


city
to
surf
FOR  activ

**REGIONAL MAJOR SPONSOR
CHEVRON CITY TO SURF
SPONSORSHIP PROPOSAL**



**42
KM** MARATHON

**21
KM** HALF
MARATHON

**4
KM** WALK/RUN

**12
KM** RUN

**4
KM** WHEELCHAIR

**12
KM** WALK

www.perthcitytosurf.com



CITY TO SURF IS... COMMUNITY



- Supports all age groups
- Has no gender bias
- Supports different levels of fitness
- Supports corporate groups, social groups, family groups and more
- Has a School Program to encourage children
- Offers discounts to School Communities
- Gives people a chance to see their City / Town
- Puts all people on a level standing
- Has no religious or spiritual bias
- Has attracted hundreds of thousands of participants over 38 years
- Is a key driver for community goodwill



CITY TO SURF IS... HEALTH AND WELLNESS



- Training Programs free for all participants and covers
 - Different distances
 - Different abilities
 - Different age groups
- Allows thousands to set common goals
- Offers a measure for continued fitness and health development
- Has escalation points for future goal setting
- Offers a unique team environment for group training
- Provides free health and wellness advice
- Offers a range of distances and categories to ensure nobody feels left out



CITY TO SURF IS... COMMERCIALY BENEFICIAL

- Engages local businesses
- Promotes the event outside of City of Greater Geraldton
- Attracts world class athletes from interstate and overseas
- Is featured in marketing collateral and media advertising
- Is promoted via the Events Television Special, broadcast Nationally
- Is promoted to a Perth Metropolitan database of over 150,000 people
- Is one of the largest corporately participated events in the world
- Engages local suppliers
- Will drive tourism
- Will encourage first time visitation through a new market
- Will be promoted through travel packages



CITY TO SURF IS... SUPPORTING THOSE LESS FORTUNATE



- The Event is owned by the Activ Foundation
- All Event proceeds go to support the Activ Foundation
- The event houses a unique Fundraising Platform supported by Everyday Hero, allowing any person to fundraise for their chosen charity
- In 2012 over 130 charity organisations benefited from fundraising
- In 2012 over \$700,000 was raised via the Fundraising Platform
- Channel Nine / WIN will support Fundraising via Appealathon Charity Challenge
- The event is Wheelchair friendly



2014 AND BEYOND - WA'S LARGEST COMMUNITY EVENT!

Background

The Chevron City to Surf for Activ is the Activ Foundations major fundraising event. Now approaching its 39th year it has become the second largest official timed race in the Southern Hemisphere with over 50,000 participants across WA in 2013.

2013 heralded the start of another major era for the event with the Chevron City to Surf for Activ spreading throughout WA. Our goal was to introduce Chevron City to Surf for Activ events to Four (4) regional areas in WA. These Four (4) coastal locations were:

1. Karratha
2. Geraldton
3. Albany
4. Busselton

The expansion of the Chevron City to Surf for Activ into regional areas saw increased participation levels across the state as well as increased exposure for Activ as the beneficiary.

The Geraldton City to Surf was held for the first time on the 28th July 2013. A fantastic turnout of 500 people attended the event and we are confident that this number will increase substantially in 2014, should the event have the opportunity to return. The event was extremely well received by all that took part. From children, to elite athletes, from spectators to the Mayor, the feedback we have received has been overwhelmingly positive.

Our sights remain firmly focused on growing the Geraldton event, and we believe that a participation of 2,000 is within reach over the next 2-3 years. This will make the Geraldton City to Surf for Activ not only the largest participation sporting event in Geraldton, but one of the largest running / walking events in WA!

With in excess of \$3,500,000 worth of the mainstream media support, this is a unique and rewarding sponsorship property that brings great value and goodwill to any sponsor involved.

Key Event Messages - City of Greater Geraldton

The rollout of the City to Surf in City of Greater Geraldton will focus on the following key deliverable messages:

- Community Health - This is an event that drives community 'togetherness'. Open to all age groups, genders, socio economic groups, cultural demographics and more, this event bring whole communities together in an event in



which everybody completes a common goal.

- Physical Health and Wellbeing - For many years the City to Surf has been the iconic WA based event to train and prepare for. It has assisted in providing non-active members of the community with a goal to change or improve their physical health and wellbeing. With dedicated training programs for individuals, as well as significant school programs, the City to Surf provides individuals with all the information and impetus to get healthy, and stay healthy.
- Charity Giving - Event proceeds from the City to Surf go to support people with Disability. The Activ Foundation is the beneficiary of the event, and registration in the event supports this worthy cause. The Event also offers the opportunity to fundraise for any charity organisation close to your heart. Apart from the Event proceeds that went to Activ, the City to Surf last year contributed over \$700,000 to WA based charities
- City of Greater Geraldton the Destination - With huge media support for the City to Surf, City of Greater Geraldton will be showcased as a destination. The City to Surf receives both State wide and National coverage on Channel Nine for the event. This is a privilege often reserved for international sport; but here we have the unique opportunity to show people the iconic locations in City of Greater Geraldton via selective imagery of the runners course.



Sponsorship Benefits – Regional Major Sponsor of the Chevron City to Surf for Activ

The below Sponsorship includes rights attached to the Regional Chevron City to Surf events. Corporate Sports Australia (CSA) is happy to provide the following list of benefits associated with this sponsorship property. Below are listed:

- General Rights: Non specific sponsorship rights, obligations and designations
- Major Sponsorship Rights
- CITY OF GREATER GERALDTON Sponsorship Rights

General Rights

- CITY OF GREATER GERALDTON to be granted the right to host an annual City to Surf Event in the City of Greater Geraldton
- CITY OF GREATER GERALDTON to be designated as a “Regional Major Sponsor” of the Chevron City to Surf
- No direct competitor of CITY OF GREATER GERALDTON will be considered for event sponsorship
- 50% of the annual fee will be due in January in each year of the Agreement
- 50% of the annual fee will be due in July in each year of the Agreement
- In all CSA produced and approved marketing collateral, including all material produced for the purpose of mass media advertising by media partners, CSA will use the correct sponsor designations and event titles
- CITY OF GREATER GERALDTON has the right to use the Chevron City to Surf logo in promotional and advertising campaigns. For each and every logo, and in each use of that logo, CITY OF GREATER GERALDTON must first seek approval from CSA

Major Sponsorship Rights

Event Launch

- CITY OF GREATER GERALDTON to receive exposure as a key destination in the launch of the Regional Series
- A minimum of two Sponsor representative will be invited to attend the official event launch in each year of the agreement

Promotion to Past/Present Participants

- CITY OF GREATER GERALDTON to be given the right to run event specific promotions utilising the event databases as approved by CSA



Event Website

- CITY OF GREATER GERALDTON to receive logo recognition via the official Regional website. Logo will be hyper-linked to the CITY OF GREATER GERALDTON website from the sponsors page
- CITY OF GREATER GERALDTON to be permitted to run promotions and advertising using the official event website as and when approved by CSA. This can include any product or discount specials for the events participants.

Television Advertising / Promotion / Editorial

- CITY OF GREATER GERALDTON logo to be visually and verbally recognised in all WIN television advertisements
- A minimum 30min Television Special will be produced and aired by Channel 9 (or its affiliated digital channels) for the duration of the agreement, and will feature footage of the CITY OF GREATER GERALDTON Event
- CITY OF GREATER GERALDTON to receive logo recognition and product placement in television production of the event. This will be at the sole discretion of CSA and television production company

Press and Online Advertising / Promotion / Editorial

- CITY OF GREATER GERALDTON logo to be visually recognised in all regional distributions of the Sunday Times

Event Signage

- CITY OF GREATER GERALDTON will be granted 'Major Sponsor' signage opportunities. Exclusive to Major Sponsors (or higher tiered sponsors) will be the following signage benefits:
 - Logo to be displayed on finish arches
 - Signage to be positioned in the 'Major Sponsors Section' in the finish chute
 - Signage to be positioned in the 'Major Sponsors Section' in the start chute
 - Additional on course signage opportunities may be offered to Major Sponsor subject to CSA specifications and specified rates
 - All signage quantities will be dictated by CSA on an annual basis, and will reflect a standard amount for each level of sponsorship (Naming Rights, Major, Supporting, Civic)
 - All Sponsor specific signage to be provided by Sponsor in line with CSA event specifications
Alternatively CSA will produce all Sponsor signage on behalf of Sponsor at the specified rate by CSA to meet event specifications of CSA.

Marketing Collateral

- Major Sponsors logo to appear on the following items of marketing collateral:
 - The back of all regional race numbers
 - Regional event posters



- Regional event finisher certificates
- Regional event brochures
- Media Releases
- Event newsletters
- Any other marketing collateral CSA at its discretions produces that may include Major Sponsors Logos

Giveaways at Event Conclusion

- CITY OF GREATER GERALDTON to have the opportunity to provide giveaways and / or prizes as approved by CSA at the event conclusion
- All direct and indirect costs relating to the provision of giveaways and / or prizes are to be paid by CITY OF GREATER GERALDTON

CITY OF GREATER GERALDTON Sponsorship Rights

Promotion to Past/Present Participants

- CITY OF GREATER GERALDTON to have the opportunity to place promotional items within the newsletter for initiatives aimed at Regional Chevron City to Surf Participants. These must be approved by CSA prior to inclusion within the newsletter

Event Website

- CITY OF GREATER GERALDTON to be given the opportunity to utilise advertising space on the Regional Chevron City to Surf pages of the website, including a page dedicated to CITY OF GREATER GERALDTON
- CITY OF GREATER GERALDTON to be given a direct link to CITY OF GREATER GERALDTON webpage from the advertising

Television Advertising / Promotion

- CITY OF GREATER GERALDTON to receive logo recognition and preferred brand placement in the Television Special in any section created for the Regional Chevron City to Surf events

Radio Advertising / Promotion

- CITY OF GREATER GERALDTON to receive verbal recognition in Southern Cross Austereo network advertisements to promote CITY OF GREATER GERALDTON and the CITY OF GREATER GERALDTON Chevron City to Surf

Signage

- CITY OF GREATER GERALDTON to be given substantial signage rights to the City of Greater Geraldton City to Surf events at each of the start precincts, and the finish precincts



- Signage quantities will be dictated by CSA on an annual basis and reflect the level of sponsorship undertaken for the Regional Chevron City to Surf events

Event Conclusion / Presentations

- CITY OF GREATER GERALDTON representatives to be given the opportunity to take part in presentation ceremonies for the CITY OF GREATER GERALDTON City to Surf Event

Perth Chevron City to Surf Expo

- CITY OF GREATER GERALDTON to be given a 3x3m space at the Perth Chevron City to Surf Expo to promote the CITY OF GREATER GERALDTON
- All costs relating to fit out of the CITY OF GREATER GERALDTON space are to be paid to for by CITY OF GREATER GERALDTON

Corporate Marquee / Entries

- CITY OF GREATER GERALDTON to be give 20 complimentary entries for the CITY OF GREATER GERALDTON City to Surf
- CITY OF GREATER GERALDTON to be given the right to display signage in their marquee as approved by CSA. Corporate Marquee holders are not afforded this right
- CITY OF GREATER GERALDTON to be given the opportunity to erect or secure a marquee either for promotional or hospitality requirements

Event Day/s

- CITY OF GREATER GERALDTON to be recognised as the Regional Major Sponsor of the Chevron City to Surf in all relevant PA announcements



2014 SPONSORSHIP AGREEMENT

Term of the Agreement

Three (3) years commencing in 2014. CITY OF GREATER GERALDTON to be given first right of refusal over a further term commencing 2016

Exclusivity

CITY OF GREATER GERALDTON shall receive exclusivity in regard to its area of primary business in respect to sponsorship of the Event

Sponsorship Reach

The Major Sponsorship covers each of the following events, and any future Regional Events that are created during the term of the Agreement:

- Pilbara
- Mid West
- South West
- Great Southern

***Benefits to be expanded for the CITY OF GREATER GERALDTON based Event**

Sponsorship Consideration to Chevron City to Surf Organisers (CSA)

Total Sponsorship Cost - \$50,000 + GST p.a.

- **\$30,000 + GST Cash**
- **\$20,000 + GST Contra as determined by the City of Greater Geraldton**