

Toyota Tour de OROC 2024 Sponsorship



The Toyota Tour de OROC, run by the Rotary Club of Dubbo South, is a unique biennial cycling event. It is one of the longest charity rides in the world covering a massive 738km throughout the Orana Region. The ride was started in 2013 to raise money for Macquarie Home Stay and has so far contributed almost \$660,000 which opened in 2019.

This is a unique chance to expose your brand across the Orana Region, contribute to an essential community asset and be a part of a Guinness World Record attempt.

Funds raised by the Tour de OROC will contribute to the construction and fit out of the planned extension of the Macquarie Homestay, and they also serve to provide confidence to government funding bodies that this is a highly important asset for the people of the Orana Region.

Platinum Sponsor - \$5,000

- Noted as Platinum Sponsor with largest logo of all sponsors.
- Nominate a rider (whose fundraising obligations are waived)
- 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, social media and sponsorship webpages.
- Brochures, handouts and merchandise may be supplied to be distributed at each of the functions.
- Framed 2024 Tour de OROC jersey.

Gold Sponsor - \$3,000

- Noted as Gold Sponsor with second largest logos.
- Nominate a rider (whose fundraising obligations are waived)
- 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, social media and sponsorship webpages.

Silver Sponsor - \$1,500

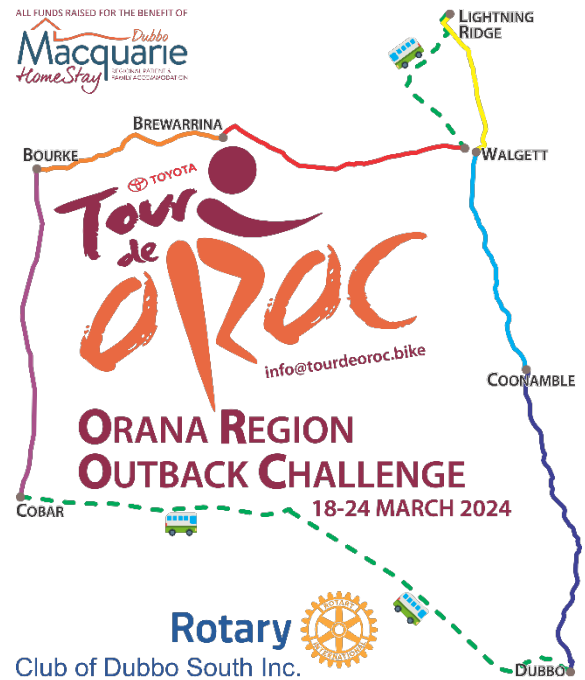
- Noted as Silver Sponsor with third largest logo.
- Logo on support vehicles and on clothing worn by support personnel and logo on official banner.
- Logo on cycling jersey, social media and sponsorship webpages.

Bronze Sponsor - \$300

- Sponsoring a rider \$300+ also qualifies as a Bronze sponsor.
- Bronze Sponsors will have their logo printed on the cycling jersey.
- To be a Bronze sponsor, visit [pay.tourdeoroc.bike](https://www.givenow.com.au/tourdeoroc2024) to pay and then [e-mail](mailto:info@tourdeoroc.bike) a high resolution logo.

Media Sponsor –minimum of \$7,000 media coverage

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



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All other sponsors

- Can sponsor a rider **or** contribute directly to the GiveNow page **or** direct to Rotary.
- Will have a logo on the OROC jersey (worn by all riders on the event).
- 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 116 logos.
- Email your logos to: info@tourdeoroc.bike



Core Rider - \$600 for a single rider, \$1000 for couples, plus a minimum of \$1,500 (\$2,500 couples) raised through GiveNow (Limit of 50)

- The privilege of riding and being supported for the entire 738km over six days throughout the Tour de OROC.
- Platinum or Gold Sponsors may nominate a rider covering his or her fundraising target. The rider (or sponsor) is still required to pay the \$600 entry fee.
- Tour de OROC will create a GiveNow page on all rider's behalf to assist with fundraising.
- All individual core riders will have their names on the cycling jersey.
- Tour de OROC will provide two cycling jerseys per rider.

Monday 14 February 2024 @ 9am is the sponsorship deadline due to the lead time for printing of jerseys.

Ride dates 18th to -25th March 2024

Contact **Ben OBrien** on info@tourdeoroc.bike or 0409 697860 for more information.



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