MARKETING:

- Promotional flyer (A5 size), copy and production to be provided by Partner, to be distributed to riders with rider registration pack

COMPLIMENTARY ENTRY FOR UP TO 20 RIDERS:

- Priority start position for the 'Official Partner team' of riders

POST EVENT

- Invitation to Charity Partners' Presentation Evening



DIAMOND PARTNERSHIP PACKAGE

2024
PARTNERSHIP
PROSPECTUS



\$11,000
+ GST



ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO VILLAGE:

- Acknowledged by the Event Organiser throughout the event
- Representative interviewed during the event – broadcast live on community radio
- Interact with participants during the Event, with ability to distribute Partner's own marketing and promotional material
- 14 x \$20 vouchers redeemable for food and beverage from vendors at The Bobbo Village
- 1 x large corporate team marquee tent (supplied and erected by Bobbo)
- 1 x VIP stall (supplied and erected by Bobbo) to showcase products
- Partner able to display 3 x banners (provided by Partner) at The Bobbo Village
- 1 x free banner above stalls showing Partner name (approx. 2m x 0.5m)

PARTNER'S BRAND:

- Recognised as Diamond Partner of the 2024 Bobbo
- Logo on event website, Facebook, & emails
- Logo on rider bibs
- 200 words marketing promotion on event website (Partner's page)

SOCIAL MEDIA

- One welcome post on Bobbo's Facebook page promoting the Partner's primary business and their involvement with the Bobbo
- Bobbo to share Partners' own Facebook posts at agreed intervals

ON-COURSE SIGNAGE:

- Landmark Signage – Opportunity for branding at 1 x drink-stop, and 1 x prominent on-course signage location.

DIRECT MARKETING:

- Promotional flyer (A5 size), copy and production to be provided by Partner, to be distributed to riders with rider registration pack

COMPLIMENTARY ENTRY FOR UP TO 14 RIDERS:

- Priority start position for the Diamond Partner Team riders

POST EVENT

- Invitation to Charity Partners' Presentation Evening



GOLD PARTNERSHIP PACKAGE

2024
PARTNERSHIP
PROSPECTUS



\$5,500
+ GST



ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO VILLAGE:

- Acknowledged by the Event Organiser
- Interact with participants during the event, with ability to distribute Partner's own marketing and promotional material;
- 8 x \$20 vouchers redeemable for food and beverage from vendors at The Bobbo Village
- Partner able to display 2 x banners (provided by Partner) at The Bobbo Village
- 2 x free Bobbo banners (approx. 2m x 0.5m) above stalls showing Partner name

PARTNER'S BRAND:

- Logo on event website
- Logo on rider bibs (prominence consistent with Partnership level)
- Announcements during event proceedings (frequency consistent with Partnership level)
- 100 words marketing promotion on event website (Partner's page)

SOCIAL MEDIA

- One welcome post on Bobbo's Facebook page promoting the Partner's primary business and their involvement with the Bobbo
- One other Facebook post (in combination with others)

ON-COURSE SIGNAGE:

- Landmark Signage – naming rights at one of 4 prominent landmarks on the course – analogous to Castrol Curve or Dunlop Bridge at Bathurst (signage to be provided by Partner)

DIRECT MARKETING:

- Promotional flyer (A5 size), copy and production to be provided by Partner, to be distributed to riders with rider registration pack

COMPLIMENTARY ENTRY FOR UP TO 8 RIDERS:

- Priority start position for the 'Gold Partner team' of riders

POST EVENT

- Invitation to Charity Partner's Presentation Evening



SILVER PARTNERSHIP PACKAGE



\$2,750
+ GST

2024
PARTNERSHIP
PROSPECTUS

ON-SITE PRESENCE DURING THE EVENT & AT THE BOBBO VILLAGE::

- Acknowledged by the Event Organiser
- Interact with Participants during the Event, with ability to distribute Partner's own marketing and promotional material;
- 1 VIP tent or stall (supplied and erected by Bobbo) to showcase products and services, and/or for social activities
- 4 x \$20 vouchers redeemable for food and beverage from vendors at The Bobbo Village
- Partner able to display 1 x banner (provided by Partner) at The Bobbo Village
- 1 x free Bobbo banner (approx. 2m x 0.5m) above stall showing Partner name

PARTNER'S BRAND:

- Logo on event website
- Announcements during Event proceedings (frequency consistent with Partnership level)
- 50 words marketing promotion on event website (Partner's page)

SOCIAL MEDIA

- One welcome post, on Bobbo Facebook page (in combination with others)
- Further social media opportunities are negotiable

COMPLIMENTARY ENTRY FOR UP TO 4 RIDERS:

- Priority start position for the Silver Partner Team riders



FIND OUT MORE

For further information on Partnership opportunities, please contact:

Ian Stuart

Email: ian.stuart@optusnet.com.au

Phone: **0416 138 860**

Thank you for considering this Partnership opportunity.

With kind regards,

The Bobbin Head Cycle Classic team

Rotary
Clubs of



Ku-ring-gai
St Ives
Turramurra
Wahroonga
Upper Northern Beaches



2024
PARTNERSHIP
PROSPECTUS

