

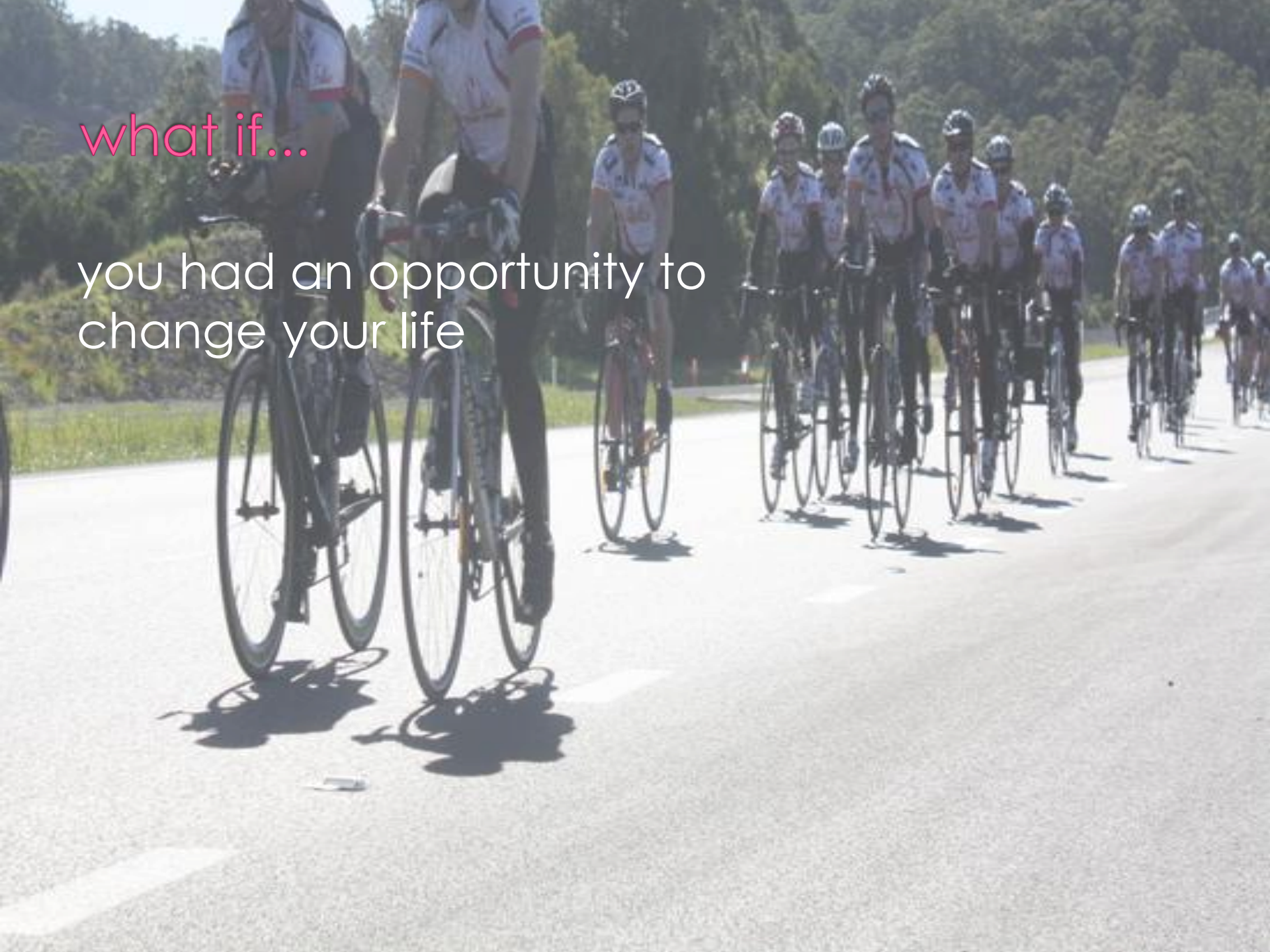


Cycle Classic 2011

Gold Coast to Newcastle

what if...

you had an opportunity to
change your life



A young child is shown in profile, riding a bicycle. The child is wearing a bright green helmet with a white recycling symbol and the word 'TEC' printed on it. The child's shirt is white with a pattern of black and red shapes, and the word 'four' is visible on the sleeve. The child's hands are on the blue handlebars. The background is a blurred outdoor setting with green grass and a yellow and black striped barrier.

what if...

you had an
opportunity to change
a child's life

just by...

riding a bike and enjoying
an experience of a lifetime





driven by...

a passion for cycling,
life and kids

Live for Kids Cycle Classic 2011

- Gold Coast to Newcastle
- 6 days of fully supported cycling
- 3 day and 2 day options (subject to availability)
- quality accommodation
- full cycling kit included
- all meals, baggage transfers and transport provided



about Live for Kids

- ◉ Live for Kids is a Newcastle based charitable organisation
- ◉ we are focussed on raising funds to support Childrens health in the Hunter region and the provision of world class medical and support facilities, and equipment
- ◉ our primary beneficiary is the John Hunter Childrens Hospital
- ◉ our fundraising events are focussed on athletic challenges that promote a healthy active lifestyle as an example to local kids
- ◉ our flagship event is the annual Live for Kids cycle classic
- ◉ for more details go to www.liveforkids.com.au



past events

- 2010 Live for Kids Cycle Classic from Coffs Harbour to Newcastle
- funds raised in 2010 totalled over \$52,000
- we purchased much needed respiratory machines for kids at the JHCH which have already saved lives
- simply 'helping sick kids breathe easy'
- In 2009 we organised our first ride from the Gold Coast to Newcastle – this year we are going back!



our supporters 2010



ALL 4 THE DRIVER™



SUBARU



McGrath



Live for Kids cycle classic 2011

where: Gold Coast to Newcastle

When: 12th Sept to 17th Sept 2011

Distance: 760 km in 6 days

Optional Route: 3 days 400km

2 days 260km

(subject to availability)

Details: www.liveforkids.com.au



rider's fees

Entry fee

6 days Gold Coast to Newcastle

\$1000 per rider

3 day Coffs to Newcastle \$650 per rider

2 day Port Macq to Newcastle \$500 per rider

Includes:

- Quality accommodation
- All meals
- Transport and baggage transfers
- Cycle kit (jersey & knicks x 2 + wind vest)
- Support, medical, massage
- End of Ride dinner



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PLEASE NOTE DESIGN IS BASED ON A MEDIUM SIZED GARMENT AND MAY VARY WITH SIZE CHANGE.



fundraising

- ◉ each rider will be required to raise a minimum of \$2000 for the 6 day ride
- ◉ Lower levels will apply to 2 and 3 day options
- ◉ fundraising can be via
 - > each riders own online fundraising page
 - > selling or purchasing one of our sponsorship packages (all sponsorship packages will cover fundraising and ride costs for a rider)
 - > Personal tax deductible donation
 - > holding unique events with friends and colleagues
 - > raffles etc
 - > a full list of successful fundraising ideas will be provided to riders



Sponsorship packages

- Platinum \$15,000
 - > sponsor logo on TV and print advertising
 - > premium logo placement on jerseys for TV and print exposure
 - > large logo on event promotional marketing material and website, business profile
 - > hosting event stops and other promotional activities
- Gold \$5,000
 - > medium size Logo on event and promotional material , advertising and website
 - > priority placement of logo on riders jerseys
- Silver \$3,000 (Rider sponsorship)
 - > small logo on event and promotional material and website
 - > logo on riders jerseys

*all sponsorships include the right to promote the involvement to customers and Clients via internal marketing and promotional mechanisms