

BMA



BHP Mitsubishi Alliance



**RIVER
2REEF
RIDE FESTIVAL**

SPONSORSHIP PROPOSAL

31 AUG & 1 SEP 2024

RIVER 2 REEF RIDE STORY

Established in 2011 by Evan Corry, owner of Mackay's Corry Cycles, River 2 Reef Ride is an iconic annual fundraising event in the Mackay community.

Profits for the event are distributed to two important local not-for-profits: CQ Rescue and Disabled Sport & Rec Mackay.

River 2 Reef Ride brings together cycling enthusiasts from across the state of all ages, backgrounds and abilities.

The event is non-competitive, with a focus on riding as a team awarding the team whose riders collectively ride the largest total distance with 1st place.

BMA River 2 Reef Ride Festival is a treasured and well known event in the Mackay Event Calendar.

2024 BMA RIVER 2 REEF FESTIVAL

In 2024, the BMA River 2 Reef Ride Festival will be held at Mackay Botanic Gardens across the following two dates:

- Saturday 31 August: Kids Colour Ride
- Sunday 1 September: BMA River 2 Reef Ride
 - 35km Dash
 - 60km Epic
 - 100km Gran Fondo



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OUR NOT-FOR-PROFITS

Since its inception, River 2 Reef Ride has been a fundraising ride with all profits going to RACQ CQ Rescue and from 2024 Disabled Sporting & Rec Mackay.



RACQ CQ Rescue is a community-funded rescue helicopter service based in Mackay, our world-class aeromedical and emergency service is a lifeline to anyone, anywhere at any time. Saving lives since 1996, their service can be the difference between life and death to the sick and injured in our region. Without CQ Rescue, many lives would be lost or changed forever.



Disabled Sport & Rec Mackay Inc serves as the primary not-for-profit organisation for individuals with physical disabilities or vision impairments in Mackay in sport, recreation and fitness.

The objective is to enrich the lives of individuals with disabilities through community involvement, education, and promoting sports and healthy activities. By expanding access to physical activities, the association strives to generate more avenues for individuals with disabilities to engage in active pursuits.

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EVENT DEMOGRAPHICS

Entrant Demographics:

- 40% Female, 60% Male
- Age groups:
 - Female:
 - 20.19% are 35yrs or under
 - 27.7% are 45yrs or under
 - 25.82% are 55yrs or under
 - 26.29% are 56yrs +
 - Male:
 - 23.77% are 35yrs or under
 - 17.28% are 45yrs or under
 - 22.53% are 55yrs or under
 - 36.42% are 56yrs +

River 2 Reef Ride Event Distances:

- 39% of entrants choose 35km distance
- 33% of entrants choose 60km distance
- 28% of entrants choose 100km distance



MARKET REACH

BMA River 2 Reef attracts cyclists from all around Queensland. Social Media and Google Advertising will commence in January 2024 targeting cycling and active people aged 21 years+ in Queensland.

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FUN FACTS - 2023 ONLINE DATA

Entrant Demographics:

- 36.7% Female, 63.3% Male
- 21.6% Tourists, 78.4% Locals
- Age groups:
 - Female:
 - 20.19% are 35yrs or under
 - 27.7% are 45yrs or under
 - 25.82% are 55yrs or under
 - 26.29% are 56yrs +
 - Male:
 - 23.77% are 35yrs or under
 - 17.28% are 45yrs or under
 - 22.53% are 55yrs or under
 - 36.42% are 56yrs +

River 2 Reef Ride Event Distances:

- 35.5% of entrants choose 35km distance
- 35.5% of entrants choose 60km distance
- 29% of entrants choose 100km distance

Facebook:

- more than 57,741 people viewed our event posts
- 49.5% of our followers live in the Mackay Isaac region
- We created 95 new posts and stories

Instagram

- more than 6,848 people viewed our Insta posts
- 54.5% of our followers live in the Mackay Isaac region
- We created 47 new posts and stories

Website

- More than 19,900 page views
- More than 6,700 unique visitors
- 56% of visits were done on a mobile device
- 3,680 people were direct website visitors
- 2,328 people clicked on a Facebook link

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2024 YOUTH ART COMP

Design our 2024 BMA River 2 Reef Ride Jersey

Our launch campaign in 2024 will kick off with a competition inviting local youth to design our popular BMA River 2 Reef Ride jersey.

WHO: Youth living in the Mackay, Isaag and Whitsunday regions who are born between 1 July 2006 to 30 June 2012.

PRIZE: \$500 1st prize, \$250 2nd prize, \$100 3rd prize.

WHEN: Competition opens on 8 January and winner is announced on 3 April 2024.



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MARKETING COLLATERAL

BILLBOARDS / POSTERS / FLYERS



SOCIAL MEDIA



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2024 SPONSORSHIP PACKAGES

	EVENT SPONSORS (NAMING RIGHTS)			
	35K DASH	60K EPIC	100KM GRAN FONDO	TOUR SPONSOR
ENTRANT PARTICIPATION %	39%	33%	28%	
COST (EXC GST)	\$7,500	\$7,500	\$7,500	\$2,500
SPONSORSHIP INCLUSIONS				
NAMING RIGHTS				
Company Name / Logo placed at the start of Course Name (ie [INSERT Company Name] Kids Colour Ride-A-Thon etc)	✓	✓	✓	
ADVERTISING				
Small Company logo featured in event signage for each course distance	✓	✓	✓	
Prominent voice recognition for your Company during the River 2 Reef Ride Event	✓	✓	✓	
Voice recognition for your Company during the River 2 Reef Ride Event				✓
Logo displayed on Website	✓	✓	✓	✓
Logo to be displayed on River 2 Reef Media Wall	✓	✓	✓	✓
Opportunity to display selected advertising on River 2 Reef Ride Facebook page and via emails sent to participants with specials for participants and supporters leading up to the event.	✓	✓	✓	
CYCLING JERSEY				
Company logo displayed prominently on a sleeve	✓	✓	✓	
Company name displayed on the back				✓
MERCHANDISE				
The opportunity to provide promotional and advertising materials to be placed in the entrant rider packs	✓	✓	✓	✓
The opportunity to set up Company banners at Kids Colour Ride and River 2 Reef Ride				✓
The opportunity to set up Company marquee on Saturday 3 September and Sunday 4 September				
The opportunity to set up either a Company marquee and/ or banners at Kids Colour Ride and River 2 Reef Ride	✓	✓	✓	
SPONSOR BONUS				
Complimentary Entries to a ride course (either Kids Colour Ride or River 2 Reef Ride)	6	6	6	3
PACKAGES REMAINING	1	1	1	6

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NAMING RIGHTS

OFFICIAL EVENT LOGO
UNTIL END OF 2024



RIVER 2 REEF

BMA (BHP and Mitsubishi Alliance) are the Naming Rights sponsor for River 2 Reef Ride Festival again in 2024. The event continue to be called "BMA River 2 Reef Ride Festival".



KIDS COLOUR
RIDE LOGO

KIDS COLOUR RIDE

Golding are the Naming Rights sponsor for the 3rd year in a row for our popular Kids Colour Ride at Mackay Regional Botanic Gardens on Saturday 31 August.

30KM DASH, 60KM EPIC & 100KM GRAN FONDO

Company Logos or the Company names will appear above or to the left wherever these 3 course names appear in all print and media advertising (ie [*insert Company Name/Logo*] 35km Dash)



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EVENT MANAGEMENT

Tri-ActiV8 Pty Ltd will again be managing the BMA River 2 Reef Ride Festival in 2023.

Tri-ActiV8 has been proudly organising and managing sporting events in the Mackay Isaac Region for the past 10 years.

Tri-ActiV8 provides end to end solutions from feasibility to delivery including registration management, event project planning, supplier management, event permit applications and insurance, volunteer acquisition and liaison, marketing and communication strategies and more.

Tri-ActiV8 also manages Zach Mach, Mini Mach, Kids Triathlon Tri-Series, Lake Dunn Sculpture Trail Adventure Trek.

DETAILS AND DEADLINE

We invite your Company and Team to be a part of the BMA River 2 Reef Festival in 2024. The Sponsorship Packages are designed to put your Brand front and centre in the Mackay and Isaac regions and beyond from January 2024 through to the event weekend on 31 August and 1 September as well as afterwards in our media wrap ups.

To avoid competing interests, there will be only one brand per industry segment.

First round of **Sponsorship Applications close on Friday 29 November 2023.**

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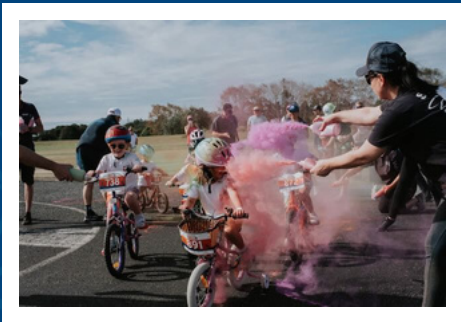


CONTACT

For all BMA River 2 Reef Ride Festival questions and queries please email tri-activ8@outlook.com or contact:

- Nikki Giles | Event Director | M: 0403 080 149
- Selena Corness | Marketing & Communications | M: 0466 590 151

Please email all Sponsorship Applications to tri-activ8@outlook.com



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SPONSORSHIP APPLICATION

We invite your Company and Team to be a part of the BMA River 2 Reef Festival in 2024. To secure a 2023 Sponsorship Package please complete the below form and email it asap to info@river2reefride.com.au

Company Name: _____

Company Contact Details:

Name: _____

Email: _____

Telephone: _____ Mobile: _____

Sponsorship Package (please tick):

- Kids Colour Ride Bike-A-Thon Naming Rights Package - \$10,000 exc GST
- 35km Dash Naming Rights Package - \$7,500 exc GST
- 60km Epic Naming Rights Package - \$7,500 exc GST
- 100km Gran Fondo Naming Rights Package - \$7,500 exc GST
- Tour Sponsor Package - \$2,500 exc GST

Signed: _____ Name: _____

Applications for Sponsorship will close on 30 November 2023.

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