



BIKE IT TO BALLIDU GRAVEL SATURDAY 21 SEPTEMBER 2024

WESTCYCLE

Bike it to Ballidu Gravel in 2023 breathed fresh life into an under threat, beloved community event with a 25-year history by accessing the Shire of Wongan-Ballidu's world class gravel roads and tracks.

Moving to gravel – much of it made exclusively available to the event by supportive farmers – opened up the event to the State's burgeoning gravel riding community while retaining its festive heart. 330 riders plus their entourages made the inaugural event a massive success with many making a (long) weekend of it.

Bike it to Ballidu Gravel offers four rides up to 155km to suit all comers including kids and e-bikes, with novelty sections, fancy dress, prizes, local cultural attractions – and a well-attended after-party. With full support from the Shire of Wongan Hills and WestCycle, Bike it to Ballidu Gravel is set to harvest further success in 2024!

FAST FACTS

- Post-event rider survey revealed **high levels of satisfaction** with the ride/event and **strong intention to ride in 2024**.
- 2024 event promotion includes **high-engagement multi-platform, social media posting**, plus **media partnerships** and other editorial.
- WestCycle's growing social media audience exceeds **33,000 followers**. Event emails reach a **subscriber list of 19,000**.
- Finalist in the SportWest WA Sport Awards** 'Community Sporting Event of the Year 2023' [winner to be announced 29 February 2024].





BIKE IT TO BALLIDU GRAVEL MAJOR NAMING PARTNER

- Exclusive Naming Rights of Bike it to Ballidu Gravel 2024
- Logo placement in event Rider Guide
- 6 x social media posts (Facebook and Instagram)
- 3 x electronic direct mail adverts
- Dedicated business page on BITBG website
- Full page advert in event Rider Guide
- Prominent signage at Event Village
- Pop up information tent at Event Village
- Pop up information area at Rider Pack Collection
- Logo placement on official BITBG 2024 event jersey
- 5 x complementary event entries





BIKE IT TO BALLIDU GRAVEL SUPPORTING SPONSOR

- Logo placement in event Rider Guide
- 3 x Social Media Posts (Facebook and Instagram)
- 2 x electronic direct mail advertisements
- Business profile on WestCycle website
- Full page advertisement in event Rider Guide
- Signage at Event Village
- Pop up information tent at Event Village
- 2 x Entry to BITBG

**CONTACT SAM MAGUIRE TO DISCUSS SPONSORSHIP
AND BESPOKE PARTNERING OPPORTUNITIES**





GET IN TOUCH!

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For further information please contact:

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