



Dear Prospective Sponsor

Central Australian Rough Riders strives to provide opportunities for everyone in our community to participate in healthy, safe and inclusive mountain biking activities in a fun and family-orientated environment. The club is characterised by a welcoming and supportive community, passionate volunteers and a wide variety of mountain bike events.

Established in 2009, club membership has been increasing and is currently around 190 members. The club has built fantastic events for its members such as enduro events (12hrs and 6hrs), Hour of Power Series, and Trail Crew Sessions. At this point in time, over 30% of the club's membership are women and 57% are Juniors; an increase of 2% and 12% from 2021 respectively.

The club has a growing focus on junior development such as Dusty Demons, women and social, beginner, and family riders. Other strengths of the Alice Springs mountain bike club include its Good Sports Club, Desert Sports Foundation, Australian Sports Foundation, membership, broad member communication, and funding rider development grants from within the club's resources. The club's immediate aims are to improve the quality of events, to be more inclusive and engage the broader community of Alice Springs. This will be achieved by increasing presence, advertising, coordination of non-racing events (e.g. trail maintenance/crew sessions in line with Parks NT, social events, skills session), free membership for juniors and reduced entry fees for events. In addition to this, we wish to increase the club's capacity by offering more development opportunities in skills, instructing, bike maintenance sessions, and trail maintenance/crew sessions.

Member feedback indicates there is a need for a strong focus on recreational riding, whilst maintaining opportunities for racing, junior development from primary through to high school, and engaging the broader community by reducing barriers to access and increased promotion of the sport.

As we are a local community sports club, our major source of revenue is generated from membership fees, event registrations, grants, and sponsorship/donations received from generous individuals and businesses. These funds are then reinvested into the club for the benefit of all members. We look forward to you engaging with our sponsorship policy and potentially being involved as a sponsor of Central Australian Rough Riders.

Kind regards

A handwritten signature in black ink, appearing to read "D. Atkins", is written over a horizontal line.

David Atkins
President



Sponsorship Proposal

The Central Australian Rough Riders understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of Central Australian Rough Riders, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity. Note, advertising through the club is based on a calendar year, so the earlier sponsorship is received in the calendar year, the longer the club will be able to advertise your business.

Central Australian Rough Riders endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.



Sponsorship Packages

The opportunities that Central Australian Rough Riders can offer to an interested party are included as follows:

General

- Event registration - Free registration into event/s of choice¹
- Instructional session - Free registration into annual instructional sessions¹
- First choice of event - Preference of events will go to Platinum Sponsors
- Sponsored events - Max number of events you can choose to sponsor with money value

Exposure

- Website - Sponsor name, logo, and link to nominated website or social media
- Social media posts - Minimum posts per month advertising sponsor (through sharing social media posts or page), 1-2 months prior to sponsored event/s.
- Logo's - Logo on newsletter and if sponsorship application submitted by end of 2022 also on an annual calendar.

Event Information

- Advertisement - Event advertised on Facebook, Website, Instagram, Calendar, Strava
- Co-host Event - Accept Facebook event invite as co-host
- Event Report - Event report will be completed and published in the club newsletter, social media, and on the CARR website.

¹Must email the club in advance to organise registration into events/instructional sessions.



The following table displays the value and arrangements for each of the sponsorship packages:

	Platinum (\$1000+)	Gold (\$750+)	Silver (\$500+)	Bronze (\$250+)	Donation (\$+)
General					
Event registration	4	3	2	1	X
Instructional session/s	2	1	X	X	X
First choice of event/s	✓	X	X	X	X
Sponsored events	1-4	1-3	1-2	1	X
Exposure					
Website	✓	✓	✓	✓	X
Social Media Post	4	3	2	1	✓
Logo's	✓	✓	✓	✓	X
Event Information					
Advertisement	✓	✓	✓	✓	X
Co-host Event	✓	✓	✓	✓	X
Event Report	✓	✓	✓	✓	X



Sponsorship Acceptance Form

Sponsorship Categories

I commit to provide the Central Australian Rough Riders the **Sponsorship value: \$** _____ for the 2023 mountain biking season.

I wish for this sponsorship to go towards:

- CARR General (our choice)
- Specific event/series – Please state which: _____

If your Sponsorship Value is through providing products/services, this will be categorised as a Donation as per our Sponsorship Policy. Once the donation has been made, we will acknowledge your support through our communications/media.

Organisation / Business name: _____

Contact Name: _____ **Position title:** _____

Address: _____

Tel: _____ **Email:** _____

I confirm I accept this sponsorship and will meet the expectations outlined below:

- Pay money within one month after application has been approved (failure to do so may result in void sponsorship) - this is not applicable for donations.
- Email digital organisation/business logo/s to carr.mtb@gmail.com for advertisement
- Co-host Facebook event and share event through media (sponsors)
- Exposure/advertising through the club will only proceed once sponsorship is received by the club

Signature: _____ **Date:** ____ / ____ / ____

Electronic Funds Transfer: Central Australian Rough Riders

Bank: Bendigo Bank **BSB:** 633 000 **Account Number:** 150980480