

YUNGABURRA



TRIATHLON

proudly supporting our returning service members



Introduction

Thank you for allowing us the opportunity to present a very real and unique opportunity to engage in a Far North Queensland Hallmark event. The event supports health and wellbeing, makes a difference to our charity partner Mates4Mates and supports the Afghanistan Avenue of Honour.

We are excited to present our plans for the Yungaburra Triathlon, and with the help of your valued contribution we are aiming to raise \$20,000, bring about greater awareness of this event and of our charity partners.

Meeting this goal is vitally important to run an event which supports the health and wellbeing of our community. The more competitors who attend allows us to donate more to our charity partners who do critical work with injured returned service personnel and therefore we are asking for much needed help.

The next few slides outline:

- The Event
- Proud History
- Vision and Mission
- Unique Selling Point
- Audience
- Benefits of Sponsorship
- Previous sponsorship success
- Guarantee





The Event

The event is held in Yungaburra on the Atherton Tablelands situated 1,280m above sea level in Far North Queensland. The course takes in the local Wet Tropics World Heritage Area and Lake Tinaroo. The altitude offers a perfect climate for the race with lower temperatures and humidity than coastal areas.

The race commences at Lake Tinaroo for the freshwater swim leg, the run and bike sections take in the local area, with all races ending at the Afghanistan Avenue of Honour, a memorial to the fallen in the Afghanistan campaign.

We work according to Triathlon Australia racing standards. There are races for all ability levels and ages from 7 upwards. Our racing distances ensure that everyone can give this event a go but also provides enough stimulus for the serious competitors who go onto competing in Ironman's and other world class triathlons.



Proud History



Yungaburra Triathlon established in 2014 to continue the tradition of the Atherton Tablelands supporting Australian armed forces by raising over \$26k for our charity partners, SolderOn, Mates for Mates and the Afghanistan Avenue of Honour Memorial.



Over 2,500 competitors from all ages and abilities have competed since 2014. 73% are from outside the local community. Local support of ~100 volunteers who ensure the successful management of the race.



Largest freshwater Triathlon in Far North Queensland. The course comprises World Heritage-listed Rainforests, picturesque landscapes and the heritage village of Yungaburra.



Local support via the Tablelands Regional Council and local businesses such as Northern Bikes and Care Chiropractic Queensland Tablelands Regional Council [TRC] local area population 26,000 spread over 11,000 square kilometers, with \$1.3b in economic output.

Vision and Mission

Vision Statement

To provide a hallmark event that supports health & wellbeing of our community, showcases our natural attractions, supports returned service personnel and delivers economic benefit for the region.

Mission Statement

To deliver a freshwater Triathlon that is inclusive, caters for all ability levels, that is fun, donates to our charity partners and becomes a '*must do*' on the annual Australian and international triathlon circuit.

Goals/Objectives

- Create a sustainable event both for the environment and community
- Increase competitors from the disability and indigenous sectors of the TRC local community
- Increase the number of competitors from interstate and internationally whilst retaining local interest
- Deliver a safe and fun event
- Ensure financial sustainability for the event by securing donations and sponsorship
- Achieve over 90% positive feedback via our surveys
- Continue to donate 10% of ticket sales to our chosen charity partner Mates4Mates
- Engage and increase participation from TRC towns, via their local sports clubs and volunteers
- Develop strong working relationships with Triathlon Queensland and Triathlon Australia

Unique Selling Point

The Yungaburra Triathlon is the largest freshwater triathlon in Far North Queensland and continues to provide a superior course which utilises the World Heritage Wet Tropics Rainforest, Lake Tinaroo and the heritage listed village of Yungaburra. Yungaburra is located on the Atherton Tablelands and is situated 1,280 metres above sea level, provide a great climate and low humidity for competitors and opportunity for fantastic photos.

The event was created in 2014 to continue the Atherton Tablelands tradition of supporting Australian armed forces which started in WWII. The event donates 10% of ticket sales to Mates4Mates as well as ongoing support for the Afghanistan Avenue of Honour.

The event has been strategically located to commence and end at the Afghanistan Avenue of Honour, a national memorial to the fallen Australian soldiers in the Afghanistan campaign.

Lake Tinaroo is just over an hour's drive from Cairns with its international airport, Innisfail and Port Douglas and four hours from Townsville.

Most triathlons are located on the coast and use ocean for the swim section. Being freshwater, challenges of tide, ocean conditions and marine creatures (crocodiles, sharks and stingers) are mitigated.

Participants	2014	2015	2017	2018	2019
Local – within 50km	175	98	90	130	140
Intrastate	382	407	353	428	453
Interstate	2	0	0	2	1
International	1	2	0	0	0
Total Number of Competitors	560	507	443	560	594
Spectators	1,800	2,600	2,600	1,000	1,000
Volunteers	50	50	50	45	45

*2016 the event was postponed and the date changed from November to April due to the low water levels of Lake Tinaroo.

Audience

The event audience can be broken down to:

FNQ 278,080

Townsville 178,860

~200 Tri clubs across Australia

Benefits of Sponsorship



This event is a great match to your company, because of the alignment of our joint vision and missions, and sponsoring this event is a unique chance not to be missed.

Crucially, the opportunity to deliver an event which is inclusive and supports health and well being.

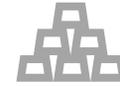
It is an opportunity to support injured Australian returned service personnel, along with supporting the Afghanistan Avenue of Honour memorial.

Only through your sponsorship can this event continue.



Some of the benefits of sponsorship are:

- Multi year sponsorship
- Race naming rights
- Brand exposure
- One-off mass marketing opportunities
- Sales leads
- Increase corporate social responsibility
- Representation at awards ceremony



Levels of sponsorship

Gold \$5,000 pa

Silver \$2,500 pa

Bronze \$500 pa

See next slide for full details

Detailed Sponsorship Packages

Inclusions	Gold \$5,000	Silver \$2,500	Bronze \$500
Naming rights to event	✓	☒	☒
Company logo on all merchandise in prime location e.g. top left or right side, top of sleeves	✓	☒	☒
Company logo on all merchandise	✓	✓	☒
Company logo on all Triathlon advertising materials e.g. Triathlon race book, pamphlets, posters	✓	✓	✓
Company logo on Yungaburra Triathlon web site, Facebook and Instagram	✓	✓	✓
Logo on all road and boat ramp closure signage (this covers the entire race course)	✓	☒	☒
Full page ad in the Yungaburra Triathlon Athletes Guide book (A4 size)	✓	☒	☒
Company stall and banners at the event transition and award platform area at Lake Tinaroo	✓	✓	✓
Media interviews with local media outlets and TV	✓	☒	☒
Naming rights to the "Standard" race (Olympic distance) men's and woman's main race events	✓	☒	☒
Naming rights to the Sprint race men's and woman's events	☒	✓	☒
Complementary three single race entries up to the value of \$480	✓	☒	☒
Complementary Team Race entry (three competitors)	✓	✓	✓
Use of the Yungaburra Triathlon logo, links to Facebook, Instagram and web pages	✓	✓	✓
Presentation of your named event awards	✓	✓	☒
Name and Logo listed on sponsor and friends board under sponsor level	✓	✓	✓

Previous Sponsorship Success

“Care Chiropractic Qld has been a sponsor of the Yungaburra Triathlon since it started and I was on the stakeholders advisory committee in its inaugural year. I have competed in the event in some form most years.

Sponsoring this event has been a fantastic way to exposure our business to members of the community who understand the importance of maintaining a healthy lifestyle and how their choices affect performance. Additionally we got to see a number of people who we were already looking after so it was fun cheering them on.

Last year was the best it had been run.”

- Dr Matt Jacob

Care Chiropractic Qld



Care Chiropractic Qld are keen to come on board for 2020!

Yungaburra Freshwater Tri Guarantee



Include:



1) Brand exposure/visibility to high numbers of valuable/niche potential clients. E.g. sponsorship by a sporting company will be higher value at a niche event targeting Tri competitors.



2) Expanding customer database through data collection at events and mailing lists.



3) Driving traffic to the clients' websites via links /logos on high traffic host organisation website



4) Your company name and logo included in all marketing activities (both social and traditional media)

