



✉ info@cyclingsdevelopment.org.au

About

Cycling Development Foundation Inc (CDF) is a not for profit incorporated Association created for promoting and supporting the development and increased participation rates of junior, female and male cyclists in Western Australia.

The Foundation treats all its funded cyclists with respect for the pursuit of their cycling journey, whether recreational or racing on the national or international stage.

Community partnerships

The Cycling Development Foundation exists to raise capital and funding to provide support and resources for growing the base of cycling – particularly the development of the junior and women's fields.

CDF fundraising is conducted via the Australian Sports Commission's fundraising arm, the Australian Sports Foundation.

The Cycling Development Foundation (CDF) aims to increase corporate engagement and exposure in cycling as an exercise an sport through community based initiatives.

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PARTNERSHIP OPPORTUNITIES

Community charity events

Event naming rights and funds to your chosen charity. The CDF has delivered three charity rides successfully for different interest groups raising thousands of dollars in capital for local causes - White Ribbon, The Butterfly Foundation and Funds for Freedom.

Bike to Work events

Monthly in the Perth CBD, the CDF hosts a complementary coffee and bike check with a specialist mechanic and attracts 300 riders each month. Joint naming and event title sponsorship is available.

Community participation events

Group cycling and exercise activity days for your corporation and/or the community and specific target groups. The CDF manages community events such as Liv Ride Perth that can attract 100 women new to cycling.

On-site training and wellness events

The CDF facilitates on-site physical fitness testing and training days and wellness seminars that focus on how physical activity can benefit productivity and wellbeing in the workplace. We design physical activity practices that condense an hour of activity into 20 minutes.. The seminar is chaired by an associate member of the Australian Psychological Society and discusses how psychological health can be promoted via exercise.

Tailored training events

The CDF is committed to health and wellness and offers innovative packages. We are flexible and adaptive and can tailor options to suit your needs for community or organisational engagement.





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Aims

The CDF aims to add value to our partnerships with corporations such that each arrangement can be tailored to your corporation's needs. We do this by hosting community based events on your behalf or by your corporation becoming a designated partner of the CDF

Partnering for development

Proceeds from partnering with the CDF is directed to CDF junior and female cycling teams. The funds aim to provide opportunity for athletes that might otherwise access their potential in sport. The CDF development pathway is for junior male and female cyclists from local to elite professionals competing at the highest level in Europe in our Belgian racing team. Partnering with the CDF allows corporations access to key health and wellness programs for your own and community benefit while also assisting people who otherwise might not be able to reach their potential in sport and exercise.

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PARTNERSHIP OPTIONS

The CDF has several partnership tiers for corporations. These tiers can be scaled according to your needs inline with the before mentioned options. An outline of the tiers is provided here:

Primary Partner

Three primary partners to share this title with the CDF. This option provides endorsement and visual presence on relevant documentation and marketing collateral and prime location on our team clothing.
\$30,000

Major Partner

Three major partners to share this title with the CDF. This option allows for a visual endorsement on relevant marketing collateral with logo presence on our team clothing.
\$15,000

Partner

Opportunity exists for three partners to share this title with the CDF. The option allows for a visual endorsement on marketing collateral with logo presence on our team clothing where appropriate.
\$8,000

THE CDF IS COMMITTED TO TAILORING SUITABLE PARTNERSHIP PACKAGES TO YOUR NEEDS AND ARE FLEXIBLE TO WORKING TOWARD A SUITABLE SOLUTION. WE LOOK FORWARD TO WORKING WITH YOU.

