

# Sponsorship Opportunities

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13<sup>th</sup> – 20<sup>th</sup> May, 2022

*Socially competitive team relay community event*



By becoming a sponsor of *The Gibb Challenge*, you will receive a number of direct and indirect benefits, including:

1. Develop new markets for your products and services in the Kimberley;
2. Increase community awareness of your corporate profile and image;
3. Maximise your advertising & marketing scope through your association with a celebrated community platform;
4. Attract local, state wide & national media attention; and
5. Visit the Kimberley to mix and mingle with motivating community members;

The following outline of sponsorship levels can be tailored to meet your specific marketing needs.

## Principal Sponsor

**Contribution: \$10,000 + GST**

Benefits:

- Complimentary corporate team registration for up to six (6) riding and/or non-riding participants (fundraising conditions apply);
- Co-branding with *The Gibb Challenge* logo;
- Bonus Major Sponsorship of the AusCycling Fat Bike National Championships;
- Company logo displayed in a prominent position on event rider's jerseys and supporters' tee shirts.
- A co-branded logo banner prominently displayed at the entry to all locations; Cable Beach Sundowner, Derby Safety Briefing & Registration - Spinifex Hotel, Imintji Community, Ellenbrae, Mount Elizabeth Station, Home Valley Station and El Questro Wilderness Resort.
- Corporate logo and link on the SPONSORS PAGE of [www.thegibbchallenge.com.au](http://www.thegibbchallenge.com.au)
- Corporate profile and editorial in two (2) editions of the electronic newsletter Gravel Rush;
- Corporate logo displayed prominently throughout the campaign in Gravel Rush;
- Company banner or flags (as provided by you) displayed at all locations; Cable Beach Sundowner, Safety Briefing & Registration - Spinifex Hotel Derby, Imintji Community, Ellenbrae, Mount Elizabeth Station, Home Valley Station and El Questro Wilderness Resort;
- Announcement and verbal recognition of sponsorship from the public-address system and multi-media presentation during the Registration and Safety Briefing (Derby) and the final night's presentation (El Questro);
- Opportunity to speak at the AusCycling Fat Bike National Championships and Safety Briefing and Registration Night;
- Your company logo on The Gibb Challenge's race bib;
- Your company log on the AusCycling Fat Bike National Championships' race bib;
- Your company logo in all magazine and newspaper advertising;
- Opportunity to advertise your company and products in the team registration packs;
- Framed event jersey and finisher's medallion.

## **Diamond Level Sponsor**

**Contribution: \$5,000 + GST**

### Benefits:

- Corporate logo prominently displayed on event riding jersey and supporter's tee shirts;
- Corporate logo with link on the Sponsor's page of [www.thegibbchallenge.com.au](http://www.thegibbchallenge.com.au)
- Corporate profile and editorial in one (1) edition of the electronic newsletter Gravel Rush;
- Your corporate logo displayed throughout the campaign in Gravel Rush;
- Your company banner or flags (as provided by you) displayed at all locations; Cable Beach Sundowner, Derby Safety Briefing & Registration - Spinifex Hotel, Imintji Community, Ellenbrae, Mount Elizabeth Station, Home Valley Station and El Questro Wilderness Resort;
- Announcement and logo display from the multi-media display during the Registration and Safety Briefing (Derby) and the final night's presentation (El Questro);
- Your company logo in all magazine and newspaper advertising;
- Your company logo on The Gibb Challenge race bibs;
- Opportunity to advertise your company and products in the team registration packs;
- Corporate team option with discounted registration fees (fund-raising conditions apply);

## **Pearl Level Sponsor**

**Contribution: \$2,000 + GST**

### Benefits:

- Corporate logo displayed on the event riding jersey and supporter's tee shirts;
- Corporate logo and link on the Sponsors page of [www.thegibbchallenge.com.au](http://www.thegibbchallenge.com.au)
- Corporate profile and editorial in one edition of the monthly newsletter Gravel Rush;
- Your corporate logo displayed throughout the campaign in Gravel Rush;
- Your company banner or flags (as provided by you) displayed at all locations; Cable Beach Sundowner, Derby Safety Briefing & Registration - Spinifex Hotel, Imintji Community, Ellenbrae, Mount Elizabeth Station, Home Valley Station and El Questro Wilderness Resort;
- Announcement and logo display from the multi-media display during the Registration and Safety Briefing (Derby) and the final night's presentation (El Questro);
- Opportunity to advertise your company and products in the team registration packs;
- Corporate team option (additional registration fees and fund-raising conditions apply);

## **AusCycling FAT BIKE NATIONAL CHAMPIONSHIPS**



**Contribution: \$1000 + GST**

### Benefits:

- Your corporate logo displayed on competitor's 'race bibs'.
- Your company banner and/or flags (as provided by you) displayed at the AusCycling Fat Bike National Championships and the Cable Beach Sundowner;
- Verbal recognition of support during championship presentations;
- Opportunity to advertise your company and products in the competitor registration packs.

For further information  
please contact the Event Director Simon Rimmer on  
0436 856 034 or email [simon@karunjie.com.au](mailto:simon@karunjie.com.au)

[www.thegibbchallenge.com.au](http://www.thegibbchallenge.com.au)