



# Goldfields Cyclassic 2024

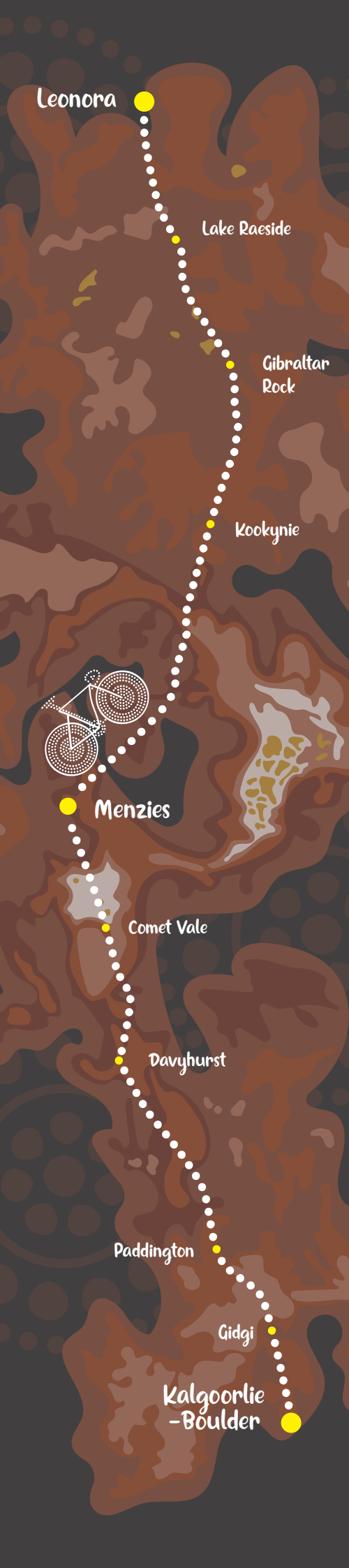


Kalgoorlie • Menzies • Leonora

## EVENT SPONSORSHIP PROSPECTUS



[www.cyclassic.com.au](http://www.cyclassic.com.au)



## Event Sponsorship & Support

The Goldfields Cycclassic event is a 2 day event owned by the Eastern Goldfields Cycle Club (EGCC) and is renowned nationally and globally. A range of riders are attracted to the Cycclassic event, from Pro-riders who live and work on their bikes to the weekend enthusiast, cafe riders and everyone in between. It is estimated that around 200 riders plus supporters and volunteers will come to the Goldfields for the June long weekend. It is run over Saturday 1st June and Sunday 2nd June in 2024. The Goldfields Cycclassic is a fabulous opportunity for our partners, sponsors, local businesses and supporters to be promoted and showcased across a weekend that truly engages with the local community and puts the Goldfields on the cycling and tourist map.

### SATURDAY 1ST JUNE, 2024 - KALGOORLIE TO MENZIES

#### The Menzies Classic

2024 will see the 95th edition of The Menzies Classic. This milestone is a significant achievement for the Goldfields Region and highlights to continued support of cycling in the community. The 130km race from Kalgoorlie to Menzies will continue the Graded Handicap format ensuring inclusivity for all abilities and genders. Riders are set off in grades based on their ability with the first rider across the finish line crowned as the 2024 Menzies Classic winner.

#### The Community Challenge

A popular ride for those wanting to complete the ride from Kalgoorlie to Menzies without the competition element of the Menzies Classic. Teams and individuals from communities across the state get together to participate either in a relay team or solo. A fully supported ride through the unique landscape of the Goldfields Region.

### SUNDAY 2ND JUNE, 2024 - MENZIES TO LEONORA

#### Leonora Women's Cycling Classic

In 2023 The Eastern Goldfields Cycle Club introduced the inaugural Leonora Women's Cycling Classic. The event was a resounding success, and this new tradition will continue in 2024 and beyond. To ensure accessibility for all female cyclists, this event is run as a handicap, allowing riders of all abilities the opportunity for success. The stand-alone race is conducted over the 104km journey Menzies to Leonora on Sunday 2nd June 2024.

Three intermediate sprints along the journey will give riders the opportunity to add to their prizemoney tally and highlight some great regional locations.

#### Leonora Golden Wheels - Men's Race

The Men will set off from Menzies in predetermined Grades for the 104km race to Leonora, tactics and stamina play a key role in achieving success in this format. Each grade is a stand-alone race, giving riders of all abilities the opportunity to be first into the main street of Leonora where the large crowd and supporters will acknowledge the performance of all.

#### Cycclassic Criterium

After racing from Menzies to Leonora on Sunday morning our elite male riders will return to the streets of Leonora later in the day to compete in an exciting street race. Known as a Criterium this race will showcase the speed, excitement and colour of cycling as they battle for glory over multiple laps of a 900m circuit in the town precinct.

*We invite you to partner with us for the  
2024 Goldfields Cycclassic journey.*

# Sponsor Types & Categories

## FINANCIAL SPONSORSHIP

The event budget for 2024 includes the significant prize pool of approximately \$20 000. This has raised the bar significantly both locally and nationally. EGCC invites interested businesses, individuals and groups to be a part of the event by financially supporting and sponsoring a part of the two day Goldfields Cyclclassic and/or the Community Challenge.

Naming rights for the entire event, including the four stage races, sprints and the Community Challenge, make our Event Naming Sponsorship Packages a very exclusive 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.

## EVENT PARTNERS

### SATURDAY SPONSORS

#### Saturday Race Sponsors

- Menzies Classic - \$25 000
- Community Challenge - \$10 000

#### Saturday Sprint Sponsors x 4

- Gidgi - \$3 500
- Paddington - \$3 500
- Davyhurst - \$3 500
- Comet Vale - \$3 500

### SUNDAY SPONSORS

#### Sunday Race Sponsors x 3

- Leonora Golden Wheels - \$15 000
- Leonora Women's Cycling Classic - \$15 000
- Cyclclassic Criterium - \$15 000

#### Sunday Sprint Sponsors x 3

- Kookynie - \$3000
- Gibraltar Rock - \$3000
- Lake Raeside - \$3000

*Please note: All sponsorship values are EXC GST.*

## 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. EGCC has identified a number of areas of assistance where local business can provide in-kind support. Recognition of services provided can be tailored to best suit the level of exposure desired.

## Sponsorship Benefits

- \* Company logo on the Cyclclassic website, programme, jerseys, social media and other promotional material
- Company banner attached to start and finish of races/stages
- Company banner on stage during all Cyclclassic race briefings and award presentations
- Company message incorporated into social media broadcasts during the event
- Acknowledgement during Cyclclassic dinner/awards presentations
- Complimentary dinner tickets (Saturday night)
- Advertisement in Cyclclassic programme
- Acknowledgement in race briefings and award presentations
- Display space at registration (if desired)
- \* Tickets to Sponsors/volunteers function post event
- Cyclclassic memento for your workplace

*PLEASE NOTE: Sponsorship benefits are allocated based on the value of the sponsorship. All levels of sponsorship are entitled to the benefits marked \*.*



# Sponsorship Pledge

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I/We wish to sponsor the 2024 Goldfields Cyclclassic event as:

- Event Naming Rights Partner \$40 000
- Stage Sponsor and hereby pledge \$25 000 (x1) or \$15 000 (x3) (please circle preferred option)
- Sprint Sponsor and hereby pledge \$3 500
- Community Challenge Sponsor and hereby pledge \$10 000
- General In-kind Sponsor and hereby pledge \_\_\_\_\_

Contact Name \_\_\_\_\_

Business/Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Thank you very much for your support!

An invoice will be provided so that payment can be made. Payment will be required prior to 24 May 2024.

Please return this form to:

Bill Hayes  
EventMatrix  
bill@eventmatrix.com.au  
PO Box 7260 Shenton Park WA 6008  
0412 228 384

Please provide your company logo in a pdf, eps or high resolution jpeg format and ad artwork\*, if applicable, to:

Helen Kenny  
Design Sense  
graphics@designsense.net.au  
0448 827 605

(\*Ad Sizes: Full page - 210mm w x 297mm h with 5mm bleed, Half page - 210mm w x 148mm h with 5mm bleed, Quarter page - 105mm w x 148mm h with 5mm bleed. CMYK, fonts outlined, pdf or 300dpi jpeg.)

