



Goldfields Cyclclassic

& Community
Challenge

900

YEARS



PROSPECTUS

2&3 June 2018

Australia's Richest Handicap Cycle Race

Stage 1: 132km Kalgoorlie-Boulder to Menzies - 90th Menzies Classic

Stage 2: 105km Menzies to Leonora - Leonora Golden Wheels

www.cyclclassic.com.au



#GFCyclclassic



SUPPORTER



Testimonials



Greg Dwyer

Menzies Shire President

The Shire of Menzies and its community are looking forward to the historic 90th Anniversary of the "Menzies Classic" Cycle Race. The opportunity to host day one of this historic event provides the biggest event on the Menzies Shire Sport Calendar and a fantastic opportunity to showcase our wonderful region and attractions in collaboration with the City of Kalgoorlie Boulder and the Shire of Leonora. We welcome riders, support crews and spectators to our region and invite you all to "Take a look Around".



John Bowler

Mayor, City of Kalgoorlie-Boulder

The Goldfields Cyclassic has gone from strength to strength as an event, and the pairing of this elite cycling event with the Leonora Golden Gift weekend was a commendable decision by the organisers of both events. The weekend is a true stand out event which has many positive benefits for tourism in Kalgoorlie-Boulder and the Goldfields, and is one of my favourite weekends of the year.



Peter Craig

Leonora Shire President

The partnership between the Goldfields Cyclassic and the Leonora Golden Gift has provided our athletics carnival with greater diversity to our event program, which is well received by our visitors and spectators. With elite Olympic level runners featured at the Leonora Golden Gift athletics carnival, the addition of a range of high calibre cyclists has increased the dynamic of the carnival. It provides our guests with great opportunity to witness firsthand the athleticism and skill of competitors. The Shire of Leonora is most pleased to continue to welcome the Goldfields Cyclassic to share in our long weekend celebrations and to provide our community with the opportunity to witness additional athletic endeavours.



Cameron Blyth

Event Director & Club President, Eastern Goldfields Cycle Club

The long history of cycling in the Goldfields, which can be dated back to the late 1800's, is evident as this year's event will celebrate the 90th anniversary of the Menzies Classic. The days of cycle couriers tackling bush tracks in unbearable heat is long gone, but participants can relive this history through their participation in this iconic event. The two-stage event showcases the City of Kalgoorlie-Boulder, the Shires of Menzies & Leonora and the wonderful communities which many of us are fortunate to call our backyard. I encourage you to come and sample the history and traditions of cycling in the Goldfields.

Race History

The Menzies to Kalgoorlie race has a magnificent history. The race had its origins in 1928, following a discussion at a race club meeting where there was a concern at the lack of distance races on the Goldfields. Messrs J. Richards, JC Walsh, Chas Egan along with a small committee set about organising a long distance event. Their choice of starting point was the small mining town of Menzies, 81 miles north of Kalgoorlie. Many business men of the Goldfields supported the venture and, on the King's birthday, June 1928 at 8.00am, the men were sent away for the first "Menzies". Twenty four riders started in this event.

From its inauguration in 1928 until 1932, the race was known as the Menzies-Kalgoorlie Road Race, but two days before the race of that year, Charlie Egan, the popular secretary of the club, tragically died, and all riders in the race that year wore black armbands as a token of respect. It was decided later that the race should, in future, be known as the "Chas Egan Memorial Race".

Mention of the Menzies Classic - Chas Egan Memorial Race is not complete without some comment on the road. During the first five years, the term "road" could hardly apply to the bush track- rough, rippling and sandy - that connected Menzies to Kalgoorlie, and the stretch from Menzies

to Comet Vale was a cyclist's nightmare, being almost axle-deep sand.

By the late thirties, the road improved. Although it was still far from perfect, at least by then a cyclist could heave a sigh of relief when he reached bitumen at Broad Arrow, instead of bumping over ripples, skidding into ruts and ploughing through sand for the rest of the journey right into Hannan Street, as the early cyclists did.

The great road rider R. Hudson, the winner in 1928, once took 5 hours and 55 minutes, 45 seconds to cover the 81 miles from Menzies to Kalgoorlie.

In 2011 Hon. John Bowler, MLA, Member for Kalgoorlie at that time, came up with the idea of combining the Menzies Classic with the Leonora Golden Gift which was also held during the same weekend. EGCC Executive Committee members, Dr Ruth Murdie and Rob and Maree Northcoat turned the idea into reality and the first "Goldfields Cyclassic" was held. Their efforts have made this event the richest handicap event in Australia with a reputation of being one of the most professional and well organized races in WA. This is the seventh "Goldfields Cyclassic" with the event growing from strength to strength each year.



Chas Egan





Goldfields Cyclassic

Cycling has been a part of the Goldfields since the courier cyclist in the 1890s carried messages around the Goldfields before the telegraph line came to the region. Today, cycling is a popular recreational activity, and the competitive spirit is alive and well.

This year's Goldfields Cyclassic will continue as a two-stage handicap race across the Goldfields from Kalgoorlie-Boulder to Menzies and on to Leonora. Riders will be racing across some of the richest and historic landscapes of the Western Australian Goldfields. With the mineral wealth of this area being world renowned, it's appropriate that this race boasts being "Australia's Richest Handicap Cycle Race".

Held over the WA Day long weekend, the two-stage event will be run as two individual race stages. Each

rider will be assigned a finish time as the time after the lead rider crosses the line and the time the rider crosses the line for each race.

The 2017 Goldfields Cyclassic was won by Michael Frieberg, who rides with the Isowhey Sports Swiss Wellness team in a combined time of 5 hours, 9 minutes, 6 seconds. Line Honours for the Women was won by Erin Nolan who rides with the Veris team in a time of 5 hours, 59 minutes, 19 seconds.

For the weekend enthusiasts who would like to be included in this exciting and iconic event, the Community Challenge is a great way to explore the riches of the Goldfields and enjoy the achievement of completing the Menzies Classic.



To encourage riders from other States, and throughout WA, logistics for riders racing in the Cyclassic or participating in the Community Challenge are made very simple and include: subsidized return flights from Perth, transportation of bikes to Kalgoorlie and return, storage of bikes and bus transport as required. Food and refreshments are also provided free of charge post race to rejuvenate and recharge.

2018 Menzies Classic – Chas Egan Memorial Race

The 90th Menzies Classic- Chas Egan Memorial Race

The 2018 Menzies Classic – Chas Egan Memorial Race will start in Kalgoorlie-Boulder at the top of Hannan Street and head north along the Goldfields Highway, through the eucalypt woodlands to Menzies, undulating over 132km. Four sprint sections await the opportunistic rider to try and grab some cash on the way. The race finishes in the main street of Menzies opposite the Town Hall.

The race, being a handicap event, means all riders are placed behind the first rider over the line, regardless of which grade they ride in. Hence riders from all grades have the opportunity to win Line Honours.

Prior to 2011, only once before – for the Menzies Centennial in 1994 – did the race go in this direction. The current record holder for this direction following the 2013 event is Alex Smyth from the Satalyst Giant Racing Team, in the time of 2 hours 32 minutes.

The 2017 finish was a well-planned attack by two riders who broke away from the main peleton with 15km to go, battling it out for line honours and the generous prize money.

The Isowhey Sports Swiss Wellness Racing team prevailed with Michael Freiberg first over the line in a time of 2 hours, 56 minutes, 07 seconds. Erin Nolan (Veris Racing) was the first female rider to cross the line in a time of 3 hours, 17 minutes, and 21 seconds.

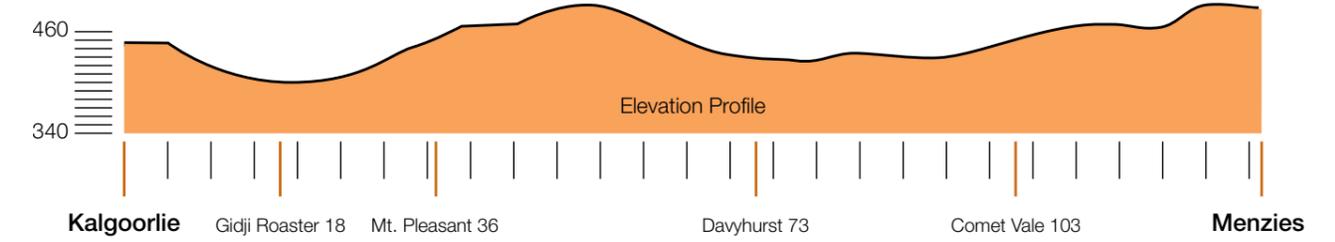
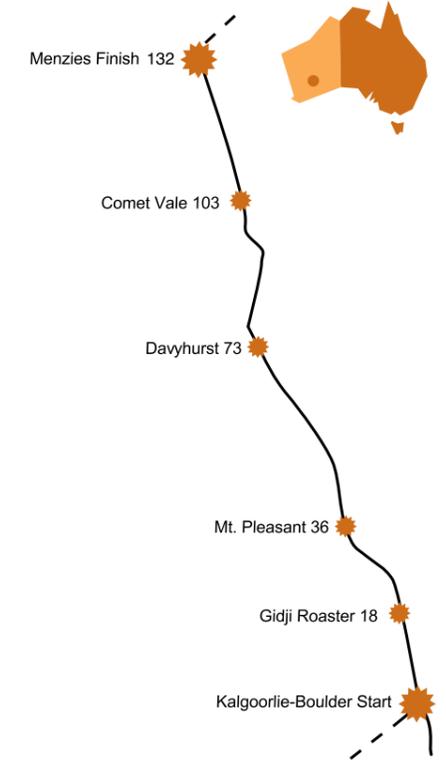
Menzies Cycle Carnival

The Menzies Classic – Chas Egan Memorial Race is the highlight of the Shire of Menzies community calendar and the accompanying carnival adds to the excitement and fun. This year the focus for the carnival is going to

be on the children of Menzies, complete with bike and running races and other sporting activities. Everyone is a winner and each child participating receives a gold medal.

Riders and supporters alike enjoy the generosity and hospitality of the community of Menzies with a home cooked dinner as part of the Awards ceremony, and a stunning firework display that could compete with the Sydney fireworks on New Year's Eve. Entertainment throughout the day is also provided which adds to the friendly and party atmosphere.

Menzies Cycle Carnival is also a great chance to meet and mingle with the guest professional riders.



2018 Leonora Golden Wheels

Leonora Golden Wheels

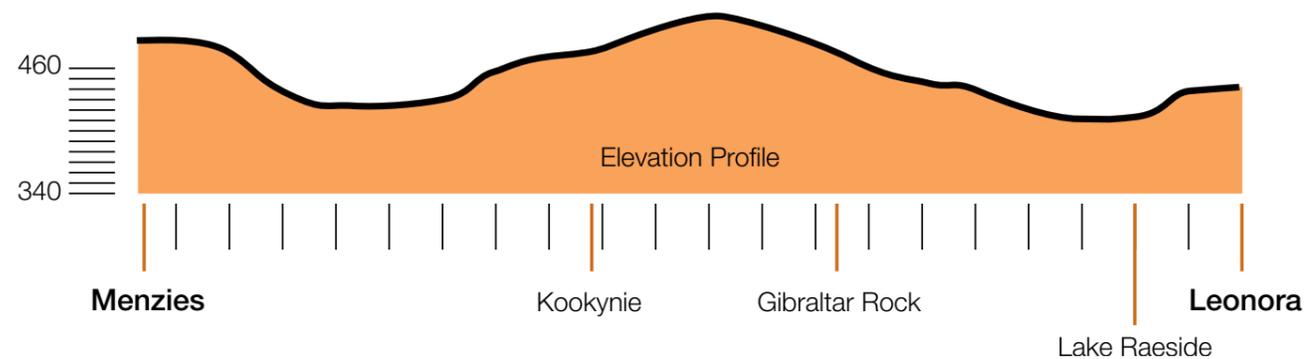
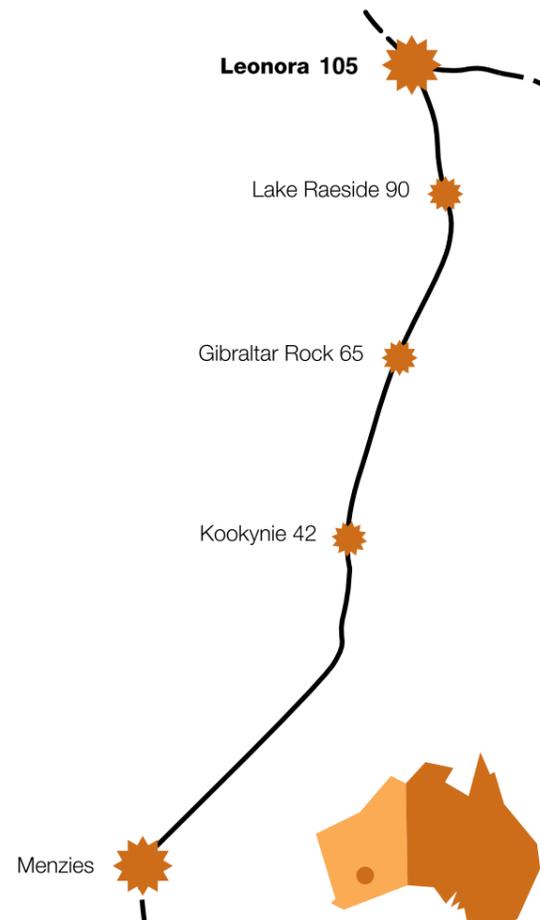
Riders completing the second stage of the Cyclassic – the Leonora Golden Wheels start on Sunday morning in Menzies. They will continue north along the Goldfields Highway. After racing down the hill from Menzies, the road can be seen heading out across the flat plains to Leonora.

This race again will be run as a stand-alone handicap race with three sprint sections set along the route. The race will enter the town of Leonora where riders will complete two laps of a very tight street circuit before hitting the finishing line where the celebrations around the Leonora Golden Gift take place.

The 2017 Leonora Golden Wheels was won by Theo Yates of the Drapac – Pats Veg team in a time of 2 hours, 18 minutes, 11 seconds. Anna Heitz of JCC Womens Racing was the first woman home in a time of 2 hours, 53 minutes, 07 seconds.

Leonora Golden Gift Carnival

The second stage of the Goldfields Cyclassic – the Leonora Golden Wheels – is timed to coincide with the finish of the Golden Gift Foot Race and adds to the excitement of the activities. The riders complete two laps of the town before crossing the Finish line where they have to use their considerable skills to stay on the bike and compete hard for the win. The Leonora Golden Gift attracts large numbers of people to the region. With over 3,000 permanent residents in the Shires of Leonora, Laverton and Menzies, an event of this calibre is well supported by locals, with patrons from all over the region descending on Leonora to enjoy the festivities over the three day weekend.



Prizes

Prizes and grades

The Menzies Classic – Chas Egan Memorial Race and Leonora Golden Wheels will each have their own line honours and handicap grade prizes offering a total of approximately \$20,000 prizemoney each race. Handicap, grades and prizes will be distributed as follows:

Line honours and grade prizes

- Men's Line Honours 1st, 2nd, 3rd, 4th, 5th, 6th
- Women's Line Honours 1st, 2nd, 3rd
- Fastest time
- A grade 1st, 2nd, 3rd
- B grade 1st, 2nd, 3rd
- C grade 1st, 2nd, 3rd
- D grade 1st, 2nd, 3rd
- EGCC Club Member, Men and Women 1st, 2nd, 3rd

Sprint prizes

Menzies Classic – Chas Egan Memorial Race:

- Gidgi Roaster (each grade)
- Paddington
- Davyhurst
- Comet Vale
- Yunndaga (to be confirmed)

Leonora Golden Wheels:

- Kookynie
- Gibraltar Rock
- Lake Raeside

Goldfields Cyclassic:

Distinctive trophies will be awarded for the following:

- Men's Line Honours 1st
- Women's Line Honours 1st

Prizes are awarded for:

- Fastest Time

Community Challenge

Community Challenge riders will receive a Certificate with their finishing times.



Community Challenge

The Community Challenge is included in the Goldfields Cyclassic to provide the recreational rider an opportunity to experience the excitement of participating in the Menzies Classic. Riders can enter a team of two to four members which makes the distance for each rider very achievable. Recreational riders can also ride as an individual.

The 132km is broken up into four approximately equal sections. The first rider completes the section out of Kalgoorlie to Paddington, hands over to their team-mate who then pedals off to Davyhurst. Here number 3 team member is waiting. Number 3 battles through the rolling hills to Comet Vale where the final team member will push through to the finishing line in Menzies. Where all the team if they choose, can cross the line together.

Each team will need a vehicle to carry all riders and equipment. Each team is responsible for placing its own rider at each handover point. All riders do have a timing device on their bikes, so the order can change on the day if needs be.

The Community Challenge is a great opportunity for your organisation to promote the health benefits of cycling to your employees as well as enjoying the camaraderie that comes when participating in an event as a team. We encourage all our sponsors and supporters to enter a team.

Get training

EGCC welcomes new members joining the club as part of their training programme. Riders are encouraged to check out www.egcc.com.au for the 2018 season's calendar to help them in their training.



Sponsorship

The success of the Goldfields Cyclassic to date has been due to the significant contribution from local communities and businesses alike and we hope to continue these partnerships into the future. The handicap nature of the event attracts all kinds of riders from the pro-riders who live and work on their bikes to the weekend enthusiast, cafe riders and everyone in between. Everyone has the chance to be a winner as prize money is spread over the whole event. We are estimating that we will attract around 180 riders plus supporters and volunteers for this year's race. The Goldfields Cyclassic is a great opportunity to promote your business and support your community.

Financial Sponsorship

The event budget for 2018 includes the significant prize pool of approximately \$40,000. This has raised the bar significantly both locally and nationally and attracts elite teams to the event. In 2016 there were seven NRS teams competing – the most A Grade riders to date, which we hope to emulate in 2018's historic 90th Anniversary Event.

Historically, the "Menzies Classic – Chas Egan Memorial Race is now in its 90th year. The extended programme that now includes the Leonora Golden Wheels enhances the reputation of the event and gives riders and supporters alike a unique opportunity to experience what the Goldfields has to offer.

These two stand-alone races and the Community Challenge combine to make the Goldfields Cyclassic a fabulous opportunity for our Local Government partners, sponsors and supporters to promote and

showcase their businesses with an event that truly engages with the community.

EGCC invite interested businesses, individuals and groups to be a part of the event by financially supporting and sponsoring a part of the two day Goldfields Cyclassic and/or the Community Challenge.

Naming rights for each of the two stage events, sprints for both stages and the Community Challenge make our naming sponsorship packages a very limited opportunity. There are also a number of other tailored packages of sponsorship benefits available. We look forward to discussing your own business objectives and desired outcomes in supporting the events.

This year, EGCC is looking to increase community involvement by way of the Community Engagement Programme. EGCC will be working closely with the schools and communities in Kalgoorlie-Boulder, Menzies and Leonora to provide activities during the weekend carnival that are focused on activities for the children. We are also looking to increase the numbers participating in the Community Challenge. A range of events is planned for the 2018 year:

- Learn to ride clinics
- School education sessions
- Bike repair days
- Bike and running races

This provides additional opportunities for sponsors to assist in this "giving back to the community" part of the Cyclassic.





Sponsorship

Investment (inc GST)	Stage Sponsor	Sprint Sponsor	Community Challenge
Naming rights to Stage – "YOUR COMPANY" 2018 (Name of Stage)	●		
Company banner on stage during all Cyclassic Race Briefings and Award presentations	●		
Company name/logo on front page of Cyclassic Programme	●		
Company name/logo on front page of Cyclassic Website	●		
Company logo on front page of EGCC Website 12 months	●		
Company logo on Cyclassic jersey (Front)	●		Side Panel
Company logo on Cyclassic Yellow Jersey (Front)	●		
Stage Jersey	●		
Company logo on Volunteers' T Shirt – Large, Front	●		Side Panel
Inclusion in Presentations to cyclists during Cyclassic dinner/presentations	●	●	
Naming rights to Sprint – "YOUR COMPANY" (Name of Sprint)		●	
Sprint Jersey		●	
Company banner at Sprint		●	
Company logo on Volunteers' T Shirt (Back)		●	
Complimentary dinner tickets (Sat night)	●	●	●
Logo on all applicable Cyclassic printed promotional material	●	●	●
Facebook blast on Cyclassic and EGCC FB pages in lead up to event	●	●	●
Logo and company profile on Cyclassic website	●	●	●
Logo and company profile in Cyclassic Programme	●	●	●
Advertisement in Cyclassic Programme	Full Page	Half Page	Half Page
Acknowledgement in Race Briefings and Award presentations	●	●	●
Display space at registration (if desired)	●	●	●
Company banners attached to barriers at the Start and Finish of each Stage.	●	●	●
Invite to Sponsors/volunteers function post event	●	●	●
Cyclassic memento for your workplace	●	●	●
Naming rights for Community Challenge – "YOUR COMPANY" 2018 Community Challenge			●
Children's community engagement programme	To Be Discussed		

Event Sponsorship and Support

In Kind Sponsorship

Equally important as the financial support required for the events is the sponsorship provided by way of the supply of goods and services. There are a number of ways where local business can provide in-kind support. Recognition of services provided can be tailored to suit the level of support and exposure desired.

Opportunities for Corporate Partners, Sponsors and Supporters

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.

In 2018 the budget for marketing and promoting the event has been increased substantially to raise the profile of the race throughout Australia. This will be via newspaper, radio, television, social media and magazines. The 2018 event has also been supported by Tourism WA who recognise the tourism potential of this iconic and historic race.

The Goldfields Cyclassic 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 an investment in sponsorship with EGCC will achieve the four following objectives:

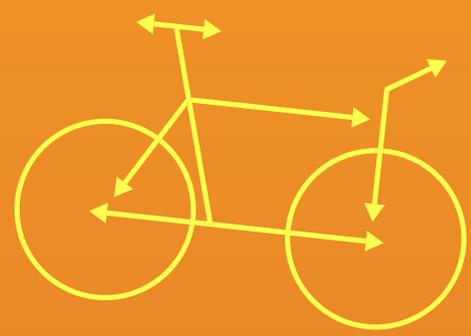
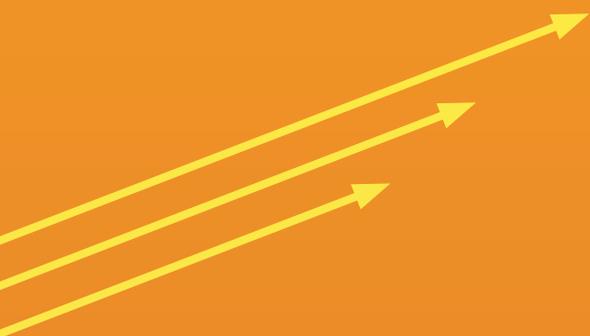
- Enhance brand advocacy amongst the target market and communities
- Generate commercial interest through participants and the wider community
- Further cement brand presence and availability
- A practical demonstration of your commitment to the health and well-being of our communities and your corporate social responsibility

With a range of benefits and opportunities available EGCC looks forward to meeting with you to discuss the various options to have your name associated with this exciting event.

Community Engagement Programme

Opportunities exist for organisations to consider partnering with EGCC in our community engagement programme for the children's events in Menzies. This could include company branded give-aways for the kids such as drink bottles, hats, bike repair kits, bike pumps etc as well as other prizes.





Goldfields
Cyclassic
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Challenge

