



# 5TH ANNUAL AUSTRALIAN BICYCLE SUMMIT & 18TH ANNUAL CYCLING LUMINARIES AWARDS



**H**ere is a unique opportunity for you to play a prominent role in two key annual events, our 5th annual Australian Bicycle Summit and 18th annual

Cycling Luminaries Awards, to be held in Melbourne on Tuesday 14th and Wednesday 15th May 2019.

HOST



PRINCIPAL PARTNER



MEDIA SPONSOR



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AWARDS SPONSOR



## Sponsorship Opportunities

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### 5th 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 5th 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 Luminaries Awards

Each year's summit is highlighted with a gala dinner at which the annual Cycling Luminaries 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

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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:

## Sponsorship Opportunities

**Y**ou 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



## 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.

## Sponsorship Opportunities

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We're very pleased to announce that our Principal Partner for 2019 is the TAC (Transport Accident Commission).

The TAC are also sponsoring the travel and participation of our international keynote speaker, Mr Tim Papandreou from San Francisco, USA.

### Video Sponsor

At your Cycling Luminaries Awards dinner at which we like to premiere an inspiring video, highlighting the best of existing local cycling infrastructure and upcoming developments.

The majority of this sponsorship goes directly towards production costs of the video, including a version suitable for unrestricted use via the sponsor's website and social media. The video will also appear for 12 months on our We Ride Australia home page.

It also includes the option of speaking at the dinner immediately prior to the being screened.

If you have in-house video production capability or some existing material that might form part of the video, then the sponsorship cost will be significantly lower.

*Investment \$12,000 + 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 of which two are still available as of 11th Feb 2019 and one has been taken by Michelin by Bikecorp.

*Investment \$3,000 + GST*

# Sponsorship Opportunities

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## 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*



## 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.

New for 2019! On Tuesday 14th May we'll be holding an advocacy half day training course. We're looking for a single, exclusive sponsor of this course.

Limited to three opportunities (one on 14th May, two on 15th May)

*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*

As at mid February 2019 we have two in-kind sponsors, Lendlease as Venue Sponsor and Treadlie Magazine as Media Partner.



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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**[WWW.WERIDE.ORG.AU](http://WWW.WERIDE.ORG.AU)**

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