



Partnership Prospectus 2021

Community Event: Sunday 5 th December 2021, 8.30am - 1:30pm

Raising funds for disadvantaged families and providing toys for kids that would otherwise go without this Christmas.



1 ABOUT

Experiencing the unique passion within our community to help others is always humbling.

Many of our own community have experienced hardship in their lives and understand what a difficult time Christmas can be. I have had the privilege of watching the Newcastle Toy Run grow from 80 bikes in 1986 to 10,000 bikes in our most recent years.

2 MEET THE RIDERS

The Salvation Army states that recent research reveals 8.4 million Australians believe Christmas is a 'financial nightmare', with nearly half a million children under the age of 10 years likely to receive no presents. Research also shows that 852,000 citizens almost always feel lonely at Christmas... enough people to fill a major sports stadium like the MCG eight times!!

3 GET INVOLVED

The Toy Run is focused on providing toys and support for Hunter kids and families. We have used our networks to grow and build the momentum of the Toy Run, but we need more help as the event continues to grow.

We are seeking partnerships from individuals and organisations who align with our community values and want to make a real world impact on the lives of families in the Hunter.

4 TIMELINE

Sponsorship provides you with an unparalleled opportunity to engage with families of Newcastle, other local businesses who support the event and a large contingent of motorcycle enthusiasts and recreational riders - you might be surprised to learn who some of our regular Toy Run riders are!

The Newcastle Toy Run is the oldest and biggest annual event of its kind in Australia. It is the only RMS and police approved and escorted ride. It is truly a one of its kind event, not just for Newcastle, but the whole of Australia.

5 CONTACT

Without the support of local individuals and organisations we would not be able to do what we do. We will be making a lot more noise over the coming years. We hope you join with us!



Daryn Young Bikers for Kids Chairman



BIKERS HAVE A **HEART** FOR KIDS



Bikers for Kids was established in 1990 by long-time motorcycle enthusiast and community figure, Big John Young C.M & O.A.M. In 2017 the Toy Run celebrated two milestones: their 40th Anniversary; and Big John handing the reigns of his presidency to his son Daryn Young, who has since taken on the legacy and upheld the good work initiated by the longstanding organisation. Since 2017 with Daryn at the helm, the organisation's efforts have seen over \$120,000 in donations raised and toys and gifts for **The Salvation Army's** Christmas appeal worth approximately \$190,000 donated.

Bikers for Kids has strong values of Integrity, Commitment and Social Justice. The association is made up of a committee of eight members who meet regularly to plan ways of providing support and raising awareness for kids and families unable to do it for themselves or simply suffering setbacks



Through the years Bikers for Kids have supported over 20 charities, however their flagship initiative is the annual Newcastle Toy Run, where they enlist the support of thousands of fellow motorcyclists to ride and donate for their cause.

The Bikers for Kids also use their standing within the community to show that motorcyclists come from all walks of life and are good people, helping to dispel the negative stereotypes the subculture is often associated with in mainstream media.

The Bikers for Kids is an independent charitable organisation, not affiliated with any church or motorcycle group or bound to a sole or ongoing beneficiary organisation. Once operating costs are covered, all proceeds, along with 100% of cash and toy donations collected from the general public, are donated to local selected charities.



Bikers for Kids Inc. is registered as a charity with the Australian Charities and Not-for-profits Commission. Charitable Fundraising Authority 17410

*Lord Mayor Nuatali Nelmes and
Councillor Peta Winney-Baartz enjoying
the 2019 Toy Run with Bikers for Kids*



WHAT

The Newcastle Toy Run exists to raise community awareness for disadvantaged families and children, especially around key holiday times. For over 40 years it has been providing motorcycling enthusiasts and the general public an opportunity to work together for an important cause - raising funds for families and providing toys for kids that would otherwise go without during the festive season. This promotes inclusiveness and diversity by engaging the non-motorcycling community and encouraging attendance and involvement in the safe and family-oriented event. By engaging key event partners, sponsors and strategies to leverage the profile and impact of the event, and boost the local economy, it is a highly visible and effective method of creating change in our local community.

WHEN

Sunday December 5th 2021

WHERE

REGISTRATIONS/

BIKE ASSEMBLY

8:30am: Stockton Ballast Park Foreshore
with 10:00am sharp departure

MAIN VANTAGE POINTS

10:15am - 10:45am: For the Bikes
arrival convoy at entry to Wickham Park

TOY RUN COMMUNITY FUN DAY

8.30am - 1:30pm: Wickham Park

HOW

- Fundraising campaign
- Salvation Army Toy Donation
- Decorated motorcycle ride (approx 20km)
- Community fun day

FORECAST

- 10,000 riders
- 5,000 spectators
- 10,000 families and community members

ACTIVITIES

- Kids entertainment & photo opportunities
- FREE music and entertainment
- Motorcycle Raffles
- Markets and Trade Displays
- Food trucks
- Prizes and displays

WHO

The event attracts a wide range of attendees including:

- Motorcycle enthusiasts, large and small!
- Commuters
- Scooter riders
- Postie riders
- Families and young adults
- “**Accidental**” spectators

FUNDRAISING TARGETS

\$30,000 in Event Sponsorships
\$10,000 raised in Cash
Donations
\$40,000 Donation to the Salvos
Local Christmas Appeal
\$60,000 gifts for kids



The Newcastle Toy Run is approximately 20km in length and will be starting at Stockton Ballast Park Foreshore, finishing at Wickham Park.

For motorcycle enthusiasts, the Toy Run is a truly unique event with an estimated 10,000 riders cruising the route, engaging with the community and carrying presents for the many families and children in need.

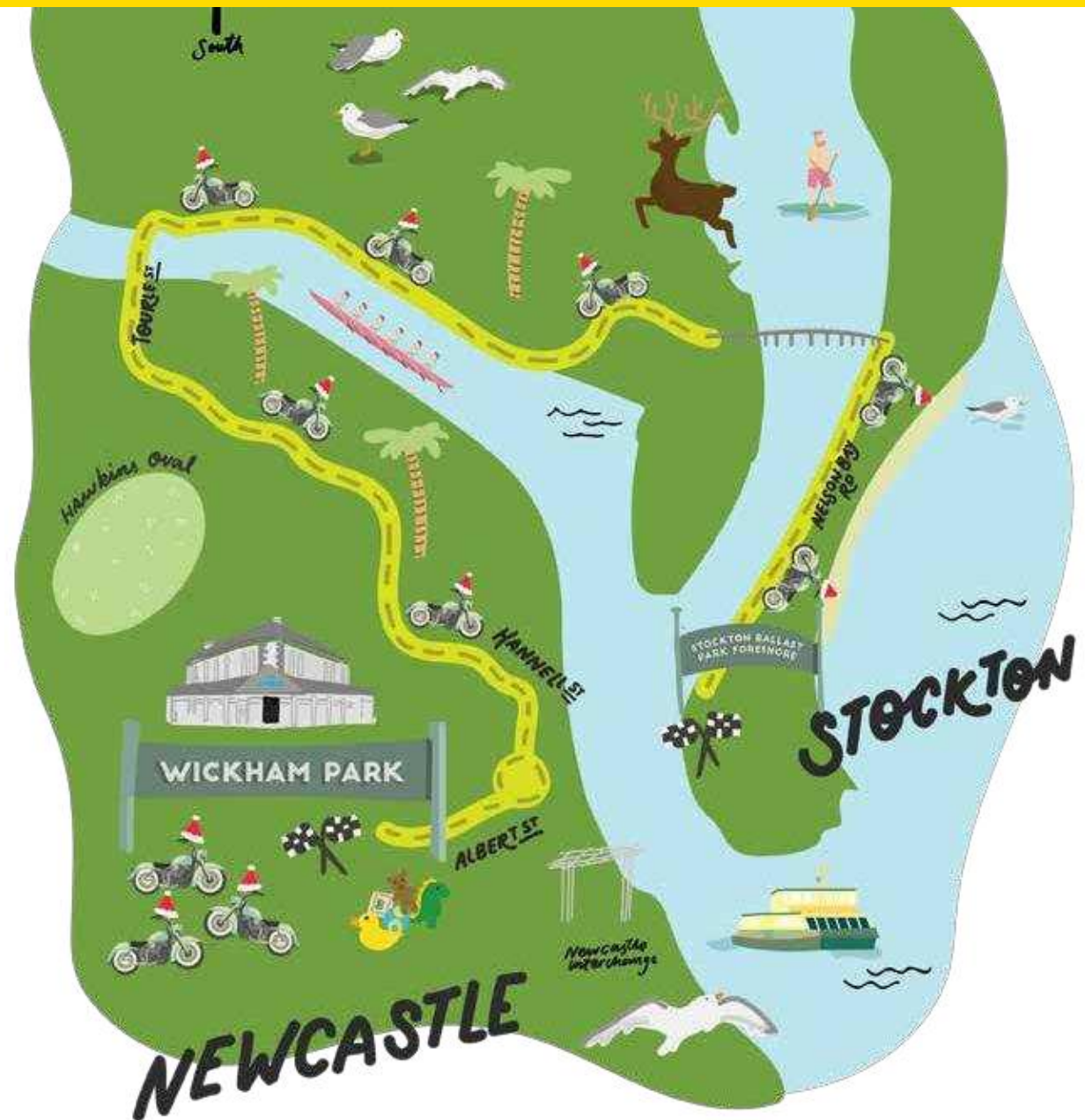
Hundreds of spectators line the route at various points to watch this spectacle.

Sponsor signage opportunities will be available at various points along the route, however the key vantage area will be promoted as “the welcoming party at Wickham Park”.

When the bikes arrive at Wickham Park they fill Hawkins oval - truly a sight to be seen!

'It's an event that puts smiles on faces. Not just for the kids, but for the riders too. It's a day that is living proof of the quote: "Together we can do more"'

- Sue Hope, Newcastle





A unique opportunity exists to target a broad demographic

From locals simply enjoying the food, markets and entertainment at the event to families who are accustomed to spending weekends with their children riding on dirtbikes. Young and old, gender diverse and with a variety of reasons for wanting to come along, **you'll** be sure to find key target markets at vantage points, on bikes and at the event.



Given that the majority of print, media and digital advertising platforms are predominantly reaching women, this is also one of the best opportunities to reach a specific and captive male audience. Our intention is to continue to expand this demographic over the coming years to reach a new generation of riders.



10,000 riders



Approx. 50% Male, aged 35+

“Every year, my entire family came from wherever they were to watch and cheer on the toy run, and the tradition united our entire family. I ride not just to bring joy to children facing hardship but to also bring families **together.**” – Nikitta W. (2018)



Help us make a child smile at Christmas and their smile will light the world

There are a variety of sponsorship opportunities for you to consider on the following pages. Your sponsorship enables Bikers for Kids to exist and fundraise on a large scale for initiatives such as **The Salvation Army's** local "Christmas Cheer" fund, which helps families in Newcastle, Lake Macquarie and the Greater Hunter out with grocery vouchers, hampers and support during the Christmas season. The Newcastle Toy Run event has raised over a quarter of a million dollars in cash donations and Toys in just the last 6 years!

We can't ignore the (literal) truckloads of presents we collect either. Although we do rely heavily on the support of our Committee Members who donate their time and skills to oversee the event and enlist the support of dozens of volunteers, we still require vital funds to cover operational costs that include things such as road closures, traffic management, council fees, event management and supplies.

Bikers for Kids funds are raised through:

- Direct sponsorship of Bikers for Kids through the options presented in this document
- Funding applications
- Merchandise sales
- Site fees from market vendors
- Catering
- Rider donations

Once operational costs are covered, all remaining funds will be donated to The Salvation Army, including 100% of any donations collected. The general public can also provide direct donation to The Salvation Army. We have established close partnerships with the local PR and Welfare teams, ensuring online and physical donations are able to be receipted and visibly associated with the organisation on the day via collection by uniformed officers.





BENEFITS OF SPONSORSHIP

Sponsorship is a tax deductible expense for your business. The Newcastle Toy Run will provide an excellent opportunity for your organisation to:

- Gain face-to-face exposure with a targeted subculture of motorcycle enthusiasts
- Promote the benefits of your products and services to a large captive audience
- Reach a wider audience within the community
- Create, develop and enhance your brand credibility
- Benefit from positive media exposure, including an extensive regional marketing campaign
- Generate strong brand awareness
- Increased sales opportunities for local retailers by providing options to tie in with the overall event experience
- Demonstrate your involvement, commitment and support of the local community

Above all, our goal is to create meaningful partnerships with suitable and willing sponsors ensuring they are a strategic fit with our audience.





SPONSOR BENEFITS OVERVIEW	\$ 10,000	\$ 5,000	\$ 2,500	\$ 1,000	\$ 500	\$ 150
Your logo on stage signage	✓					
Opportunity to speak at launch/official opening	✓					
Dedicated media release and liaison with marketing and PR planning	✓					
Welcome and sponsor acknowledgment at launch and official opening	✓	✓				
Activation area naming rights (priority given to highest level sponsor)	✓	✓				
Featured on printed and digital event map (aligned with level and context of support)	✓	✓	✓			
Bespoke activation area or space to set up marquee (size negotiable)	✓	✓				
Official photos of you and your team at the event	✓	✓	✓			
Option to supply content for dedicated website page (or a link through to your site), featured blog post or advertising banner	✓	✓				
Option to display sponsor banners at registration and/or event sites	✓	✓	✓			
Either 3x3, 3x6 or 6x6m site to set up your own marquee	✓	✓	✓	✓		
Logo on all printed materials (including map brochure)	✓	✓	✓			
Logo on all digital materials	✓	✓	✓	✓		
Dedicated boosted social media post	✓	✓	✓	✓		
Your business name listed in full list of supporters	✓	✓	✓	✓	✓	✓
Opportunity to provide prizes for raffles, auctions etc	✓	✓	✓	✓	✓	✓
Use of Official Toy Run logo in your own promotions with regards to your support of the event	✓	✓	✓	✓	✓	
3x3m promotional space to set up your own marquee	✓				✓	
Option to display signage at event or hand out promotional material	✓	✓	✓	✓	✓	✓
Your business can nominate to be a toy/donation drop off point and be promoted via Toy Run channels*	✓	✓	✓	✓	✓	
Printed thank you certificates signed by Bikers for Kids Chairman - available on request	✓	✓	✓	✓	✓	

*terms and conditions apply



PRESENTING SPONSOR

Investment: \$10,000

Our most prestigious partner, the Presenting Sponsor will play a significant role in helping us achieve the exposure potential for this special themed year. Not only will your support be featured prominently across all marketing materials, but your digital presence will be amplified via the Toy Run website and social media strategy. We will work in collaboration with you to develop the campaigns to ensure the full benefit of this partnership opportunity is realised.

Your support will enable us to meet our base financial targets, providing us with the fullest potential to meet our fundraising goals. We will enlist the services of a professional photographer to capture the event and your involvement, giving you a tangible case study element post-event.

Take over a section of our event site and we will communicate this zone in our map and printed material so punters are aware of your presence. Meet with our marketing manager to discuss what brand activations* could be best utilised for immersive and experiential audience engagement.



You will receive a dedicated site area of your choosing, plus an optional additional 3x3 site area you can use as you please - be it to support another department of your business, affiliation or local charity.

Further benefits can be negotiated specific to your needs to ensure this package is mutually beneficial. This is an exclusive opportunity to be aligned with the oldest annual event of its kind in Australia.

*at cost to partner



ACTIVATION PARTNER

Investment: \$5,000, direct payment of event costs or equivalent in-kind services

Our **activation partners will become synonymous with the Newcastle Toy Run with their ownership of a “pocket” of this event - branded* and communicated accordingly.**

Whether this is by claiming a vantage point or simply a significant area of the event site, our Event and Marketing Manager is available to meet with you to discuss options and provide tailored suggestions on how you can best maximise the opportunity in a memorable way for punters.

Consider what campaign or call to action your business would like to drive our demographic to and then benefit from this being heavily promoted via our digital channels. An extensive event brochure featuring a fold out map and highlighted information is another opportunity your activation can be promoted. Further benefits can be negotiated specific to your needs to ensure this package is mutually beneficial.



Please refer to full list of benefits on page 10 for additional details.

*Note partner is to provide branded materials/signage.



SILVER SPONSOR

Investment: \$2,500

Our Silver sponsors are much appreciated and applauded in the lead up to and during the event. Our photographers will capture photos of your team, business or brand in action on the day, providing you with social media content post-event.

Make an impact in a large 6x6m site as well as be featured on our website, promoted via our social media campaign and highlighted on our custom-made event map and program.

Generate excitement in your product or service to plant the seed in the minds of your future customers at the Newcastle Toy Run event - leverage our networks and make them your own.

Integrate your staff into the fundraising efforts and encourage them to donate toys and spread the word. Need more ideas? We're happy to provide tailored advice about how you can make your official sponsor status shine.

Please refer to full list of benefits on page 10 for additional details.

BRONZE SPONSOR

Investment: \$1,000

As a Bronze sponsor, your business can make an impact in a reserved site at the event as well as be featured on our website and promoted via our social media campaign. **Perfect for businesses who want some “bang for their buck” marketing spend** and would benefit from being in front of a concentrated and targeted audience for an extended promotional period. Ensure that the benefits continue to roll in after the event is done by handing out samples, redeemable offers or capturing potential client information via incentives or giveaways on the day.

Please refer to full list of benefits on page 10 for additional details.

TOY RUN SUPPORTER (“with thanks to...”)

Investment: \$500 or equivalent in-kind value

How can you help the Bikers for Kids pull off the Newcastle Toy Run? Perhaps **it's** via a donation of goods or services or small cash contribution to enable us provide plenty of free entertainment on the day for the community to come out and play.

Toy Run supporter packages are also perfect for cafes and businesses along the route who want the support of official Toy Run communications to generate awareness that the Toy Run will be travelling past and capitalise on the opportunity to take pre-bookings. As a Toy Run supporter you can assist with the collection of toys and donations from your staff and existing customer base, as well as handing out information at the event and hosting your very own stall with an allocated 3x3m space if required.

We are more than happy to discuss benefits commensurate with your support to ensure you receive the best return on your investment.

*“It's a good cause, and a place to meet and enjoy like minded people. Sharing community spirit and celebrating Christmas. It's all about helping others and sharing happiness.”
- Mathew Dessent, Newcastle*



SIGNAGE SPONSOR

Investment: \$150

Have a presence at the Toy Run and reach our riders as they disembark off their bikes and leave the designated parking area to deliver their presents on foot.

As a signage sponsor you may supply us 2 outdoor rated flags or a banner with eyelets to be displayed along the oval fencing*. Alternative signage and locations can be negotiated.

Signage will need to be removed by the sponsor at the conclusion of the event.

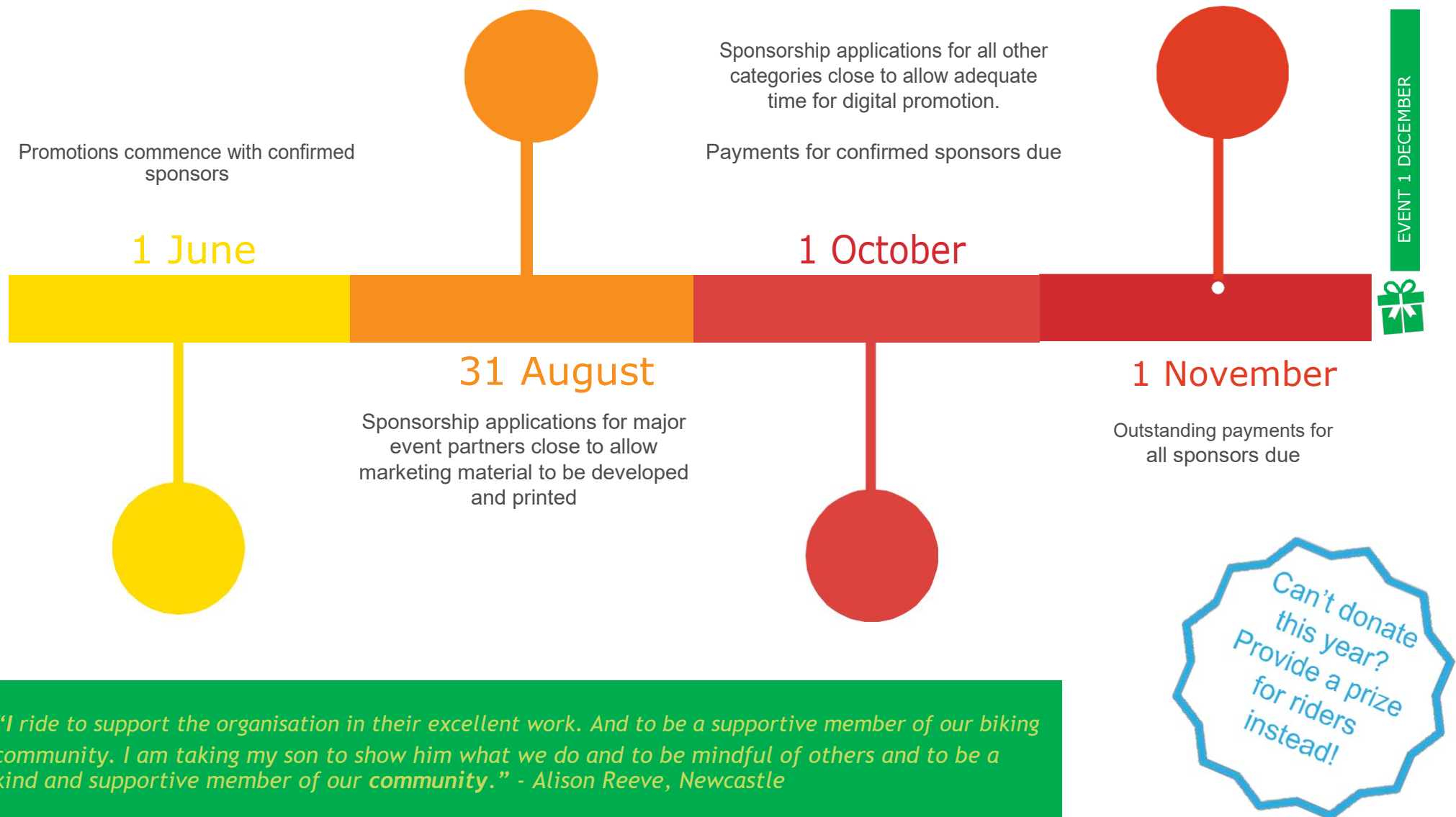
Don't have signage but still want to engage?

Talk to us about how you can play a role on the day without committing to a 3x3 stall area - you may wish to hand out flyers, discount vouchers or supply representatives from your business to assist in some way on the day. Perhaps you have a branded costume you'd like to wear!

Please contact us to discuss low-impact on-the-day engagement, or alternatively, you may wish to just provide a donation of your choice.

*Signs and materials will remain **sponsor's** responsibility and must be supplied to Bikers for Kids by date requested or installed under event management supervision only at allocated time on the event day. All banners/signage must be removed by sponsor at the conclusion of the event. Freestanding pull up banners are not suitable for outdoor use and cannot be accepted as signage.







CONTACT US to discuss your involvement!

Daryn Young - 0409 925 388

Stephen Meek - 0413 259 420

Or email us at accounts@bikersforkids.org.au

Thank you for your consideration and we look forward to discussing this opportunity with you in more detail.

Thank you also to our 2019 and 2020 sponsors and we hope to be welcoming them back on board again in 2021:

