

## BACKGROUND

*About the Cycling Development Foundation*

### *Cycling in Western Australia*

Cycling in WA has been described as the “new golf” but lacking the collective cohesion and identity worthy of an uptake in interest and participation. Cycling is a healthy form of exercise and mode of transport and has increased in participation across all levels. It now requires increasing levels of support structures if this growth is to be sustained and benefits returned to the community.

### *Our partners*

The Cycling Development Foundation (CDF) is a not for profit association. The primary goal is to develop WA’s junior and women cyclists. Donations to the CDF via the Australian Sports Foundation are tax deductible. As fellow West Australians, we are very proud to be parochial in nature and will work together with like minded organisations to bolster our ranks in the world of amateur and professional cycling. The mission is not possible without support from corporate and community partners.





## OBJECTIVES

*Aims of the Cycling Development Foundation*

### *Aims and objectives*

The CDF aims to provide support and resources for cycling development for juniors, women and men. The CDF aims to:

- foster junior development and increase female participation in particular
- to facilitate WA representation in national and international competition
- support social and recreational riding
- encourage a collective cycling focus into the corporate world, such that CDF members and benefactors can equally share cycling as a sport and form of exercise

### *Members of the Cycling Development Foundation*

To achieve these goals, the CDF is harnessing support from a broad corporate network so that sponsors can benefit from their involvement. The board of directors on the CDF are leading business men and women – who are all passionate cyclists.



## OTOC VAULT RACING

*Supporting a men's racing team*

### *Aims and objectives*

Our elite athlete development pathway is one in which elite athletes serve as mentors for younger generations of cyclists within and beyond the team. Whilst the team races and engages in National Road Series, the real focus is the development of athletes both in cycling and outside cycling.

This pathway also demonstrates to corporations and private business that cycling is a worthwhile option for sponsorship and marketing purposes.

Our focus is to bring competitive cycling to the masses of cyclists Perth enjoys.

### *Existing community supporters*

The team is are proudly supported by prominent WA based businesses, ALH Group, OTOC Limited, Vault Cycle Services, Liv Cycling Australia, Exercise Institute.





## NICHELIVING VAULT RACING

*Supporting a women's racing team*

### *Aims and objectives*

The women's Nicheliving Vault Racing Team spearhead the women's cycling program and promotes women's competitive racing in WA and nationally. The women's team has riders based in Europe competing at the highest level. This is the second team in Australia to ever fund a women's elite pathway into Europe.

Owing to the success of these teams in Australia we have forged a strong corporate and community network that supports young athletes and their families.

### *Existing community supporters*

The teams are proudly supported by Nicheliving Construction, ThyssenKrupp Industrial, Aurecon, ALH Group, Vault Cycle Services, Liv Cycling Australia, Seight Custom Clothing, Exercise Institute, and Perth Preterm Birth Prevention Clinic.





## WOMEN'S DEVELOPMENT

*Increasing women's participation*

### *A pathway for women*

Our women's initiative was a response to the under-representation of females in cycling, whether as a form of participation for fitness (only 30%) or in racing (only 5%).

Our initiative that was established in 2013 and is now at the forefront of women's cycling development in WA, aims to resolve the imbalances in access and cycling resources for women.

We have training for beginner and entry level women, triathletes, club competitors and also provide social community events for women only in Perth, attracting over 100 women to each event. Our aim has always been to see more women cycling at any level.

The racing team provides a pathway and demonstration that women can be competitive and compete at the highest level.





## JUNIOR DEVELOPMENT

*Mentoring our future athletes*

### *A pathway for juniors*

Otoc Vault Racing was created to improve the cycling experience for competitive athletes and attract and retain junior riders in the sport. It is primarily a developmental pathway for juniors athletes. The senior riders provide mentoring for our young riders both on and off the bike and within and beyond the team.

Otoc Vault Racing has an active social media presence, regular website updates, an email database of friends and supporters who are contacted bi-monthly with news and results.

We host social events where members and supporters can attend and discuss racing endeavours and future goals.

As a sponsor of the Foundation's teams, we are able to facilitate an growing corporate network.





## PARTNER BENEFITS

*Regular community events*

### *Be involved*

- **Monthly “Liv Ride Perth”** - attracts around 100 women each month with four skill categories to enable any level of participation. In 2016 we are expanding to other areas of Perth.
- **Monthly Ride to Work Day** – is a free event with a bike mechanic and coffee. Our athletes attend and encourage people to stop, share a free coffee and have a bike tune up. Held at busy commuter arteries, large numbers of cyclists stop by each month. This is new to Perth, very successful and continues to grow.
- **Weekly free-to-attend training** - we offer free training days for women from all backgrounds. Women are able to sign up for low cost training that is fun, informative, and welcoming.

We can facilitate sponsors’ branding and provide title sponsorship opportunities at these events.





## PARTNER BENEFITS

### *Racing events*

#### *Be involved*

Owing to excellent relationships with State and national cycling associations we aim to run two racing events in 2016 and envisage hosting those in the name of our corporate partner. The first event would target elite, open and up and coming junior riders.

The second would target the very active 'masters' category, defined as riders that over 35 years with a membership base of 600. The majority are professional and semi retired business people.

The racing events are hosted locally and be promoted through all our existing social media channels.

Both instances offer partners an opportunity to distribute marketing collateral and engage with potential clients for their business and brand exposure in an affluent demographic.





## PARTNER BENEFITS

### *Charity events*

#### *Be involved*

In 2015 we hosted a charity ride to raise money for local charities and the national White Ribbon organisation.

This year the Foundation will host two events that will benefit community charities in WA.

On Sunday, October 9 the "Butterfly Ride" will raise funds for the Butterfly Foundation, and organisation that supports primarily women who suffer from eating disorders and body image issues. We will support the Ronald McDonald House Ride for Sick Kids, a one-day ride in April and a four-day ride from Margaret River to Perth in November.

We will be adding two charity rides through the year hosted by the Foundation. This offers excellent exposure and return on investment for partners aligned with these community events.





## PARTNER BENEFITS

*At school or work*

### *Schools and corporate*

**Girls on Bikes** - a children-specific, in-school initiative to enhance skills, safety and cycling culture. We have delivered this program successfully at Methodist Ladies College in 2014 and 2015.

**Corporate Participation in Fitness** - setup VO2 testing and cycle training equipment at your workplace. Suitable for everyone, employees can “come and have a go and see how fit you are”, or “see how much power you really have”, or “Can you beat the boss?”

**Discounted training programs** - weekly coaching and fitness sessions and hills rides to prepare cyclists for specific events, such as the Dams Challenge. These programs are marketed with our title sponsor’s logo and reach over 6,000 people every three months via word of mouth, social media and direct email.





## PARTNER CONTRIBUTION

*Choose your tier*

### *Partner with the Foundation*

There are various tiers of contribution packages and these can be tailored to suit corporate needs and we understand the need to:

- have alignment of philosophy with corporate and community objectives, via providing introduction to key corporate members.
- help build investor achievement in the community;
- market the contribution made by investor partners to the CDF; and
- facilitate a pathway for corporate partners to be acknowledged for investing in the community.

We will use every endeavour to tailor a partnership package.





## PARTNER CONTRIBUTION

*Choose your tier*

### *Title/Co-Title Contributor*

Value Point \$25,000\*

Including reference to Contributor's company name within the women's race team title.

Prominent position on the jersey

Acknowledgement of Contributor: Pre-event promotions by women's race team

Weekly reference to the sponsor through social media sites developed under the team name. Links to the Contributor's websites. Invitations/guest passes to team corporate events. Event signage.

Verbal thank you at events. Attendance by the women's racing team and management to 'sponsors days' held to better increase exposure of the team and sponsors within the cycling, and corporate, community. Attendance for Contributor's executives at team mid-season review and end of year award events with food and beverage included. Opportunities for sponsor product placement and marketing material at team events, including racing event marquees at all NRS events the OVR and NR team participates in.

Invitations to and Participation of Contributor's management and staff in Ride Days, Coffee Ride and other events conducted by the Foundation's service providers.





## PARTNER CONTRIBUTION

*Choose your tier*

### *Secondary Contributor*

Value Point \$15,000\*

Position on the jersey that is highly visible on the rear back and front shoulders Fortnightly reference to the sponsor through social media sites developed under the team name. Organisation of a 'sponsor's day' held to better increase exposure of the team and sponsors within the cycling, and corporate, community.

### *Tertiary Contributor*

Non-conflicting with Title and Secondary Sponsors

Value Point \$10,000\*

Position on the jersey

Reference to the team sponsor through social media and related marketing. Inclusion of team based activities involving the sponsors where suitable.

### *Other tiers*

Value Point \$7,500\* and \$5,000\*

Benefits for these tiers include primarily through media at women's race events, plus social media and related marketing.

\*Excludes GST, which is to be added

