



Property  
Industry  
Foundation

Tour de  
PIF

GPT  
The GPT Group

Tour de PIF National Series 2019.  
Sponsored by GPT.

# Stage 2: SYD sponsorship proposal

Tour de PIF Sydney 2019  
Sponsorship Proposal

Tour de  
PIF

An Industry Networking and  
Fundraising Event Series that will  
Literally Take Your Breath Away.

# An exclusive invitation to promote your brand, services and corporate philanthropy.

**SYD** | 20 September 2019

**RIDE, RUN or WALK**



**We are proud to be heading into the 8th instalment of the Property Industry Foundation's annual charity cycling event. The Sydney Tour de PIF is a must-attend for the industry. This year we hope to have over 800 property professionals challenge themselves on the ride, run or walk and then recovery over a gourmet picnic lunch while they raise in excess of \$300,000 to build homes for homeless youth.**

**I encourage you to get involved.**

**Charles Moore**  
**Event Committee Chair**

(Chief Executive Officer  
Sydney Olympic Park Authority)

**This is your exclusive invitation to promote your brand, services and corporate philanthropy to senior decision makers within the property and construction industry.**

The Property Industry Foundation is highly-regarded by the business community in attracting leading companies and their decision-makers operating within the property and construction industry, as their major supporters. Our exclusive audience comprises your clients, potential clients and your industry colleagues. The mission of the Property Industry Foundation is to make a tangible difference to the serious and persistent problem of youth homelessness. This is achieved by partnering with respected charities to build safe environments and support charity-managed initiatives focused on education, employment and well-being.





When it comes to networking  
and brand awareness,  
active engagement works.



# We are delivering an unrivalled product.

## The Event

### Event Objectives:

To create a successful Sydney-based networking and fundraising event to meet, and exceed, the expectations of all stakeholders and attendees. In turn, the event will be:

- An exceptional industry networking day
- A fundraiser for homeless children and youth via the Property Industry Foundation
- An attractive and appealing Ride, Run or Walk event for an exclusive, senior group within the property industry
- An ongoing annual event

### Competitive Analysis:

The current mass participation Ride, Run and Walk events calendar is near-saturated. The key points of difference that will achieve success are:

- Networking opportunities for the Property Industry (approximately 800 attendees)
- Ride, Run and Walk options offers choice
- Alignment with PIF objectives
- Execution, location and timing

### Event Model:

- The Ride, Run and Walk are a week day event through a beautiful National Park and finishing at a stunning picnic spot.
- The event will be fully-supported, including some challenging terrain.

- The ride will offer professional support with moto-scouts, professional support vehicles, feed stations, nutrition, marshals & finishing gantry

### Outcomes:

- Successful and popular event with increased demand and interest
- Strong networking, branding & marketing
- New promotional & revenue activities streams

### Date, Timings & Location:

**Friday, 20 September 2019**

### Ride Options:

Long course / ~110km

Rego: 6:15am. Start: 7:30am. Finish: ~1pm

Medium course / ~65km

Rego: 6:15am. Start: 7:30am. Finish: ~12:30pm

Short course / ~30km

Rego: 7:30am. Start: 9am. Finish: ~11:30am

### Run and Walk Options:

Long course / ~20km

Rego: 7:00am. Start: 8:30am. Finish: 12:15pm

Short course / ~10km

Rego: 8:30am. Start: 9:45am. Finish: 12:15pm

Coffee and refreshments will be available during registration. The Ride, Run and Walk are followed by a picnic lunch, beverages and networking.

**Location / Venue: Scheyville National Park.**

# Blood, sweat, gears... And numbers.

## Your Investment

The investment as Sponsor of Tour de PIF Sydney is available across five levels:

<b>Event Sponsor</b>	\$ 25,000 plus GST	(1 available)
<b>Lunch Sponsor</b>	\$ 15,000 plus GST	(1 available)
<b>Supporting Sponsor</b>	\$ 10,000 plus GST	(5 available)
<b>Run &amp; Walk Sponsor</b>	\$ 8,000 plus GST	(1 available)
<b>Course Sponsor</b>	\$ 5,000 plus GST	(3 available)

## Benefits

	Event Sponsor	Lunch Sponsor	Supporting Sponsor	Walk & Run Sponsor	Course Sponsor
<b>Logo appearance on:</b>					
- PIF Website	○	○	○	○	○
- Event Ride Guide & Program	○	○	○	○	○
- Invite & Email communications	○	○	○	○	○
- Event garment	○		○	○	
- Course wayfinding site	○				
<b>On-site signage:</b>					
- Event Village	○		○	○	
- Finishing Chute	○		○	○	
- Lunch Marquee		○			
- Branded Gift		○		○	
- Course Feed Stations	○				○
- Branded support vehicles	○				○
<b>Miscellaneous:</b>					
- Presentation & Sponsor Speech	○				
- Complimentary tickets & invites	10	6	4	3	2



# Sponsorship activation.

## Celebrating Your Brand on the Day

### Logo Appearances

All partner Logo Appearances on event materials are included in and reflect your sponsorship level. There is no additional cost.

### Sponsorship Signage Entitlement

The production of Sponsor Signage (whereby an item / asset exhibits your logo only) is an additional cost to the Sponsor. Although the design and finished art is included. The items / assets are primarily Mesh Banners and Tear-Drop Flags.

Each Sponsor is entitled to display the allocated quantities of Signage. Quantities are outlined below:

Signage Entitlement	Event Sponsor	Lunch Sponsor	Supporting Sponsor	Walk & Run Sponsor	Course Sponsor
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<b>Mesh Banners:</b>	8	6	4	3	2
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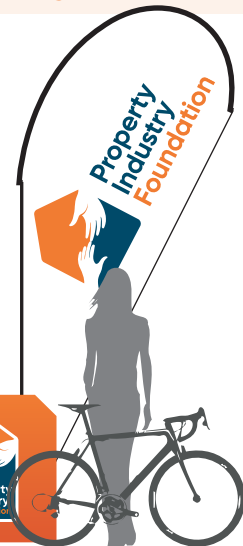
Item: Horizontal Eyeleted Mesh Banner  
Dimension: 5,080mm x 890mm  
Cost: \$ 365.00 per unit (Min. purchase of 2)

<b>Tear-Drop Flags:</b>	12	8	6	3	2
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Item: Vertical (Tear-Drop) Flag w/ Base  
Dimension: 3,100mm  
Cost: \$ 385.00 per unit (Min. purchase of 2)

Prices are ex. GST.  
Items will be designed, produced and invoiced by **Corporate Cycling**.

**Free design & art**





# Contacts.

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**Property  
Industry  
Foundation**

**Building homes for homeless youth**  
**pif.com.au**