

Sponsorship Opportunities

12th – 17th May, 2024

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, award winning 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 four (4) riding and/or non-riding participants (fundraising conditions apply);
- Company logo displayed in a prominent position on event rider's jerseys and supporters' tee shirts.
- Corporate logo and link on the Sponsor's page of 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, 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 Safety Briefing and Registration Night (Derby 11th May, 2024);
- Opportunity to speak at the closing ceremony (El Questro 16th May, 2024);
- Your company logo on The Gibb Challenge's race bib;
- Your company logo on The Gibb Challenge's support vehicle stickers;
- Your company logo in all magazine and newspaper advertising;
- Opportunity to advertise your company and products in the team registration packs;
- Framed event jersey, corporate race bib 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
- 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, 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;
- Your company logo on The Gibb Challenge's support vehicle stickers;
- Opportunity to advertise your company and products in the team registration packs;
- Corporate team option with 50% 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 Sponsor's page of 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);
- Your company logo on The Gibb Challenge race bibs;
- Your company logo on The Gibb Challenge's support vehicle stickers;
- Opportunity to advertise your company and products in the team registration packs;
- Corporate team option (additional registration fees and fund-raising conditions apply);

For further information please contact
Event Director : Simon Rimmer
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www.thegibbchallenge.com.au