Tinaburra Foreshore, Yungaburra Queensland

ATHERTON TABLELANDS

YUNGABURRA TRIATHLON
14 & 15 November 2015

SPONSORSHIP PROSPECTUS

The Afghanistan Avenue of Honour
“Soldier On is about Australians coming together to show their support for our physically and psychologically wounded – we will always have their backs. It’s about giving those who have served our country the dignity they deserve and the chance to do and be whatever they choose. The Soldier On Triathlon is a beautiful demonstration of our vision for our wounded, thank you.”

John Bale, Co-founder Soldier On

The inaugural 2014 Yungaburra Triathlon attracted interstate, international, intrastate and local competitors along with 1800 spectators over the two day event.

This has set the stage for a bigger and better 2015 Yungaburra Triathlon. Proceeds from this event will assist our Australian Soldiers who are physically or psychologically wounded and will also raise awareness of the Soldier On Organisation.

We invite you to be a part of this amazing event through partnership opportunities which have been detailed for you in this Sponsorship Prospectus and we thank you in advance for your support.

www.yungaburratriathlon.org
Michael Lyddiard, former Sergeant and bomb disposal expert with the Townsville based 3rd Combat Engineer Regiment was severely injured in 2007 while on a tour of duty in Afghanistan. Michael was left with severe injuries, but his courage and determination has led him to be a successful Paratriathlete, competing in many triathlete events including the inaugural Yungaburra Triathlon.

We are honoured to have Michael as the Ambassador for the 2015 Yungaburra Triathlon. This will provide an excellent opportunity to promote the very worthy Soldier On Organisation and promote the Yungaburra Triathlon as a ‘must attend’ event.

“The most meaningful and spiritual event I have participated in with the Avenue of Honour a very raw but fitting site to complete a Triathlon.” Michael Lyddiard 2015
TRIATHLON FESTIVAL

Friday 13 November 2015
- Entertainment in Yungaburra
- Registration - Yungaburra Town Centre

Saturday 14 November 2015
- Registration Yungaburra Town Centre 9:00am – 12:00pm
- Races commence 3:00pm
- Kids Aquathon 1.2km run / 200m swim / 1.2km run
- Enticer Distance 400m swim / 10km bike / 2.5km run
- Corporate Event 400m swim / 10km bike / 2.5km run
- Entertainment in Yungaburra

Sunday 15 November 2015
- Races commence 7:00am
- Olympic Distance 1500m swim / 40km bike / 10km run
- Sprint Distance 750m swim / 20km bike / 5km run
- Includes Paratriathlon Wave and a division for athletes with a disability
- Awards ceremony – Maude Kehoe Park Yungaburra

www.yungaburratriathlon.org
YUNGBURRA, ATHERTON TABLELANDS
QUEENSLAND

• Picturesque heritage village in the heart of the Atherton Tablelands with the streetscape largely unchanged since 1910
• Only one hour drive from Cairns domestic and international airports
• Triathlon courses starting and finishing at the Afghanistan Avenue of Honour on the Tinaburra Foreshore, Lake Tinaroo, and traversing through stunning scenery
• Charming cafes, award-winning restaurants, and a wide range of boutique shops and services available

www.yungaburratriathlon.org
Lush rolling hills, abundant wildlife, rugged bushland, tropical waterfalls, impressive lakes, rich history, gourmet food and friendly hospitality sum up an Atherton Tablelands experience.

Explore the diverse and interesting larger towns of Atherton, Malanda, Ravenshoe, Yungaburra and Herberton or the smaller centres of Millaa Millaa, Mt Garnet, Innot Hot Springs plus many more.

The Tablelands:
• boasts some incredible points of historical interest from wartime to Chinese settlement and Australia’s early pioneer days
• rich volcanic soils serve up some of the freshest produce in the country including coffee, tea, sugar, tropical wines, macadamias, milk, cheese and chocolate
• is known for its adventure sports with Lake Tinaroo offering great water skiing, sailing and fishing while an extensive network of mountain bike and horse trails make the most of the region’s mountains, which include Queensland’s highest peaks of Mt Bartle Frere and Mt Bellenden Kerr, both of which can be summited

There is no shortage of experiences that criss-cross this incredibly diverse region. The country roads have little traffic, the mild temperatures provide the perfect conditions for year round outdoor sporting activities and the quaint villages are just waiting to be explored.

www.yungaburratriathlon.org
There are significant opportunities to showcase your organisation's expertise, services and support through an assortment of television, radio and print advertising, social media, event website and promotional activities throughout the event. Opportunities include several sponsorship levels and may comprise cash, goods, services, and in-kind donations.

We are happy to discuss how to package your contribution to maximise your exposure at the event.

The event will be extensively promoted using a range of electronic, print and multimedia avenues including:

- Television advertising on Seven throughout Queensland
- Radio advertising throughout Cairns and Far North Queensland
- Print advertising in Newspaper and Triathlon magazines
- Website: www.yungaburratriathlon.org
- Yungaburra Triathlon
- Links to partners including Australian Defence Forces, Soldier On, Triathlon Australia, Triathlon Queensland, Cairns Crocs Triathlon Club and the network of 180 triathlon clubs across Australia
- Printed materials distributed nationally to cycling clubs, triathlon clubs and sports shops

www.yungaburratriathlon.org
GOLD SPONSORSHIP

Providing a premier showcasing and leverage opportunity - $ 5 000

- Business name and logo will:
  - be displayed on all merchandising and advertising
  - have high level placement on event apparel
  - have second level placement and link on the Yungaburra Triathlon website and race booklets
  - Be mentioned in all media correspondence including television, print, radio, and social media
- Stall / banner alongside transition area (sponsor to provide)
- Signage visibility in locations throughout the event and awards ceremony
- Good will for Soldier On Organisation
- Two complimentary race entries

www.yungaburratriathlon.org
Yungaburra Triathlon Competitor Guide

www.yungaburratriathlon.org
ADVERTISING OPPORTUNITIES

Participant & Visitor Statistics 2014

Local
175

Spectators
1800

Intrastate
382

International
1

Interstate
2

www.yungaburratriathlon.org
SILVER SPONSORSHIP

Gain a large amount of exposure through many forms of media throughout the event - $1 200

- Business name and logo will:
  - have third level placement and link on the Yungaburra Triathlon website, race booklets and other merchandise
  - be mentioned in all media correspondence including television, print, radio and social media
- Stall at the event (Sponsor to supply equipment)
- Good will for Soldier On Organisation
- One complimentary race entry

www.yungaburratriathlon.org
BRONZE SPONSORSHIP

Show your support for the event and the Soldier On Organisation - $500

- Business name and logo placement in the race booklets, on the Yungaburra Triathlon website and Facebook page
- Stall at event (Sponsor to supply equipment)
- Good will for Soldier On Organisation
- Complimentary team entry for corporate event

www.yungaburratriathlon.org
Your support through sponsorship of the Yungaburra Triathlon is greatly appreciated by the organising committee and the Soldier On Organisation.

For further details please contact:

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Event Coordinator

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This event is facilitated by Tablelands Regional Council

www.yungaburratriathlon.org