



4 AUSSIE HEROES FOUNDATION

seeks

# SPONSORS & RIDERS

for the

## "PEDALS 'N MEDALS"

### 2021 FUNDRAISING BIKE RIDE

*YOUR SUPPORT WOULD BE GREATLY APPRECIATED*



4 Aussie Heroes Foundation needs your support by riding, or sponsoring a rider or a team, or part of the kit, in the Foundation's fifth "Pedals 'n Medals" road cycling event. Support from Businesses, Organisations and/or Individuals would be greatly appreciated.

## "PEDALS 'N MEDALS" A TWO-DAY ROAD CYCLING EVENT

Through the beautiful Toowoomba Region  
15th - 16th October 2021



### SPONSORSHIP OPPORTUNITIES

#### A. Ride Naming Rights \$12,500.00

- Of this up to 15% can have a mutually agreed in-kind component.
- The Sponsorship includes the Registration Fee of up to 4 Riders.
- The first choice for the position on the kit goes to this Sponsor.
- Other areas of recognition include:
  - on shoulder bag
  - in on-air interviews
  - on T-shirt/Polo shirt
  - in print media where acceptable
  - on Corflute signs at stops & meals
  - in Annual Report
  - on Website
  - where requested by sponsor unless a compelling reason why not
  - on Social Media posts

#### B. Road Catering & Fri. Dinner \$1,750.00

C. Team of 4 Riders	\$4,750.00
Team of 6 Riders	\$5,750.00
Team of 8 Riders	\$6,750.00

- Other areas of recognition include:
- on signage
  - on Social media
  - on the Rider's Kit
  - in Media Interviews
  - on the Website
  - in the Foundation's Annual report

#### D. Community Dinner \$3,500.00

Saturday evening in Toowoomba

#### E. Rider Kit Advertising

Priority of choice of position goes to Ride Naming Rights Sponsor

<b>SHIRT</b>	- Chest (2)	\$1,650 / \$1,750
	- Sleeves (both)	\$950
	- Back (2)	\$1,650 / \$1,750
<b>SHORTS</b>	- Back	\$1,650
	- Sides (both)	\$1,650

For the experienced and well-equipped rider who can handle a ride of 250/300km over two days in Peloton formation

### RIDER REGISTRATION

#### Un-sponsored Individuals \$575.00

- Includes:
- Kit
  - On-road Catering
  - Accommodation (twin share)
  - Insurance
  - All meals
  - Professional Ride Management

The 4 Aussie Heroes Foundation's objective is to substantially improve the quality of life for Australian military and first responder personnel, past and present, who are suffering and struggling as a result of traumatic experiences serving our Nation and our communities.

Our credentials and story are on:  
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