

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

During the Lions Tour in 2017, a team of 50 cyclists will ride from Wellington to Auckland as a key fundraising initiative for the NZ Foundation for Conductive Education.

The NZ Ambassador for the **Ride of the Legends** event is Wayne Smith – current Assistant Coach, ex All Black, and Patron of the NZ Foundation for Conductive Education (NZFCE). NZFCE will also have their Ambassadors Chris Harris and Laura McGoldrick involved in key events.



The **Ride of the Legends** tour will include 5 ex-Lions (four confirmed - Peter Winterbottom, Roger Uttley, Rob Henderson and Rodger Arneil) and 5 ex-All Blacks (NZ lead rider is former 79 test All Black and current Sky TV commentator Ian Jones along with Alby Anderson, Andy Earl, Ian Kirkpatrick, Bernie McCahill, Buck Shelford and Frank Bunce).

The involvement of these riders is bound to create lots of media interest and coverage for our sponsor. **The Golf Show and the Crowd Goes Wild have already confirmed television coverage.**

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

**“Conductive Education – a way of learning for people of all ages with disabilities that maximises functional skill development resulting in greater independence and a better quality of life.”**



Conductive Education is a practical programme that aims to "Maximise the Ability in Disability"! There are 11 centres throughout the country catering for children from birth through to adults who have a range of disabilities such as Cerebral Palsy, Global Development Delay, Strokes, Parkinson's Disease, head and brain injuries, muscular conditions, Dyspraxia etc.

Conductive Education is not a miracle cure but it is the next best thing! It caters for all areas of development – gross motor (rolling, crawling, walking, climbing stairs); hand skills; cognitive; communication/social skills and life skills.

**You are only free of a disability until you or someone you know has a stroke, car accident or a child born with Cerebral Palsy.**

**Check out our website – [www.conductive-education.org.nz](http://www.conductive-education.org.nz)  
<https://www.youtube.com/watch?v=nJ690HuCoUI>**



# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

February 2017

It's a privilege to be an Ambassador for the Ride of the Legends charity bike ride around NZ. The Lions tour is a much anticipated, much loved rugby event in NZ and to see the quality of the Ride's participants (former Lions and All Blacks legends) gives the charity great credibility.

There are many ways that you can support this event. For those who are part of the ride – you have an opportunity to spend time with fellow rugby enthusiasts from both sides of the world; rub shoulders with ex All Blacks and Lions while taking in some stunning scenery. All of this in addition to seeing what is guaranteed to be some really good rugby!

A number of great events are planned including a golf day in Taupo and dinner in Auckland along with some regional happenings along the way - so there are lots of opportunities to be engaged at all levels.

To those corporates who can support this event through your sponsorship, rest assured that the charity will make valuable use of your contribution which will impact on children and adults throughout New Zealand.

Conductive Education, of which I am Patron, help kids (and adults) with motor disorders, primarily cerebral palsy. As the parent of a young man with CP, I appreciate the expertise and absolute passion Conductive Education teachers and helpers put in to make these people's (and their families') lives better."

I am delighted to endorse the Ride of the Legends and hope that you can get behind and support this great event.



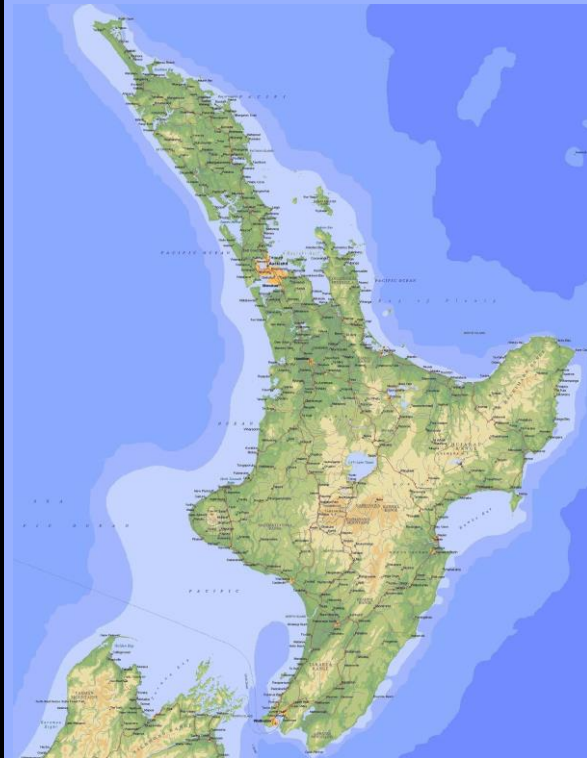
Wayne Smith,  
Assistant Coach,  
All Blacks

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## The Ride

As the teams make their way up the North Island they will be joined by other riders along the way as they stop to engage with local communities. The final leg will see the riders at Eden Park where there will be an arrivals ceremony on Friday 7<sup>th</sup> of July.

Evening events are planned at each of the stopover towns to maximise exposure and support for the riders and drive donations for the charity. The regions are already excited about the ride coming!



### Sunday 2 July

Wellington to Masterton (127km)

### Monday 3 July

Masterton to Palmerston North (114km)

### Tuesday 4 July

Rest day in Taupo

### Wednesday 5 July

Taupo to Matamata (149km)

### Thursday 6 July

Matamata to Thames (90km)

### Friday 7 July

Thames to Coromandel Town, and  
ferry across to Auckland City (54km)

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## The two key events are:

**Charity Golf Day at the prestigious Wairakei Golf Course** (*voted NZ's number one course*) - **Tuesday 04 July** – *The Golf Show has confirmed television coverage for this event*

**Ride of the Legends Dinner in Auckland** – **Friday 07 July** – Laura McGoldrick will MC a fun, informative, informal chat with some well-known sporting celebrities, followed by an auction.

## Regional Events

The four regional events in

- |                    |                    |
|--------------------|--------------------|
| • Masterton        | Sunday, 02 July    |
| • Palmerston North | Monday, 03 July    |
| • Matamata         | Wednesday, 05 July |
| • Thames           | Thursday, 06 July  |

This will provide opportunities for our visitors from overseas to enjoy some kiwi hospitality and for local communities to meet rugby heroes and enthusiasts.

This is a wonderful opportunity to promote in the regions!

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## Our sponsors

A number of opportunities exists for businesses to be involved in this historical event!

We are fully committed to working with our sponsors to ensure that they get maximum exposure from all events.

Ideas we have depending upon your level of sponsorship are:

- Your pop-up banners / tear drop flags at all events
- Your branding on clothing and golf caps
- Your brochures in bags or on tables at events
- Providing opportunities for your staff to network at regional events
- Advertising on websites and social media
- Someone from your organization to address the guests at the dinner and the golf

# THE RIDE OF THE LEGENDS

## SPONSORSHIP OPPORTUNITY

### Naming rights for the Charity Golf Tournament held at the prestigious Wairakei Golf Club in Taupo - \$15,000

Our naming rights sponsor will receive:

- The event will be known as the “Sponsor’s name” Charity Golf Tournament
- Guaranteed television coverage on the Golf Show
- Speaking slot at the dinner following the tournament
- Media exposure leading up to and throughout the event
- Content and digital exposure including two-page article in Golf Tournament booklet
- Two tickets to either the Wellington or Auckland test match
- A complimentary 4 in the Golf Tournament
- A table of 8 at the Auckland dinner on 07 July
- Inclusion of a rider each day during the tour
- Branding on golf caps
- Branding on rider clothing
- Photo opportunity with Ex All Blacks and Lions at the function
- Exposure branding in the clubhouse during the event

# THE RIDE OF THE LEGENDS

## SPONSORSHIP OPPORTUNITY

### Platinum Sponsorship - \$10,000

Our platinum sponsor will receive:

- Media exposure leading up to and throughout the event
- Content and digital exposure
- Two tickets to either the Wellington or Auckland test match
- A complimentary 8 in the Charity Golf Tournament
- A table of 8 at the Auckland dinner on 07 July
- Inclusion of a rider each day during the tour
- A hole sponsorship
- One page advertisement in the Golf Tournament booklet
- Branding on rider clothing
- Photo opportunity with Ex All Blacks and Lions at the function
- Exposure branding at each of the stops



# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## Gold Sponsorship - \$5,000

Our gold sponsor will receive:

- Media exposure leading up to and throughout the event
- Content and digital exposure
- A table of 8 at the Auckland dinner on 07 July
- A complimentary 4 in the Charity Golf Tournament
- Inclusion of a rider each day during the tour
- A half page advertisement in the Golf Tournament booklet
- Branding on rider clothing
- Photo opportunity with ex All Blacks and Lions at the function
- Exposure branding at each of the stops

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## Silver Sponsorship - \$1,000

Our silver sponsor will receive:

- Hole sponsorship at the Charity Golf Tournament at Wairakei
- Media exposure leading up to and throughout the event
- Content and digital exposure
- Exposure branding at each of the stops

# THE RIDE OF THE LEGENDS SPONSORSHIP OPPORTUNITY

## Supporter / Donator

Other donations, both monetary or goods/services that support any event running in conjunction with the Ride of the Legends would be gratefully accepted.

- A sponsorship package will be negotiated with you which reflects your commitment to our cause.

We hope you will join us to create a successful Ride of the Legends 2017!



For further information or to confirm your sponsorship please phone Sally on 0277169323 or email [nzfce@cecanterbury.org](mailto:nzfce@cecanterbury.org)

Thank you for your time.