



**5th Annual  
Australian Bicycle Summit  
&  
18th Annual  
Cycling Luminaries Awards**

Here is a unique opportunity for you to play a prominent role in two key annual events, our 5<sup>th</sup> annual Australian Bicycle Summit and 18<sup>th</sup> annual Cycling Luminary Awards, to be held in Melbourne on Tuesday 14<sup>th</sup> and Wednesday 15<sup>th</sup> May 2019.



### **5<sup>th</sup> Annual Australian Bicycle Summit**

This is the sole occasion of the year where leaders from every major Australian cycling organisation come together, along with bicycle industry members, local, state and federal politicians and other key government decision makers. They are brought together by We Ride Australia, the peak national cycling advocacy organisation.

2019 will see the fifth annual Australian Bicycle Summit building upon the success of previous summits, first held in Canberra (2015 & 2016), followed by Brisbane (2017) and Sydney (2018).

The Australian Bicycle Summit, in addition to bringing advocacy organisations together, represents a unique opportunity for government at all levels, corporate leaders and transport and property groups to showcase their investments and planning that make the choice to cycle easier. Together with bicycle industry members, the Australian Bicycle Summit is designed to provide a high-level networking and knowledge sharing forum for key players.



### **Cycling Luminary Awards**

Each year's summit is highlighted with a gala dinner at which the annual Cycling Luminary Awards are presented. These awards have been held since 2002.

Winners and short-listed nominees are announced in three categories: Bike Culture and Behaviour Change, Leadership and Built Environment. In some years.

Nominations from across Australia are assessed by an expert, independent panel of judges with the winner's names only announced and presented during the dinner.

In certain years the independent panel has chosen to announce a Special Award to a deserving candidate.

You can see more about the Cycling Luminaries Awards, including details of past winners at <https://www.weride.org.au/what-we-do/2018-cycling-luminaries-awards/previous-winners/>.



### **Sponsorship Opportunities**

You can choose from a range of sponsorship opportunities detailed below. In all cases you will receive our sincere acknowledgment through the following methods:

- On the We Ride website, [www.weride.org.au](http://www.weride.org.au)
- Within the Australian Bicycle Summit official program
- Your logo will appear on screen at multiple times during the summit and dinner.
- Your sponsorship will be acknowledged by our master of ceremonies
- Your logo will be included in all media releases

In addition, you will have the right to use the We Ride Australia logo with the words 'Official Sponsor' followed by the title of your sponsorship in any of your promotional material from the date your sponsorship is confirmed through until the end of 2019.

All the sponsor categories below will receive all these sponsor benefits, plus additional specific benefits as outlined in each package:



### **Principal Partner**

Each year we invite one entity to be the sole Principal Partner of the Australian Bicycle Summit. This is usually (but not restricted to) a relevant government agency. For Sydney 2018 our Principal Partner was Transport for NSW and for Brisbane 2017 it was the Qld Department of Transport.

We see this as true partnership where the Principal Partner has input into the Summit agenda, presentation and media opportunities, coordination and co-branding of media releases.

The Principal Partner also receives up to five complimentary tickets to attend the summit and dinner.

Investment \$30,000 + GST

### **Major Sponsor**

As Major Sponsor your acknowledgement will be only second in size and prominence to the Principal Partner.

Major sponsors will receive four complimentary tickets to attend the summit and dinner. Limited to three opportunities.

Investment \$6,000 + GST



### **Awards Sponsor**

Individual Sponsors for each of the Cycling Luminaries Awards will be acknowledged both on screen and by the MC prior to the announcement of each award winner.

The sponsor will also be given a photo opportunity with the award winner after the presentations are complete, with photos to be provided via our official event photographer.

You'll also receive two complimentary tickets to the entire Australian Bicycle Summit.

Limited to three opportunities.

Investment \$3,000 + GST

### **Table Sponsor**

As a table sponsor your table of nine guests will be hosted by a VIP, who may be a champion cyclist, media personality or community leader.

We will announce details of these individuals closer to the summit date and table sponsors may select their preferred hosts on a 'first come, best dressed' basis.

Limited to the number of suitable table hosts.

Investment \$3,500 + GST



### **Networking Session Sponsor**

Prior to the annual dinner will be a one-hour networking session which will give a small invited group of bicycle industry and advocacy members unique access to local, state and federal government representatives and other senior decision makers across a range of portfolios that interact with cycling.

As networking session sponsor, you will be able to set up an exclusive display for your goods or services at the networking session, the opportunity to address attendees for up to five minutes, plus two complimentary tickets to the summit and dinner.

Investment \$3,000 + GST

### **Summit Session Sponsor**

As a sponsor of either the morning or afternoon session, you'll be entitled to give a brief (up to 10 minutes) live presentation to highlight your products and services.

You'll also receive two complementary tickets to attend the summit and dinner.

Limited to two opportunities.

Investment \$3,000 + GST



### **In-Kind Sponsor**

We're looking for sponsors who can help to defray some of the major expenses incurred in running the Australian Bicycle Summit including: Venue, Air travel, Accommodation, Printing and Media.

Each of these packages will be customised to suit the respective sponsors' requirements. Depending upon the value of this in kind sponsorship, the package could include being recognised as any of the above sponsorship categories except Principal Partner.

Minimum investment equivalent to \$3,000 + GST



Amongst many important activities, the Australian Bicycle Summit offers a unique opportunity for CEO's of all the key state and federal cycling organisations across all facets of cycling to spend time meeting and strategizing together. This photo is from the 2018 Australian Bicycle Summit, held in Sydney at the Lendlease headquarters, Barangaroo.

### **Further Information**

Please contact Phil Latz

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