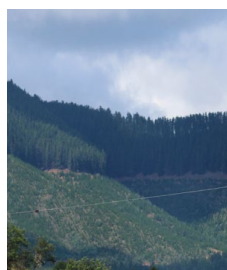


THE MALE BAG FOUNDATION SPONSOR KIT 2018



Through iconic postie bike rides we raise funds for specialist prostate equipment and services to boost the detection, treatment and recovery from prostate cancer. Each participant pays for the ride costs so every dollar we raise goes to patient care that helps individuals, families and regional communities.



www.themalebagfoundation.org.au

PATRON'S STATEMENT



We have the bikes, we have the riders and lots of enthusiastic supporters – but we also need your help with sponsorship.

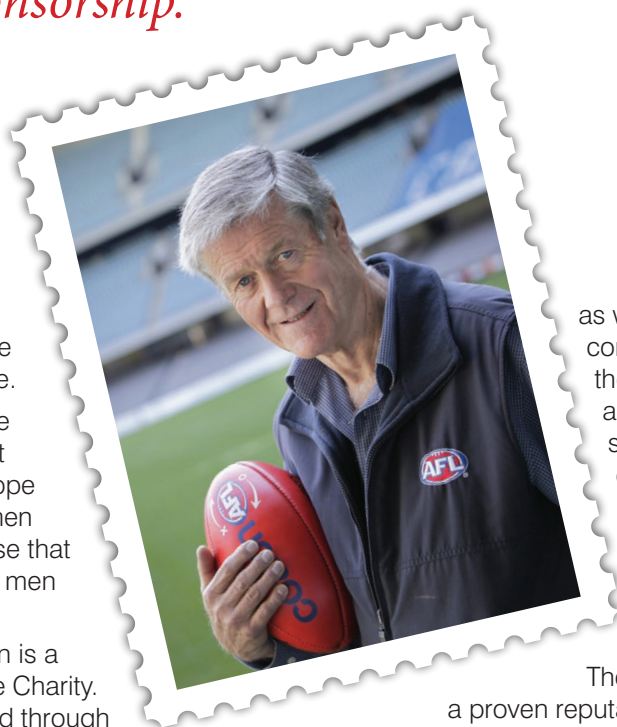
I'm honoured to be the official patron of The Male Bag Foundation and Ride.

It's important we continue to spread the word about prostate cancer, in the hope that we can save more men from this insidious disease that kills over 3300 Australian men annually.

The Male Bag Foundation is a registered Tax Deductible Charity. 100% of the money raised through sponsorship goes to supporting prostate cancer, to fund awareness campaigns, diagnostic equipment and nurse support for this uniquely male disease.

A call to our valued sponsors, service clubs, regional communities, riders & event volunteers – Your invitation

Please accept this note as an invitation to actively support our iconic ride in 2018, an epic 2,000km tour to raise money for a great cause. By joining us you will raise awareness in prostate cancer, help patients and their families,



as well as the regional communities in which they live. Join us as a sponsor, rider, service club or event support and achieve lasting personal and community goals and lifelong memories.

The Foundation has a proven reputation as a charity that makes a difference, especially for people living in regional Australia. It's also a great team and, in joining us on The Male Bag Ride 2018, make friendships that will be valued for life, and help others. I so look forward to seeing among us.

I encourage you to consider being a part of The Male Bag Ride 2018.

David Parkin, OAM
Patron and Rider
The Male Bag Foundation

THE MALE BAG RIDE, OCTOBER 2018



Building on Success

The Male Bag Ride 2018 follows in the tread marks of our 2013 trans-Australian ride from Perth to Melbourne, a ride in Tasmania, followed by rides in Gippsland and the Murray River and District. To date we have raised over \$800,000 for research and specialist equipment and services for regional centres including Ballarat, Bairnsdale, Echuca and Bendigo.

Our 2018 Mission

In 2018 our donations will be directed to improved prostate services in regional NSW centres. We have set a fund-raising target of \$300,000 so we can supply biopsy machines to regional centres. But we want to raise more and improve the lives of patients, families and communities.

The Male Bag Ride, October 2018

From Saturday 20 to Sunday 28 October.

The ride leaves and ends in Melbourne, with a hosted reception for all supporters.

It covers 2000km in 9 days for 30 riders. There are openings for those who wish to join the ride for a day or weekend.

The ride visits some major NSW cities and Canberra.

There will be evening events with service and community groups, and VIP events in Canberra and on return to Melbourne.

Day	October	Route	Ride Features
1	Sat 20	301 km – Melbourne, Heathcote, Echuca, Deniliquin	Start day, please meet early. Ride groups will be formed, with traffic and safety in mind, and will be adhered to for the next 8 days. Media, photos, load gear and roll off by 9am. Finish the day with some barefoot bowling before dinner.
2	Sun 21	219 km – Deniliquin, Jerilderie, Griffith	An easy day, following breakfast at a riverside café, we travel through bushranger country.
3	Mon 22	322 km – Griffith, Marong, Rankin Springs, Nardahan, Lake Cargelligo, Condobolin, Bogart Gate, Parkes	Our longest day, but easily manageable and fairly lightly travelled roads.
4	Tues 23	197 km – Parkes, Orange, Bathurst	Up early and away by 8am. A 20km ride on the Newell Hwy to the Dish for breakfast and photos, returning to Parkes along quiet unsealed roads. Refuel and travel 152km to Bathurst and a chance to ride the Mt Panorama circuit.
5	Wed 24	277 km – Bathurst, Trunkey Ck, Crookwell, Goulburn, Canberra	Early start, hoping to reach Canberra by mid afternoon and spend some time at the War Memorial and experience 'The Last Post'.
6	Thu 25	236 km – Canberra, Yass, Gundagai, Tumblong, Wagga Wagga	Heading out of Canberra to Yass then riding at top speed along the Hume Highway to the Dog on the Tuckerbox.
7	Fri 26	191 km – Wagga Wagga, Collingullie, Lockhart, Urana, Cowora	Lunch at a Rutherglen winery followed by a short ride into Cowora accommodation.
8	Sat 27	194 km – Cowora, Mulwala, Katamatite, Congupna, Murchison, Nagambie	Should arrive in Nagambie in time to rest and prepare for final dinner.
9	Sun 28	148 km – Nagambie, Seymour, Trawool, Kirresdale, Strath Creek, Flowerdale, Kinglake, Whittlesea, Melbourne	A short day, a late start possible, still allowing Melbourne return around 12 noon.



SPONSORSHIP OPPORTUNITIES



Masthead Sponsor for 2018-19 Financial Year

Major corporate seeking corporate social responsibility (CSR) opportunity

- TV, radio and newspaper coverage on departure and arrival in Melbourne and Canberra
- Header event branding
- MBF landing page listing and active link. Active link on event home page
- Corporate profile and CSR message on event homepage
- Pre and during event promotions branding
- Brand embedded in media, trucks, bikes, vests, key signage and flags
- Joint media launch
- Event speaking opportunities as agreed
- Prominent bike, gear, truck and car branding
- Promotional staff and showbags at night events
- Patron and Chairman on call for 'in-store' calls during the ride
- Audited event report

\$100,000

(2018-19 Financial Year)

Business Development Partnerships

Five opportunities for State and regional logistic and services corporates e.g. financial services, motor vehicles, farm machinery etc.

- Before the ride, Sponsor and Chairman, Board available for business talk, as agreed
- Brand embedded in promotions during the actual event (vests, bike signage, media updates etc), bike and truck signage
- Showbags at lunch and evening events
- Active link from MBF event home page
- Audited event report

\$10,000

(by 30 June 2018)

Business Support Partnerships

Five opportunities for State and regional logistic and services corporates e.g. financial services, motor vehicles, farm machinery etc.

- Before the ride, Sponsor and Chairman, Board available for business talk, as agreed
- Brand embedded in promotions during the actual event (vests, bike signage, media updates etc), bike and truck signage
- Showbags at lunch and evening events
- Active link from MBF event home page
- Audited event report

\$5,000

(by 30 June 2018)



Destination Partnership

Five opportunities for a Council/Local Area Partner Regional city chambers of commerce, Local Government Tourism

- Regional council tourism link on event page before & during event
- Joint media statement before & during event
- Active link from event homepage to regional tourism information site
- Destination promoted in media, radio etc.

\$5,000

(by 30 June 2018)

Rider Participant

Thirty riders

- Rider's corporate brand carried on bike box
- Tax deductible entry and donation
- Rider profile on event homepage

\$2,000

(per rider)

Ride for the Day and Night Event

Two riders per day

- Bike provided for a day
- Rider profile on event homepage
- Facebook feature on the day of the ride

\$1,000

per day per rider

SPONSORSHIP GRID



The Male Bag Ride 2018	Masthead Sponsor	Business Partners	Business Support Partners	Destination Partners	Rider Tour Fee
2018-19 Financial Year & Event Branding Rights	✓				
MBF landing page listing & active links	✓	✓	✓		
Corporate profile and Corporate Social Responsibility cites on home page	✓				
Combine your company logo with Male Bag Foundation logo	✓				
Pre and during event promotions branding	✓	✓	✓		
Brand embedded in all media	✓				
Brand printed on rider High Vis vests	✓				
Brand printed on bike safety flags	✓				
Brand Hero signage on the truck	✓				
Brand embedded on truck vehicle signage		✓	✓	✓	
Brand Hero signage on support vehicles	✓				
Brand embedded on support vehicle signage		✓	✓	✓	
Brand embedded on the rear panel of the bike promotional box signage	✓				
Joint Media Launch profile	✓	✓			
Event speaking opportunities	✓	✓	✓	✓	
Show Bags at evening functions					✓
Regional council tourism links on event page before and during the event	✓	✓	✓	✓	
Joint media statements	✓				
Facebook and social media daily updates during the event	✓	✓	✓	✓	
Pre ride newsletter	✓				
Mast Head company logo on the rear of the bike carry box	✓				✓
Rider Support - Your company logo on the two sides of the bike carry box					✓
Rider profile on the event donation home page					✓
Peaked Caps	✓				
Rider T Shirts	✓	✓	✓	✓	
Rider Dress Shirts	✓				
Logo on the Rider daily safety instructions	✓				
Tax deductible entry and donation	✓	✓	✓	✓	✓
Audited event Report (August 2019)	✓	✓	✓		

SAMPLE SIGNAGE AND GRAPHICS



We offer a number of sponsorship opportunities

- Masthead Sponsor
- Business Partner Sponsor
- Business Support Partner Sponsor
- Destination Partner Sponsor
- Rider Red Sponsor



SPONSORSHIP BOOKING FORM



Interested in Sponsorship?

We have packages for our Masthead & Naming Rights Sponsor for the 2018-19 Financial Year that encompasses The Male Bag Ride 2018. Plus we have Business Development & Destination Partnership opportunities. If you are interested and wish to explore sponsorship options, please contact our Chairman (details below).

Further Questions?

Thank you for taking the time to consider these marketing opportunities for your business. If you have further questions regarding the proposal please contact:

Robert Glover Chairman

M 0407 849 111

E mbf@themalebagfoundation.org.au

Sponsorship Booking Form

Package Name (refer Sponsorship Grid)

Amount \$ (plus GST) Total \$

Company Name

Contact Name

ABN

Address

Email

Contact Phone Number/s

Signed Date

CONTACTS



To sponsor please phone or email

Robert Glover Chairman

p 0407 849 111

e robert.glover@bestsolutions.net.au

David Parkin OAM Patron

p 0413 116 666

e dpa11376@bigpond.net.au

Tony Clayton Ride Leader

p 0488 444 699

e tclayton@people.net.au

Julian Dewan

p 0418 329 704

e julianpeterdewan@gmail.com



THANK YOU

Thank you for taking the time to consider our partnership request.
The Male Bag Foundation

The Male Bag Foundation
52B Winterton Road
Clayton, Vic 3168
malebagfoundation@gmail.com

ABN 52 602 823 496
ACN 602 823 496