



Dear reader,

Gold Coast Rotary and Surfers Sunrise Rotary are staging the 3rd Gold Coast Ramble on **Sunday 22 March 2020**, starting from **Macintosh Island Park**.

www.goldcoastramble.org.au

This year, our teams of costumed Ramblers will be exploring the streets and businesses of Main Beach and northern Surfers Paradise.

This community event involves teams of participants (corporate, family and friends) following clues to locate checkpoints where they complete a challenge for points. Teams endeavour to gain as many points as possible in a set period of 2 hours. However it is designed primarily for participants to have fun, no matter their level of fitness or mobility. (prams and wheel chairs welcome)

Extra points are available for teams that raise money for one of our partner charities.

- Australian Anti Ice Campaign
- Baby Give Back
- Bravehearts
- The Butterfly Foundation
- Orange Sky Australia
- The Prostate Foundation of Australia
- The Salvation Army

In previous years, the winning teams were also close to the highest fund-raisers.

The Gold Coast Ramble provides a number of opportunities for your involvement:

1. **Form a team and start raising funds for your favourite charity.**
 - **Great way for workplace teams to have some fun and satisfy their corporate social responsibility.**
 - **Registrations opening soon**
2. **Donate prize or become an event sponsor**
 - **Check out attached sponsorship packages.**
3. **If your business is located within the game boundaries then sponsor a checkpoint or become part of a challenge to help promote your product or services.**
 - **Contact us for examples from our Ramble App**
 - goldcoastramble@gmail.com
4. **Promote the event to your clients and social media followers.**
 - **The more participants, the greater the fun and**
 - **Higher the funds raised for charity.**





Sponsorship Opportunities

The Gold Coast has a host of charity and community events in a crowded marketplace but the Gold Coast Ramble is different to a fun run, concert or cycling event. It is

1. A unique community event with broad community appeal.
2. A high-profile event providing opportunity for all involved to increase profile and raise funds for deserving charities
3. A colourful event - will be strongly marketed to media
4. Not a one-off event - will grow annually after successful inaugural event in 2017

We have a number of opportunities available for sponsorship. However, we are dedicated to matching sponsor packages to sponsor requirements and, in addition to what is outlined below, we are happy to discuss a tailored sponsorship solution that meets your organisation's specific objectives.

Why should you support it?

Sponsoring an event is a great way to put your business in the spotlight. There will be a range of pre-event, post event and onsite branding opportunities, with a feel-good vibe, because you're doing something positive for the community you live and work in, whose members are your customers – or could be!

Think:

- Acknowledgement on the fundraising webpage, with direct links back to you
- Acknowledgement on all email marketing – pre- and post- event
- Acknowledgement in press releases
- Social media exposure
- Blogging opportunities
- Onsite branding
- The opportunity to generate leads and build contacts onsite

Exact details of the sponsorship packages are available below, but ultimately this is an inexpensive and really positive way to market your business to the local community, while doing a good deed. In particular, sponsors will benefit from the event and your brand being actively promoted to members of the Rotary International network on the Gold Coast, in South-East Queensland and northern NSW

Who is it supporting?

In 2020, the event is being held in support of the following charities:

- **Bravehearts:** Providing child protection training and education programs, specialist sexual assault counselling and support services..
 - **The Salvation Army:** Helping those in crisis or at risk through the provision of a range of social services.
 - **Orange Sky Australia:** Providing clean laundry, warm showers and most importantly genuine and non-judgemental conversation to those experiencing homelessness.
 - **The Butterfly Foundation:** Supporting Australians experiencing eating disorders and negative body image.
 - **Australian Anti Ice campaign:** Raising awareness and educating youth and communities about the dangers of ice and other drugs.
 - **The Prostate Foundation of Australia:** Reducing the impact of prostate cancer on Australian men, their partners and families, recognising the diversity of the Australian community
- and
- **Baby Give Back:** Helping families in crisis with donations because every baby deserves an equal start.

Each of these charities has committed to promote the event to their supporter base, encouraging them to enter teams and generate sponsorship for their cause and encouraging 'socially responsible' corporate connections to nominate teams and maximise team sponsorships.

More information: Contact David Baguley 0411470947 goldcoastramble@gmail.com

www.goldcoastramble.org.au

www.facebook.com/goldcoastramble



NAMING SPONSOR \$10,000

This is the opportunity to change the event name from 'Rotary' Gold Coast Ramble to 'Your Brand' Gold Coast Ramble with the logo changed to match. Sponsorship may include the retail value of prizes or services needed to stage event.

Return on investment:

Organisation logo displayed and acknowledgement as the Naming Sponsor on promotional material. The rebadged logo will appear in all promotions including:

- Event Signage at start and finish venue
- Participant handouts and maps.
- Media releases
- Website and Social Media articles
- Signage at each of Checkpoints

In addition to:

- Sponsors' promotional marquee at event.
- Priority parking for VIPs.
- Opportunity to address the participants.
- Complimentary registration for 4 teams (up to 24 staff).

MAJOR PRIZE SPONSOR \$3000+

Prize Sponsors will enjoy unrivalled promotional opportunities as their prizes will be promoted by the event organisers to encourage participation.

Return on investment:

Organisation logo displayed and acknowledgement as the Major Prize Sponsor on promotional material. This includes:

- Media releases
- Website and Social Media articles
- Signage at start and finish venue.
- Sponsors' promotional marquee at event.
- Complimentary registration for 2 teams (up to 12 staff).
- Opportunity to address all participants when presenting the prize to the winning team

SILVER SPONSOR \$1,000

Silver Sponsors will enjoy promotional opportunities helping to demonstrate their position as a leader and innovator in their field. Specific Sponsors are being sought for:

- Participant Bandanas **SOLD**
- Volunteer Shirts **SOLD**
- Gaming App used in event
- Entertainment at event venue

Return on investment:

- Your brand will be seen on sponsored.
- Complimentary registration of one team (up to 6 staff)
- Acknowledged on signage at each of Checkpoints

CHECKPOINT SPONSOR \$500

Having all participants visit a checkpoint near your business provides checkpoint sponsors with the opportunity to increase awareness of your product and services.

Return on investment:

- Your brand will be seen on all marketing collateral.
- A checkpoint may be located close to your business, providing exposure to all participants accessing that checkpoint OR
- Challenge in the App used for event may require participants to answer questions about your business or product OR
- Challenges may include team photos uploaded to social media promoting your business.
- Brochures promoting your business or special offer may be placed at checkpoint.

OTHER PRIZE SPONSORS

Prize Sponsors will enjoy extensive media exposure as their prizes are promoted by the event organisers to encourage participation.

Prize categories: [Please note, prizes must be suitable for sharing among teams of 4-6]

- Random Draw prizes
- Best team costume prize
- Family prize
- Corporate team prize
- Highest Fundraiser Prize