

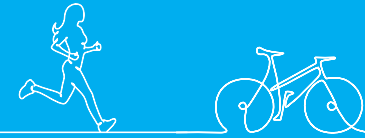


Challenge Rockhampton 2021

Prospectus



The Event



Challenge Rockhampton was first conducted in 2015 and has established itself as a 'must-do' local event attracting participants from across Queensland and some from interstate. Due to limitations based on Covid, the 2020 event went Virtual and was warmly accepted by participants. However the Challenge is back in it's entirety this year.

The Rocky Sports Club were approached in mid 2020 to take the reins of this iconic Central Queensland event, which provides a fantastic platform for the community, with a focus on FUN | FRIENDSHIP | FITNESS. Through Challenge the Mountain, their community club culture and other community activations, The Rocky Sports Club have a firm focus on inclusivity, and raising awareness of the importance of mental health and well being. In the case of Challenge the Mountain, it highlights the perfect balance and benefits of fun and exercise.

Challenge The Mountain (CTM) is a running/walking/cycling/wheelchair event for athletes of all ages and experience from fun loving to the serious. Participants will tackle Mount Archer which at 604 metres above sea level is the highest peak of the Berserker Ranges that fringe the northern edge of Rockhampton city, vying for prizes and of course bragging rights as 'King' and 'Queen' of the Mountain.

The challenge begins at the foot of the mountain and follows the roadway as it winds for some five kilometres at an average gradient of 10 percent to the summit. Challengers are met with the support of spectators spurring them on whilst ringing cowbells, followed by a variety of food vendors, live music and presentations on top of Mount Archer.

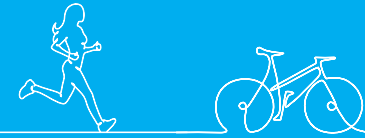
Following the brief presentation ceremony and the crowning of our winners, partners, participants and spectators are invited to attend 'The Challenge After Party' at the Rocky Sports Club, where they will enjoy a fun relaxed evening with live music, where all the days action and highlights no doubt will be relived over a cold beverage or two.

Challenge the Mountain is supported by Advance Rockhampton, who provide exceptional assistance and guidance and understand the importance of the event to highlight our people and our region and the benefits that events like Challenge bring to regional Queensland.

We would like to extend an invitation to businesses and organisations to share in the success of this iconic event. There are many ways you can contribute to ensure the success of Challenge 2021 and beyond, which are listed on the following pages ...



The Program



Challenge the Mountain welcomes running/walking/cycling/wheelchair participants and competitors of all ages and fitness levels. Participant categories include 'Aspiring' and 'Accomplished'.

Accomplished challengers compete for prize money, trophies and bragging rights as 'King' and 'Queen' of the Mountain. \$65 registration includes a Challenge the Mountain shirt.

Aspiring challengers have the opportunity to compete for a number of prizes including best dressed and team spirit. In 2021 there will be a 'Team' Challenge, where community groups and organisations in teams of 10 will compete for a major prize of \$5,000 Cash plus a Rocky Sports Club \$500 Rocky Sports Club Food and Beverage package which can be enjoyed at the 'Challenge After Party'. Each team participant will contribute to their overall team points tally, with the most successful team with the highest points score enjoying the spoils as 'Ultimate Team Challengers'. Multiple teams from any group, business or organisations are welcome.

Challenger Categories & Registration Fees Include:

Runner Accomplished
Under 30 Male & Female \$65
30-39 Years Male & Female \$65
40-49 Years Male & Female \$65
50-59 Years Male & Female \$65
60+Years Male & Female \$65

Cyclist Accomplished
Under 30 Male & Female \$65
30-39 Years Male & Female \$65
40-49 Years Male & Female \$65
50-59 Years Male & Female \$65
60+Years Male & Female \$65

Runner/Cyclist/Walkers Aspiring \$35
Team Challengers \$35
Male & Female Juniors 14 & Under \$20
Male & Female Juniors 11 & Under \$20
(With parent supervision)
Saddle Up Runner/Cyclist (3km) \$20

New in 2021!

Calling all Teams! (10 Challengers per team)

Organisations, Gyms, Fitness groups, Community sporting groups, Work groups are invited to compete for a **MAJOR PRIZE OF \$5,000 CASH PLUS A \$500 ROCKY SPORTS CLUB FOOD AND BEVERAGE CREDIT AT THE 'CHALLENGE AFTER PARTY'**. How does it work?

Each team member will participate to earn points for their team. The team of 10 with the highest points tally, (based upon finishing times) will be crowned 'The Ultimate Team Challengers'.

Multiple teams are welcome. All team members must nominate the name of their team at the time of registration, complete Challenge the Mountain and cross the finish line for points to be validated.

The Opportunity



The chance exists to join the Challenge Rockhampton team as a Partner Sponsor, with a range of opportunities available.

Naming Rights Partner \$5,000 Just One Available	Gold Partner \$3,000	Silver Partner \$2,000	Bronze Partner \$1,000
<p>The Naming Rights Partner will receive maximum exposure in both the lead up, duration and post event. Benefits include:</p> <ul style="list-style-type: none">• Business/corporate name & logo included in all event referencing• Inclusion of corporate logo in all promotions:Television/Print advertising• Mention of your organisation in all media statements• Corporate logo featured on all printed & digital brochures & EDM's• Opportunity to advertise your business/organisation through social media channels and website & Rocky Sports Club Database (23,000 Members & 105 Affiliated Clubs)• Opportunity to erect signage and distribute promotional materials at the event• Opportunity to deliver an official speech at the trophy presentation• 4 x complimentary team nomination (40 participants) valued at \$1400 *can be exchanged for registrations of equal value if required	<p>Gold Partners will receive the following exposure in both the lead up, duration and post event. Benefits include:</p> <ul style="list-style-type: none">• Inclusion of corporate logo in all promotions:Television/Print advertising• Corporate logo featured on all printed & digital brochures & EDM's• Display and messaging of your business/organisation through social media channels, website• Opportunity to erect signage at the event• 2 x complimentary team nominations (valued at \$700) *can be exchanged for registrations of equal value if required	<p>Silver Partners will receive the following exposure in both the lead up, duration and post event. Benefits include:</p> <ul style="list-style-type: none">• Inclusion of corporate logo in all promotions:Television/Print advertising• Corporate logo featured on all printed materials• Logo featured on social media channels and website• Logo displayed at the event• 2 x complimentary individual team member nominations (valued at \$350) *can be exchanged for registrations of equal value if required	<p>Bronze Partners will receive the following exposure in both the lead up, duration and post event. Benefits include:</p> <ul style="list-style-type: none">• Inclusion of corporate logo in Print advertising & company name listing in Television advertising• Company name featured on all printed materials• Logo featured on social media channels and website• Logo displayed at the event• 5 x complimentary individual team member nominations (valued at \$175) *can be exchanged for registrations of equal value if required

Count us in



Partnership Agreement: Challenge The Mountain 2021

Parties of Agreement:

Challenge The Mountain Inc. and _____

Event Partnered:

Challenge The Mountain 2021

4 September, 2021

All relevant event details are included within this document

Partnership Level: *Please tick where applicable*

☐ Naming Rights Partner
\$5,000

☐ Gold Partner
\$3,000

☐ Silver Partner
\$2,000

☐ Bronze Partner
\$1,000

Please refer to 'The Opportunity' page of this document for all partnership level inclusions

Partnership Amount: \$ _____

Invoice Value: \$ _____

In-Kind Value and Description (Subject to approval): _____

Signed Agreement:

Signature: _____ Name: _____ Business/Company Name: _____

Mobile: _____ Email: _____ Co-Signed by (Challenge The Mountain): _____

Challenge Rockhampton 2021



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