



SPONSORSHIP PROPOSAL

2025 Melbourne
Chain Reaction Challenge



ABOUT US

Since 2007, Chain Reaction Challenge Foundation has united senior business executives to participate in cycling challenges to raise substantial funds for children's charities. We deliver meticulously organised, premium events that foster community, camaraderie, and meaningful change. Our participants, primarily senior executives from VIC, QLD, and NSW, receive exceptional support, from comprehensive training programs, fundraising advice and seamless logistics, allowing them to focus on making a significant impact. At Chain Reaction, we believe in the power of community and giving back, ensuring each event is a transformative experience dedicated to helping kids in need.



**OVER \$43
MILLION RAISED
FOR KIDS**



**SUPPORTED
OVER 70
CHILDREN'S
CHARITIES**



ABOUT THE EVENT

North Island New Zealand
March 8 – March 15, 2025



Click play to learn more
about the Chain Experience



EVENT INCLUSIONS

Training & Preparation:

- Professional coach-led training programs, even for novice riders where you can begin to build relationships and connections with fellow participants
- Comprehensive fundraising toolkit and support
- Premium quality training uniform

On the Ride:

- Professional course design
- Lead and support vehicles
- Qualified cycling coaches
- Medical and mechanical support
- Post-ride massages and stretching
- Premium quality team uniform

Logistics & Comfort:

- Quality catering
- Twin share accommodation
- Professional media crew to capture the experience

Visibility & Recognition:

- Recognition across all Chain Reaction socials
- Daily high-quality video and photos profiling team
- Exposure to event database EDM
- Optional tailored team video



BENEFITS



Support kids in need



Create and build business and personal connections



Feel good and challenge yourself



Improve your physical and mental wellbeing

By partnering with Chain Reaction Challenge Foundation, your business will:

- **Support Kids in Need:** Your sponsorship contributes to the welfare of children and their families creating meaningful impact.
- **Build Valuable Connections:** Engage with a network of senior executives and business leaders, fostering new business opportunities and friendships.



82%

Participants who have reported increased business connections and opportunities.



Dave Southon
Executive Chairman | Aliro Group

"It's one of those unique environments that creates strong relationships. Through the Chain Reaction Challenge, I have made many great business connections and friendships."



BENEFITS

- **Enhance Corporate Image:** Demonstrate your company's commitment to social responsibility and community support.

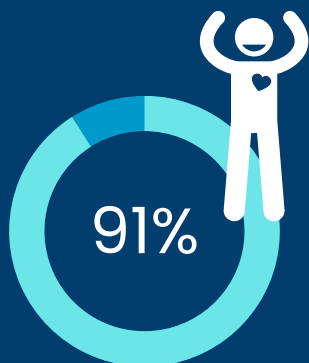
Laurence Basell

Head of Strategy | Marsh Australia and New Zealand

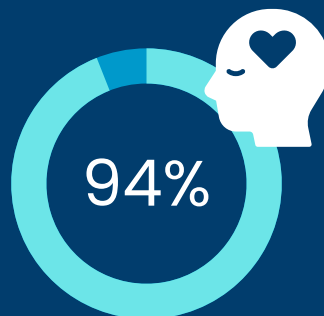
"Our corporate philosophy is to make sure we give back to community. The work that Chain Reaction does in supporting amazing charities and supporting kids with important and sometimes critical needs marries well with this"



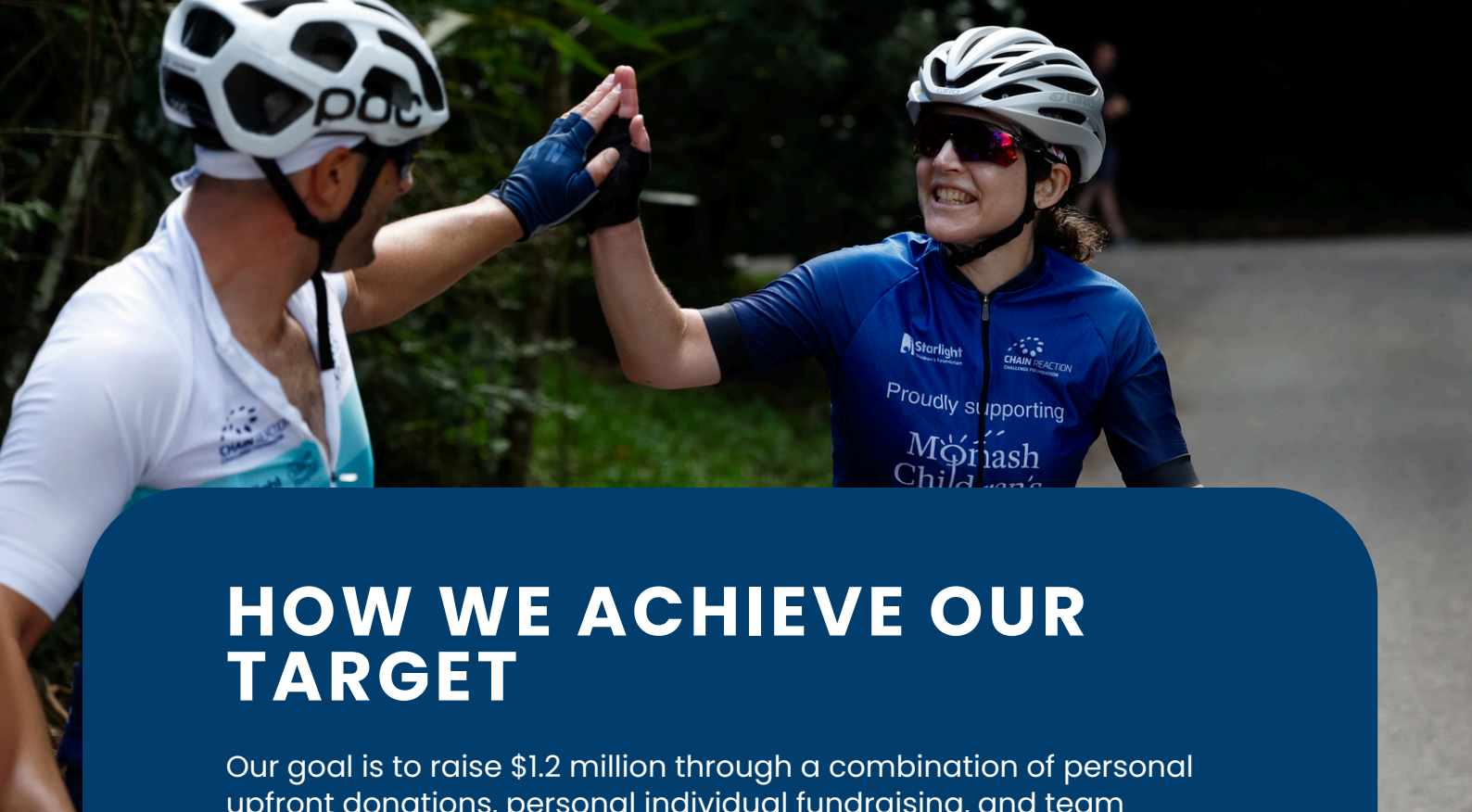
- **Promote Wellbeing:** Encourage physical and mental wellbeing among those you recruit to your team by participating in a challenging and rewarding event.



Participants report significant improvements in physical health.



Participants experience enhanced mental wellbeing.



HOW WE ACHIEVE OUR TARGET

Our goal is to raise \$1.2 million through a combination of personal upfront donations, personal individual fundraising, and team corporate sponsorship.

Individual Fundraising

Each rider commits to:

1. \$4,000 Personal Upfront Donation
 - This tax-deductible donation shows your commitment to fundraising.
2. \$7,000 Minimum Personal Individual Fundraising
 - Raise funds through personal networks, including friends, family, and business connections. We provide you with the below support to do this.
 - Personal fundraising page
 - Fundraising toolkits, email, and social banners
 - Online education sessions and mentoring support

Corporate Team Sponsorship

\$75,000 Minimum Team Corporate Sponsorship

- Teams are made up of 6 – 8 riders
- You must recruit a minimum of 6 riders
- The way you achieve this target can be done using a number of models (see page 8)
- Your team will have a uniquely designed event uniform and all corporate sponsors will receive company branding on this based on their sponsorship support.

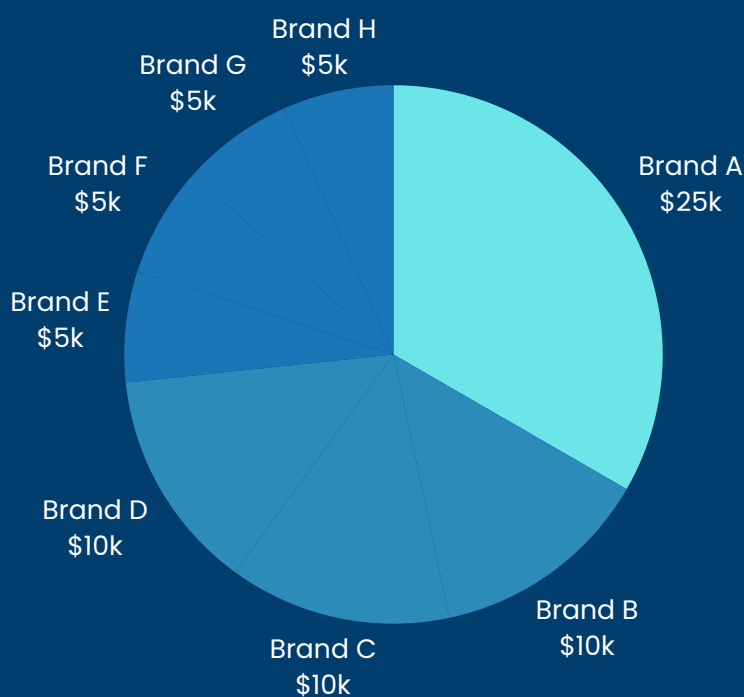
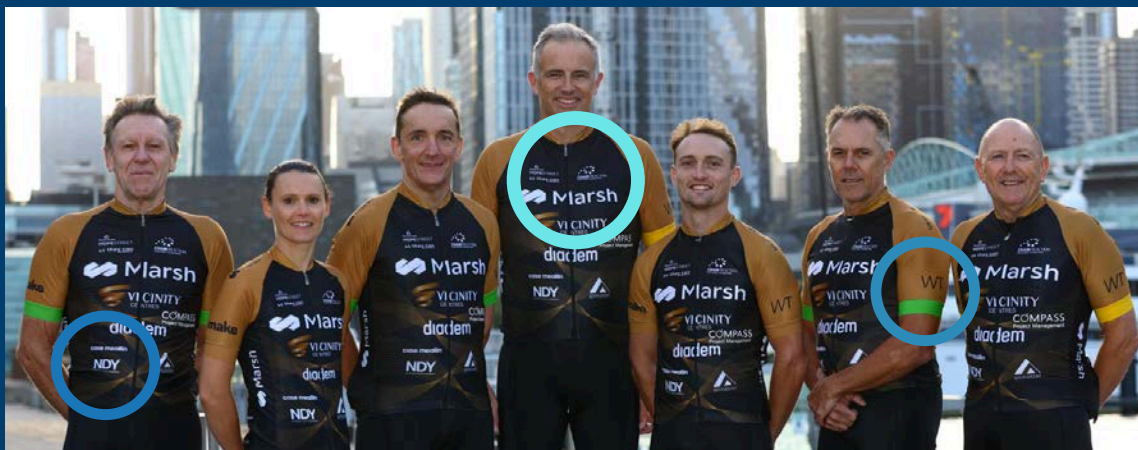
SPONSORSHIP MODELS

We encourage you to leverage your existing relationships and detail the benefits of what this event entails when recruiting under any of these models.

Chain Reaction will provide guidance and support where needed to assist you in recruiting for your team.

A. TRADITIONAL MODEL

- A single jersey design worn by the whole team following a tiered system of sponsorship with multiple brands.
- Sponsors logo positions allocated based on sponsorship amount.
- Each corporate sponsor over \$10k can secure a rider position.

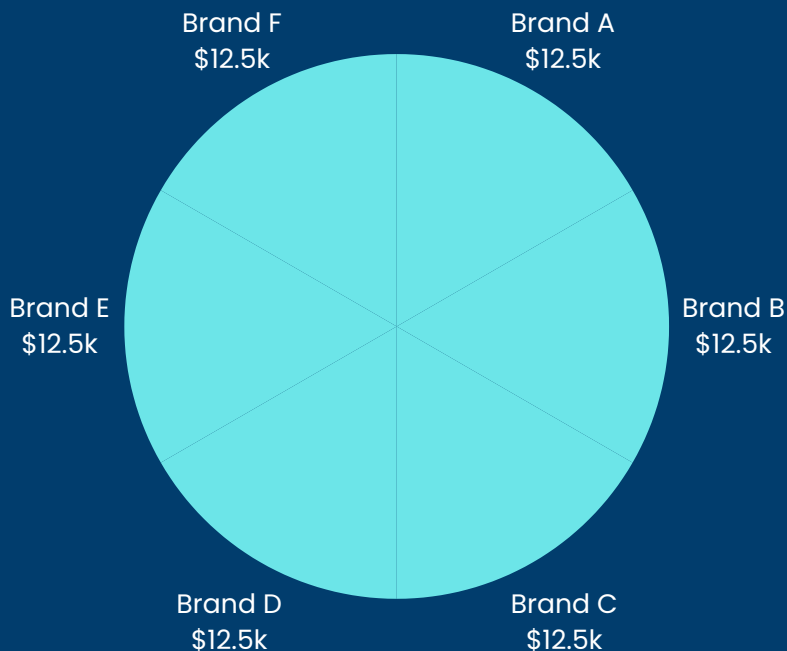


**TOTAL =
Minimum \$75K**

SPONSORSHIP MODELS

B. COLLECTIVE MODEL

- A matching colour scheme with individual jerseys for each corporate sponsor featuring a different brand for each rider. i.e. 6 riders, 6 brands.
- There is opportunity for each of these corporate sponsors to then use Model A to create a tiered system of sponsorship with sponsor logo positions allocated based on sponsorship amount.

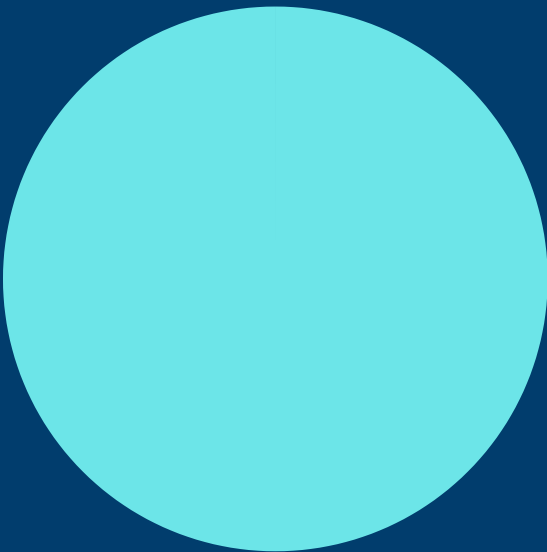


**TOTAL =
Minimum \$75K**

SPONSORSHIP MODELS

C. SINGLE BRAND MODEL

- A single brand featured on all riders' kits.
- In this model, the team can recruit riders for their team from their own company or outside and pay the full team sponsorship amount.



Brand A
\$75k

**TOTAL =
Minimum \$75K**



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Competition Jerseys – \$20,000 per Jersey

Sponsor a jersey that symbolises individual accomplishments and traditional Tour de France messages. Each night, five riders are awarded these jerseys:



Yellow Leader's Jersey
For exceptional leadership in fundraising and riding.



Black Spirit of Chain Reaction Jersey
Reflects the values of community, giving, and camaraderie.



Polka Dot King/Queen of the Mountain Jersey
For overcoming challenges.



Green Sprinters Jersey
Awarded for high energy and enthusiasm.



White Young/New Riders Jersey
For young or new riders, or those in a new phase of their lives.

Benefits of Sponsorship:

- Customised jersey design with your logo.
- Daily social media posts (5,600 followers on Instagram, Facebook, LinkedIn).
- Daily EDM updates to 4,000 subscribers during the challenge.
- Enhanced Brand Visibility with high exposure through multiple channels.
- Align your brand with a respected charity event.
- Showcase your company's commitment to giving back.



EVENT CHARITY PARTNERS



Starlight Children's Foundation know that happiness matters to sick kids facing the pain, fear and stress of serious illness.

Starlight helps kids of all ages regardless of disability, injury or illness because what happens in childhood lasts a lifetime. Starlight works in partnership with health professionals to provide the happiness, play and creativity that helps to boost sick kids' health and wellbeing.



Monash Children's Hospital is one of the busiest paediatric healthcare services in Australia who care for more than 100,000 children every year.

Monash Children's Hospital teams deliver specialised, innovative and family-centred care. They are committed to ensuring that every patient, and their family, feels wholly supported while with them.

GET IN TOUCH



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