

The Story

Co-founders of the event, Trevelyan Bale and Gary Richardson were inspired to start this event after personal experiences with both, the Royal Children's Hospital, Brisbane and Sydney Children's Hospital, Randwick. Over the last 9 years, the riders of 1200Kms For Kids have banded together with one passionate goal – helping the kids! In just 9 years, 1200Kms For Kids has raised over \$1,350,000.

What is 1200kms for kids?

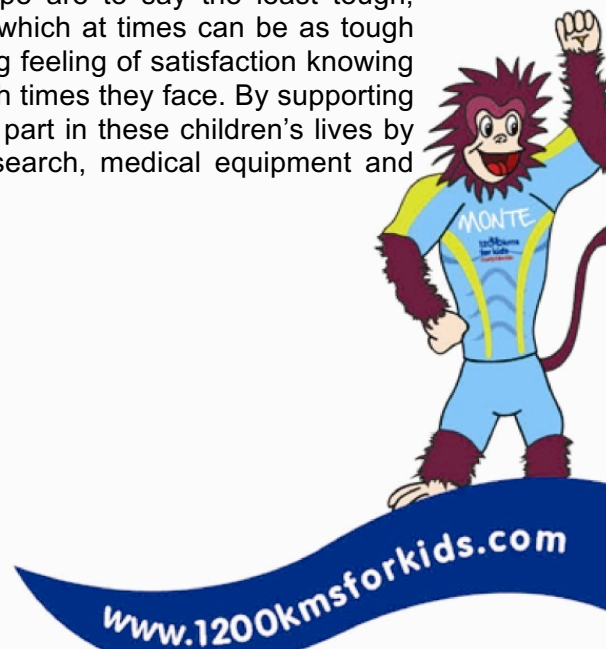
1200Kms For Kids is a charity bike ride with the aim of helping sick kids by raising funds for the Children's Hospital Foundation, Brisbane and the Humpty Dumpty Foundation.

Children's Hospital Foundation, Brisbane: Money raised through 1200kms for Kids will go towards funding research at the Foundation's state of the art, Tumour Bank. Children's Hospital Foundation is dependent on ongoing community support to invest in ground breaking research leading to faster diagnoses, better treatments and ultimately cures. Partnering with the Children's Hospital Foundation, 1200Kms For Kids have raised over \$670,000 to aid in this research.

Humpty Dumpty Foundation: Money raised through 1200kms for Kids will go towards purchasing medical equipment for rural communities in need of assistance. Humpty Dumpty will identify where medical equipment is needed predominately along the ride route and work to deliver this equipment. In our 4 years of partnering with Humpty Dumpty we were able to provide over \$420,000 worth of new medical equipment for Warwick, Ipswich, Tamworth, Armidale, Glen Innes & Muswellbrook district hospitals.

About the Ride - 1200Kms for Kids

2016 sees the ride celebrate it's 10th year and our challenge to ride from Sunshine Coast to Sydney from the 14th – 22nd October. As you would appreciate both the physical and mental demands in participating in an event of this type are to say the least tough, however seeing the children faced with serious illness, which at times can be as tough for the families of the children, provides an overwhelming feeling of satisfaction knowing that you have helped these families get through the tough times they face. By supporting the 1200Kms For Kids event you also play a significant part in these children's lives by making a financial contribution that will go towards research, medical equipment and ultimately the care of the kids.



Corporate Sponsorship

We invite companies to sponsor 1200Kms For Kids at one of the following levels:

Become an Exclusive Jersey Sponsor - \$7,500

You can become a sponsor of one of our 4 exclusive recognition jersey. 1200Kms For Kids has created a range of jerseys to represent different paediatric diseases and medical conditions.

These areas include:

Cystic Fibrosis - Yellow Leaders Jersey

Designed by the face of 1200Kms For Kids Olivia Wood.

Cerebral Palsy - Purple Encouragement Jersey

Designed by renowned Aboriginal Artist Eileen Page.

Cancer - Pink Community Involvement Jersey

Designed by renowned International Designer Lisa Ho

Paediatric Care – Green Determination Jersey

Designed by 14 year old 1200Kms For Kids supporter Keely Brannigan



Each jersey is specially designed and awarded nightly along the ride in each town and is highly sought after by all riders and crew. Jerseys will also be available for purchase online at www.1200kmsforkids.com or via our technical partner Champion System www.champ-sys.com.au.

As one of our Exclusive Jersey Sponsors, you will get a designated jersey individually branded with your logo.

You will also receive:

- Your sponsored jersey framed for display in your boardroom
- Logo on website with click through to your website
- Logo on all collateral (rider's kits, posters and support vehicles)
- Access to photo and media library
- Thank you certificate
- 1200Kms For Kids DVD (to be filmed on the ride)
- Opportunity to tour The Royal Children's Hospital, Brisbane and The Children's Hospital at Westmead (Sydney)

Bronze Partner - \$2,500

Benefits:

- Logo on Jersey Sleeve, support vehicles & website with click through to your website
- Access to photo and media library
- Thank you certificate & 1200Kms For Kids DVD (to be filmed on the ride)
- Opportunity to tour The Royal Children's Hospital, Brisbane and The Children's Hospital at Westmead (Sydney)

Silver Partner - \$10,000

Benefits:

- A company representative rider to participate in 1200Kms For Kids
- Logo on all collateral (rider's kits, including logo recognition on all riders jerseys and support vehicles)
- Logo on website with click through to your website
- Access to photo and media library
- Framed jersey and plaque acknowledgement for your boardroom
- Thank you certificate & 1200Kms For Kids DVD (to be filmed on the ride)
- Opportunity to tour The Royal Children's Hospital, Brisbane and The Children's Hospital at Westmead (Sydney)

Gold Partner - \$20,000

Benefits:

- 2 x company representative riders to participate in 1200Kms For Kids
- Premium positioning of logo on all collateral (rider's kits, including prominent position of company logo on all riders jerseys, posters and support vehicles)
- Logo on homepage of website with click through to your website
- Mention in all media releases sent by 1200Kms For Kids
- Framed jersey and plaque acknowledgement for your boardroom
- Access to photo and media library
- Thank you certificate & 1200Kms For Kids DVD (to be filmed on the ride)
- Opportunity to tour The Royal Children's Hospital, Brisbane and The Children's Hospital at Westmead (Sydney)

Benefits

Joining 1200kms for Kids in 2015 as a sponsor is an ideal philanthropic opportunity for your organisation and provides the following benefits:

- Partnership and brand association with the Royal Children's Hospital Foundation, Brisbane and the Humpty Dumpty Foundation
- Enhanced corporate reputation
- Enhanced employee morale and teamwork
- Networking opportunities with other corporate organisations
- Improved community relationships through exhibiting the highest level community responsibility and corporate philanthropy

Thank You

Thank you for your consideration of this proposal.

Your help can make a difference to the care of thousands of sick kids Australia wide.

For further information, please contact:

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