



Planning for The Fathering Project's Inaugural "BIG PUSH" bike ride from Sydney to Canberra is underway with the event being held from **Sunday 28th – Tuesday 30th April 2019**.

The event will include riders and support teams from all over Sydney who will participate and raise funds for our Fathering Project Programs. Rider events each night of the ride will celebrate our rider's efforts, promote our sponsors and allow us to share more about The Fathering Project. Media will be invited to cover the event along the way.

This letter explains how you can get involved to support the event, The Fathering Project and promote your organisation through our sponsor support plans.

### **About The Fathering Project**

Every child in Australia deserves to have an effective father figure.

*Fathers are the most powerful missing force in Australia to reduce the chance of our kids falling victim to drugs, suicide and crime. The benefits of a proactive approach to fathering are enormous. It impacts the key areas of health, education and law & order like no other factor in our society. – PROFESSOR BRUCE ROBINSON.*

### **The five main aims of The Fathering Project:**

- 1.** To help fathers realise how important they are in a child's life.
- 2.** To give fathers advice on how to engage with their children.
- 3.** To inspire fathers to get involved with their children – become proactive.
- 4.** To develop programs and initiatives to assist with and promote the engagement of fathers.
- 5.** To utilise research-based evidence to encourage positive change in fathers.

**For more information visit our website at [www.thefatheringproject.org](http://www.thefatheringproject.org)**

As we have started and are now establishing the programs in Western Australia, we are now expanding to the rest of Australia. We are underway in NSW, and we need your help and would love for you to partner with us.

## About the Ride

The Fathering Project’s “BIG PUSH” bike ride from Sydney to Canberra will be a fun filled event bringing fathers, father figures and other family members together with the goal of celebrating a man’s most important role in the world, being a dad. It runs over 3 days, will cover 280km and will help raise much needed funds to expand our programs in NSW and bring awareness to this great movement.

The ride will be escorted, starting at the Picton Showground on Sunday 28th April 2019 and conclude at Parliament House, Canberra on Tuesday 30th April 2019.

A maximum of 40 riders will join us for this event to help raise much needed funds and awareness for The Fathering Project. Each rider will have a goal to raise \$2,000 as part of their registration. This will go towards our front-line staff to assist them in the continuation of the rollout to schools in New South Wales.

Leading up to the ride, we will be heavily promoting the event and our support partners via social media. Given the budget is significant for such an event we need to lock in event sponsors now, so that we can attain the most promotional time possible.

We’d like to invite your organisation to be part of this great initiative through our event support partnership options. We aim to secure only one “Naming Rights” sponsor and five “Gold” sponsors to cover all costs of the event.

## The Event Partnership options:

<b>Support Partner Benefits</b>	<b>Naming Rights \$10,000</b>	<b>Jersey \$5,000</b>
Event naming rights eg. ‘Company Name’ Fathering Project’s “Big Push” Bike Ride	YES	NA
Logo on official cycling jersey	YES (LARGE)	YES (MEDIUM)
Business logo banner displayed in prominent area at event locations along the route	YES (LARGE)	YES (MEDIUM)
Business logo on flyers and adverts distributed leading up to event day	YES	NA
Business logo on screen at dinner events	YES	YES
5 min speech at each ride night dinner	YES	NA
Business logo & URL on event program and booking website	YES	YES
Business logo on social media pages and promoted via social media in lead up to event	YES	YES
Promotional material in gift bag for event participants	YES	YES

Support Partner donations for The Fathering Project are tax deductible.  
All funds raised as part of this event are invested into The Fathering Project programs in NSW.

## Accepting the invitation to be an event Support Partner:

To help us finalise the main artwork for the promotion of the event, we need your confirmation of support by **Friday 30th November 2018**.

To accept the invitation to be a support partner for the event, please complete the attached form, and email it back to **sean@thefatheringproject.org**, or contact me to collect it from your business address. An invoice for the donation amount will be sent to you after receipt of this acceptance.

For our “Naming Rights” Support Partner we will then arrange a time to meet to discuss how you can use the event effectively to promote your business, and what materials are needed (e.g. banners etc.) by what dates.

Thank you for considering supporting the event and I look forward to speaking with you again soon.

*Sean Johns*

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