



## Sponsorship

### The Opportunities for Commercial Partners, Sponsors and Supporters



The Eastern Goldfields Cycle Club (EGCC) is able to offer commercial partners, sponsors and supporters a number of opportunities to leverage and promote their company and their brands through marketing activities associated with the Goldfields Cyclassic Event. EGCC provides a perfect vehicle through which to promote your company and enhance your profile in the sport and local community as a whole. We believe a commercial partnership with EGCC will achieve the three following objectives:

- Enhance brand advocacy amongst the target market and communities
- Generate commercial interest through participants and the wider community.
- Further cement brand presence and availability.

With a range of benefits available to our partners, EGCC endeavours to develop a tailored package of benefits. The opportunities outlined in the Sponsorship Info Sheet represent a range of benefits that could be included in the negotiated partnership agreement.

#### Event Naming Rights:

Stage Naming Rights:

Menzies Classic (Stage One, 132km): 2020 – Shire of Menzies

Leonora Golden Wheels (Stage Two, 105km): 2020 – Minara Resources

Community Ride: The Community Fondo: 2020 – Kalgoorlie Miner

Sprint Event Sponsors

Stage 1: Gidgi Roaster: 2020 – Alliance Airlines

Paddington: 2020 – Chelis Group (The Key to Workplace Safety)

Davyhurst: 2020 – AngloGold Ashanti

Comet Vale: 2020 – Available

Stage 2: Kookynie: 2020 – Built by Geoff

Gibraltar Rocks: 2020 – GRT Minesite Transfers

Lake Raeside: 2020 – The Miller Family

#### Media and Marketing Materials:

EGCC produces a variety of media and marketing material distributed to a variety of audiences, presenting significant opportunities for brand and logo placement across the events. As an EGCC partner / sponsor or supporter, the brand will receive prominent size and frequency on the following materials: Sprint Jersey, Social Media, Website, Banners at start and finish, Prominent logo placement on the sponsor's page of every Event Program. Opportunity to provide a one (1) page advertisement, A6 size, in every event program. 250 produced across all events. (see page 2)



*Australia's Richest Handicap Cycle Race*





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**Signage:** Prominent logo placement on event specific signage, including host venue signage as well as opportunity to place signage. at event points along the race route. (Subject to Main Roads Dept. guidelines).

**Workforce uniforms:** Staff, volunteer and officials t-shirts and safety clothing

**Event clothing:**

- Event Jerseys – Cyclassic and Community Fondo participants
- Sprint Jerseys - Sprint winners
- Yellow - Stage and leaders jersey

**Digital media leveraging:** Opportunity to cross promote existing brand key messaging or competitions, via EGCC social media pages including Facebook.

**Sampling:** Sponsors will have the opportunity to conduct sampling or product trials at official sport venues. EGCC envisages that this will include hydration stations and start/finish lines.

**Welcome bags:** Sponsors will have the opportunity to contribute items in each participants welcome bag. EGCC envisages this will be a sample product or service discount voucher per bag.

**Presentation opportunities to participants:** Sponsors will have the opportunity to present at the event, to a captive audience.

EGCC believes in providing our sponsors with a measurable return on investment. To achieve this EGCC will conduct research before, during and after the event to ensure that we can provide our sponsors with quantifiable results for their investment. We intend to implement the following market research processes:

- Market research questions can be incorporated into the online registration process using mandatory fields, meaning that all participants must complete the questions in order to complete the registration process. Where possible, obtain economic impact studies from our government partners, where data has been captured relating to consumption and behaviours of participants.
- Following the event, EGCC will conduct participant surveys, to gauge the success of the event and gather important information for how to improve the event in the future for Sponsors and participants alike.



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Twitter: @GFCyclassic

Instagram: GFCyclassic

