

WESTCYCLE

2023 SPONSORSHIP OPPORTUNITY



Bike it to Ballidu Gravel is a fun, new gravel cycling event that will be held on September 23, 2023 in Ballidu, Western Australia. The event is a collaboration between WestCycle, Shire of Wongan-Ballidu and the Ballidu Progress Association. The event is a reinvention of the popular Bike it to Ballidu event that has been held annually since 1999.

Bike it to Ballidu Gravel is expected to attract many participants and visitors to the Ballidu and Wongan Hills area. The event will be a great opportunity for your company to reach a large audience of cycling enthusiasts in the rapid growth area of Gravel cycling.

Sponsorship Benefits

As the naming rights sponsor of Bike it to Ballidu Gravel, your company will receive the following benefits:

Exclusive naming rights

Your company will be the exclusive sponsor with naming rights to the event. This will give your company significant exposure to the event's participants, spectators and followers.

Large audience

The Bike it to Ballidu Gravel event is expected to attract over 300 participants from across Western Australia. WestCycle, with a database of over 22,000, will promote the event to the entire WA cycling community, as well as a general audience using boosted social media marketing. Additional marketing will be done by the Shire of Wongan-Ballidu and the Ballidu Progress Association.

Positive PR

Your company's sponsorship of the Bike it to Ballidu Gravel event will be seen as a positive contribution to the local community. This will help to improve your company's image and reputation.

Event promotion

Your company will be able to promote its products or services through the event's website, event village, social media channels, Rider Guide, Rider Pack and other marketing materials.

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Sponsorship Package

The sponsorship package for Bike it to Ballidu Gravel includes the following:

Naming rights

Your company will be the exclusive sponsor with naming rights to the event.

Event signage

Your company's logo will be displayed on all promotional event signage, including banners, and posters.

Event website

Your company will be featured on the event's website with a link to your website.

Social media marketing

Your company's logo and website will be promoted on the event's social media channels including Facebook, Instagram, LinkedIn and email marketing, with a reach of over 25,000.

Event program

Your company will be listed in the Rider Guide/event program with a brief description of your products or services.

Event Village Marquee

Your company will have a marquee at the event village where you can promote your products or services to participants and spectators.

Sponsorship Cost

The sponsorship cost for the Bike it to Ballidu Gravel is negotiable. The fee includes all of the benefits listed above and any additional benefits negotiated.

Conclusion

Bike it to Ballidu Gravel is a great opportunity for your company to reach a large audience of cycling enthusiasts. As the naming rights sponsor, your company will receive exclusive branding and promotion opportunities. I encourage you to consider sponsoring this event.

To discuss this opportunity contact:

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