



camp
quality.

1,000 Ks
4 KIDS

NEWCASTLE



2018 SPONSORSHIP PROPOSAL

Help overcome the challenge and sponsor us today!

About camp Quality

Camp Quality is a registered, not for profit, children's cancer charity which has been operating in Australia since 1983. Our purpose is to create a better life for every child impacted by cancer in Australia.

We believe every Australia child impacted by cancer should have every opportunity to thrive. We do this by providing innovative programs and services to develop life skills and strengthen the wellbeing of children aged 0-13 growing up with cancer, and their families.

We are there for children and their families from the first experience of cancer through every stage, from treatment to remission and in the case of bereavement - in hospital, at home, at school and away from it all. Our belief in the proven principles of positive psychology forms the foundations of everything we do. We believe laughter is the best medicine. Laughter and optimism are essential to help our kids and their families to not only cope, but to thrive.

Camp Quality's 1,000 Ks 4 Kids

The Camp Quality 1,000 Ks 4 Kids is the ultimate biking challenge, which sees the ordinary doing the extraordinary. Each ride is formed by a wonderful group of people putting their own lives aside, taking themselves outside of their comfort zones and signing on for the incredible journey of helping raise funds for kids living with cancer.

In September 2011, a group of 19 riders and 10 support crew from Newcastle decided to take part in a 400km ride from Armidale to Maitland. This formed the event initially called "Ride 4 kids". Due to the great success of the event with the ride exceeding the predicted income and raising \$114,500.00 in its first year, it was decided that the challenge bar needed to be set higher in year two and so the Camp Quality 1,000 Ks 4 Kids was born.

Over the past seven years, thanks to the dedication and commitment of the growing number of riders and support crew that participate in the ride, along with the supporters who sponsor them on their way, the ride has raised over \$2.2 million dollars to support kids with cancer. This money has helped Camp Quality to continue delivering innovative services that provide a better quality of life for children impacted by cancer and their families across Australia.

To this day, the Camp Quality 1,000 Ks 4 Kids continues to grow with the challenge now being split among various riding abilities, catering for everyone from a novice rider who wants to take on a supreme challenge to a hard core cyclist.

Highlights from the 2017 camp Quality 1,000 Ks 4 Kids ride.



2018 Sponsorship Options

We need your support for the 1,000 Ks 4 Kids to continue to grow, and have various sponsorship opportunities available in 2018.

This event in 2017 was an amazing success for everyone involved. In 2018, our riders are committing to again ride 1,000 km all to help support children impacted by cancer and their families. We need your help!

2018 Sponsorship opportunities available include:

1. Platinum Sponsor - \$30,000.00

Put your name alongside one of the most trusted Charities in Australia - branding the 1,000 Ks 4 Kids ride as your own. We are looking for an event sponsor. The event sponsor will enjoy the following benefits:

- Event Specific logo created to incorporate Company name
- Event/Company logo to appear on all clothing, signage and documentation
- Inclusion as event sponsor in all relevant literature in the lead up to the Ride
- Inclusion of Company name in all press releases to all relevant areas the Ride will pass through
- Inclusion of Event logo in television promotion
- Company logo printed on merchandise sold in lead up to ride and on-route to assist with fundraising
- Company logo to appear on front and rear of all ride clothing in prominent position
- Event logo to appear on rear of all ride clothing in prominent position
- Company logo to appear on back of cyclists knicks
- Imagery/copy on Ride Facebook Page x 3 placements
- Imagery/copy on Camp Quality Page x 3 placements
- Logo recognition on printed materials with "partner title"
- Use of the Camp Quality name and/or logo on your Company website
- Recognition on Facebook site for Ride
- Choice of 10 branded Polo or Riding Jerseys to keep
- Opportunity for ceremonial cheque handover at your workplace with local press
- Hanging of banner/signage at front of stage at Finish Line
- Invitation to attend Finish Line and Welcome Home Party to be publically acknowledged, and the opportunity to respond on stage
- Acknowledgment in printed Annual Report
- Certificate of Appreciation and Platinum Sponsor Glass Plaque

2018 Sponsorship opportunities continued...

2. Gold Sponsor - \$15,000.00

Enjoy many branding benefits before and during the 1,000 Ks 4 Kids Newcastle. The Gold Sponsor will enjoy the following benefits:

- Company logo on all riding jerseys in prominent position across pouches
- Company logo on left and right side of all rider's knicks
- Recognition in Ride Newsletter sent out to riders, support crew and sponsors
- Recognition on Facebook site for Ride
- Inclusion of Company name in television promotion
- Company logo on merchandise to be sold in the lead up to the ride and on route to assist with fundraising
- Choice of 5 branded Polo or Riding Jerseys to keep
- Invitation to attend Finish Line and Welcome Home Party to be publically acknowledged and the opportunity to respond on stage
- Acknowledgement in Annual Report
- Certificate of Appreciation and Gold Sponsor Glass Plaque

3. Team Sponsors - \$4,000 per team

Have the naming rights over one of our eight 1,000 Ks 4 Kids teams which includes the riders' jerseys they wear on the road and their casual shirts worn each evening.

We have eight teams in 2018 with five riders in each team. On road the teams will wear bright coloured jerseys of blue, red, green, pink, orange, purple, aqua and maroon. At night the riders will wear the same shirts (but in a polo) so there will be exposure morning and night. Each team is looking for a team name (i.e. Team Jayco). These team names will be used in all correspondence and promotion in the lead up to and on the ride.

4. Support Crew Uniform - \$5,000

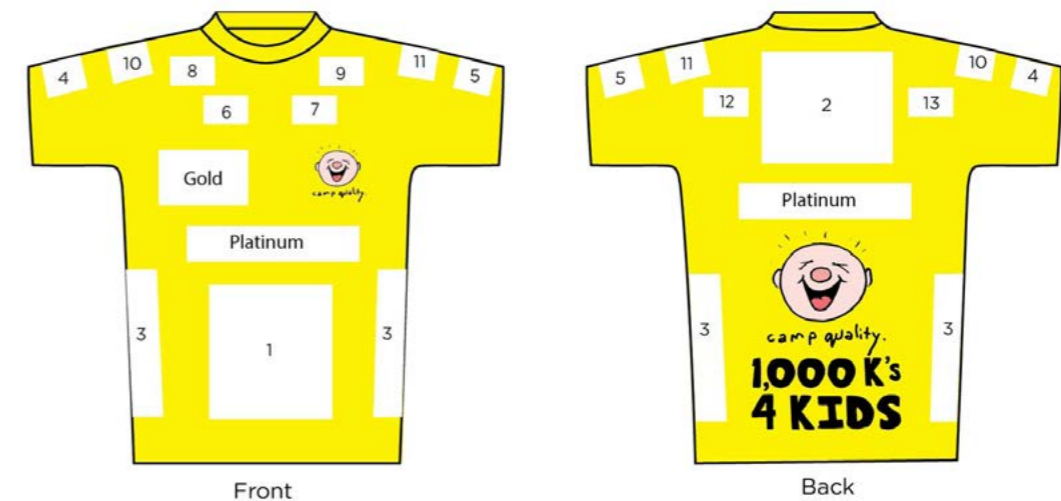
The 1,000 Ks 4 Kids wouldn't work without our dedicated support crew - sponsor them by having your logo on their supporters shirts and noted as our key support crew sponsor.

We will have 20 Support Crew for the 2018 ride. These are drivers, medical, massage therapists, bike mechanics, logistics, photography/video and fun therapists. These 20 people will wear their support crew polos day and night on the ride. Their polos will have our sponsor's logo displayed prominently across the front of each shirt. Lots of exposure will be gained with 20 people displaying your logo from morning to evening.

5. Jersey Sponsorship - \$300—\$3,000

- Be a sponsor on one of our eight 1,000 Ks 4 Kids teams and have your logo on our riders jerseys and on their casual polos which are worn each evening. In true Camp Quality tradition our riders wear very bright custom made cycling jerseys made up of blue, red, green, orange, purple, pink, aqua and maroon. Each team has thirteen positions where sponsors can pay to have their logo and support that team.
- Be a sponsor on our Support Crew and have your logo on our polos worn for the whole ride. Support Crew wear bright custom made polos. Support Crew also have thirteen positions where sponsors can pay to have their logo.
- Be a sponsor on our Special Jerseys and have your logo on our "Most Supportive", "King of the Mountain" or "Joker Jersey". Thirteen positions on each Jersey are available for sponsors to have their logo displayed on these very popular jerseys/polos.

Jersey sponsorship logo placement



Sponsorship table

Position	Standard Team (8 teams)	Support	Most Supportive	KOM	Joker
Platinum	Platinum Sponsor	Platinum Sponsor	Platinum Sponsor	Platinum Sponsor	Platinum Sponsor
Gold	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor
1	\$4,000	\$5,000	-	\$2,000	\$2,000
2	\$2,000	\$3,000	\$750	\$750	\$750
3	\$1,500	\$1,500	\$550	\$550	\$550
4	\$1000	\$1,000	\$400	\$400	\$400
5	\$1000	\$1,000	\$400	\$400	\$400
6	\$750	\$750	\$350	\$350	\$350
7	\$750	\$750	\$350	\$350	\$350
8	\$750	\$750	\$350	\$350	\$350
9	\$750	\$750	\$350	\$350	\$350
10	\$500	\$500	\$300	\$300	\$300
11	\$500	\$500	\$300	\$300	\$300
12	\$300	\$300	\$300	\$300	\$300
13	\$300	\$300	\$300	\$300	\$300

How you can get involved?

So now you've read our sponsorship proposal for the 2018 1,000 Ks 4 Kids, why not help us make this event a reality. Your support will enable us to raise funds to help create a better life for children impacted by cancer in Australia.

To get involved with the Camp Quality 1,000 Ks 4 Kids simply complete the enclosed order form and return to Camp Quality Newcastle or contact Donna George on (02) 4947 3041 or donna.george@campquality.org.au for more details.

Why we ride!

The money raised through 1,000 Ks 4 Kids will support Camp Quality's ongoing efforts to deliver the innovative services that provide the best quality of life for children impacted by cancer and their families. It's for children just like Sophie, and her family, why we ride.

Sophie's Story

Sophie (10), and her family, have been supported by Camp Quality ever since she was diagnosed with medulloblastoma, a type of brain and spine cancer, at just seven years old.

"Camp Quality has been fantastic, the staff are really good, and are very understanding" mum Kylie said.

Some of the best medicine Sophie received from Camp Quality while being sick were the camps and the family fun days that brought her whole family together and helped them create new memories outside of the hospital.

In 2016, Sophie was one of the many students at her school that welcomed the 1,000 Ks 4 Kids Newcastle riders into their town of Bulahdelah, helping to keep the riders inspired and motivated along their journey. The Camp Quality puppets Kylie and Dean put on their show that helps explain what it's like to be a kid living with cancer in a way that their peers will understand.



The Camp Quality Primary School Education program has three scripted shows to cater for different age groups: pre-school, junior primary and upper primary. The touring shows answer the difficult questions kids have about cancer. For many kids like Sophie the effects of cancer can be very confronting when children return to school, they generally look very different as a result of the side effects from their treatment.

All our Camp Quality run programs believe in promoting the power of positive psychology to help build optimism and resilience. "We're definitely one of the few lucky families" Kylie said.

Sophie is now in remission with there being a 60% chance that she's beaten the cancer.

As a not-for-profit charity, Camp Quality rely heavily on the generosity of everyday Australians and corporate partners to keep our programs running. Help us overcome the challenge - sponsor us today!

(above; the Camp Quality puppets explain what it is like to be a kid growing up with cancer.)

Why I ride for camp Quality?

"It's exciting to know that I'm going to be challenged. My main motivation, however, is making a difference to those who I ride with, those who look after me on the ride, and to the children and families that will benefit from me doing my part - like Sophie and her family.

When you add it together you get - greatness, passion and determination, which combines to help raise essential funds for Camp Quality!"

- Rose, Camp Quality 1,000 Ks 4 Kids participant in two rides

(right; Rose pictured with riding during the 1,000 Ks 4 Kids in September 2017.)

