



Toyota Tour de OROC Sponsorship

The Toyota Tour de OROC, run by the Rotary Club of Dubbo South, is a unique biennial cycling event. It is the longest 6-day charity ride in the world covering a massive 1,140km throughout the Orana Region. The ride was started in 2013 to raise money for Macquarie Home Stay and has so far contributed almost \$500,000 to the facility which opened its doors in 2019.

This is your chance to expose your brand across the Orana Region, contribute to a significant facility and be a part of a Guinness World Record attempt.

Platinum Sponsor - \$5,000 (Limit of 4)

- Noted as Platinum Sponsor with largest logo of all sponsors.
- Logo on support vehicles and on clothing worn by support personnel.
- Logo on banner that will be used at the functions throughout the ride.
- Logo in newspaper and television advertisements promoting the ride.
- Logo on cycling jersey and cycling pants and Facebook page.
- Brochures, handouts and merchandise may be supplied to be distributed at each of the functions.
- Framed jersey with information on the ride will be presented to each Platinum sponsor after the ride.

Gold Sponsor - \$3,000 (Limit of 8)

- Noted as Gold Sponsor with larger logo than Silver sponsors.
- Logo on support vehicles and on clothing worn by support personnel and logo on official banner.
- Logo in newspaper and television advertisements promoting the ride.
- Logo on cycling jersey and cycling pants and Facebook page.

Silver Sponsor - \$1,500 (Limit of 12)

- Noted as Silver Sponsor with larger logo than Bronze sponsors.
- Logo on support vehicles and on clothing worn by support personnel and logo on official banner.
- Logo on cycling jersey (not on cycling pants) and Facebook page.

Bronze Sponsor - \$300 (Limit of 100) Sponsoring a rider \$300+ also qualifies as a Bronze sponsor.

- An attempt will be made to beat the Guinness World Record (GWR) for the 'Most brands advertising on one single sportswear item'. The current record is 114 logos.
- Logo Sponsors will receive a small logo on the cycling jersey to aid in this GWR attempt.
- To be a Bronze sponsor, visit pay.tourdeoroc.bike to pay and then e-mail your logo.



Media Sponsor – No cash but minimum of \$7,000 media coverage

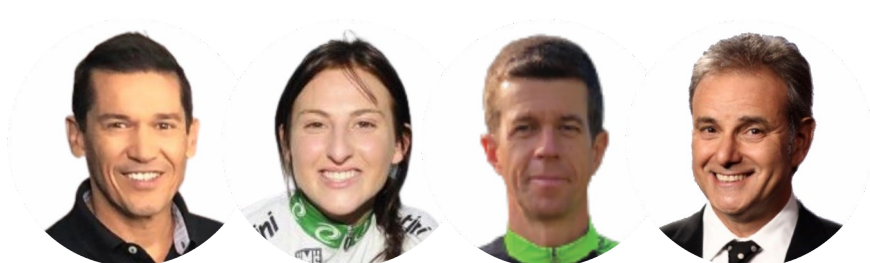
- Same coverage as Platinum sponsorship.
- Ad copy will be provided with production help required for TV and radio ads.

Core Rider - \$600 plus a minimum of \$1,500 raised through GiveNow (Limit of 30)

- The privilege of riding and being supported for the entire 1,140km over six days throughout OROC.
- A business may sponsor the event at Platinum or Gold level and the business may then nominate a rider which covers the cost of the fundraising. The rider is still required to pay the \$600 entry fee.
- Tour de OROC will create a GiveNow page on the rider's behalf to assist with fundraising.
- All individual Core Rider will have their names on the cycling jersey. Two cycling jerseys will be provided.

Monday 14 February 2022 @ 9am is the sponsorship deadline due to the lead time for printing of jerseys.

Contact **Mathew Dickerson** on info@tourdeoroc.bike or 0418 628 439 for more information.



Celebrity riders who have previously joined the peloton include Robbie McEwen; Megan Dunn; Matt Keenan and Mike Tomalaris.