

## ABERFOYLE CAMPUS PEDAL PRIX SPONSORSHIP

### WHO ARE WE?

The Aberfoyle Park Primary School Campus is a unique collaboration between DECS, Catholic Education and the Uniting Church. In this dynamic learning environment, 3 schools (Thiele – DECS, Nativity - CEO and Pilgrim –Uniting Church) strive to deliver a contemporary curriculum which develops the whole child.



We share facilities such as the gymnasium, sporting grounds, Resource Centre (library), and meeting hall. We also share human resources including music teachers, language teachers and administration staff.

Although some other sites may claim to collaborate, we are the only site in South Australia (and possibly the whole country) where the public and private educational systems come together for the benefit of a learning environment that offers choices to the community.

That is why we are different from any other educational facility in the country - we live what we teach our future generation. The collective campus has in excess of 900 students in addition to kindergarten children at our on-site facility.

This means that the target audience of any potential sponsors is in excess of 600 families and their purchasing power.

### WHY WOULD ANYONE SPONSOR US?

If you have children yourself, you will know that "showing" your children is a much better way of teaching than "telling".

As a business considering partnering with us, what better way to promote your company, products and community spirit than joining forces with a truly unique educational environment?

### WHAT IS PEDAL PRIX?

The Australian International Pedal Prix is a body that control and conduct Human Powered vehicle (HPV) competitions in South Australia.

Its website is [www.pedalprix.com.au](http://www.pedalprix.com.au).

Put simply, kids participate in the design, construction, and maintenance of Human Powered Vehicles (3 wheeled, sitting in a recumbent position) and race these vehicles in 6 and 24-hour events during the year.

*Events for 2011 are as follows:-*

Round 1	29 May	Victoria Park	6 Hour
Round 2	31 July	Victoria Park	6 Hour
Round 3	16-18 September	Murray Bridge	24 Hour



## **WHY DOES OUR CAMPUS PARTICIPATE IN PEDAL PRIX?**

As a voluntary exercise, this is another "sport" that allows any of our senior students (years 5/6/7 and aged 10 to 13 years) to participate in a team-building, exercise driven, mentally challenging and disciplined event.

We do not ask our students to be super-human athletes. Many children have differing talents that are not sport oriented, yet Pedal Prix allows all children to participate in a physically challenging environment. As long as they are trying their personal best it is irrelevant that some are larger, slower, or less popular than others. All we ask is for a personal commitment to the best of each student's abilities. Having said this, many of our participants greatly improve their fitness during their training and continue on in sport as a result of their participation.

This is closely aligned to how our whole campus operates and it is for this primary reason that we choose to compete in the HPV series.

## **OUR TEAM IN 2010**



During the past two years, we have been concentrating on replacing our aging fleet of bikes. Driven by an enthusiastic mechanic team, we have spent many hours raising funds to fund the building of our two newest bikes – Bridgestone Rocket and Computer Hospital Screamer. When received, these vehicles are nothing more than a white shell and a bare chassis and cost around \$5,000 each including some sponsorship from builder Pinnacle Trikes based in Victoria. Many hours are then spent by our mechanic team to build them into the beautiful bikes they are. We have been overwhelmed by the generosity of a number of businesses who have assisted by providing sponsorship, bike parts or assisting with spray painting. They have helped to keep the costs down, while producing a professional finished product. These bikes draw much attention, particularly from older teams who are amazed at the achievements of the combination of the bikes with our incredible team of primary school riders.

This year, we are entering our first ever, old scholars team. This bike will be ridden by past Campus students up to the age of 16, whose high schools do not offer the opportunity to ride in Pedal Prix. It is hoped that this will be a bridge for these committed students, that will enable them to continue riding in the sport they love and maybe then join a team at either Institutional or Open levels.



**HOW CAN YOU HELP?**

First, you must determine if our ethics and ethos on campus align with yours.

Do you consider that collaboration, participation, working together and rewarding personal achievements are key points to the success or otherwise of your business?

If so, and you are looking to provide a “hand-up” instead of a “hand-out”, then your business support will be greatly appreciated.

We need to provide competitive bikes, safety equipment, and associated facilities to our riders to ensure that Pedal Prix in our community remains and continues to strengthen.

This costs money and our community does not have sufficient resources to continue to provide all of the minimum requirements. At the same time, we do have some financially disadvantaged families that cannot afford the entrance and registration fees to race for a year making it difficult for their child to compete.

**SPONSORSHIP LEVELS AND VALUE PROPOSITION**

We have introduced levels of sponsorship so that you can understand the benefits your organisation can receive through sponsorship.

<b>Sponsor Level</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Value</b>	\$1,000 +	\$500 +	< \$500
<b>Benefits for your sponsorship:-</b>			
Acknowledgement in regular newsletters to approximately 30 Pedal Prix families	✓	✓	✓
Regular acknowledgement in Campus newsletters to 600 families (3 schools)	✓	✓	✓
Thank you letter and team photo	✓	✓	✓
Acknowledgement on our website and link to your website	✓	✓	✓
Your logo on team banner displayed at track	✓	✓	✓
Your logo on up to 40 team shirts	✓	✓	
Your logo on all vehicles	✓	✓	
Naming rights to one vehicle	✓		
Your logo on our high profile trailer	✓		

**Bronze**

We encourage sponsors of smaller amounts eg \$100 or \$200 up to \$500 in cash or goods and services (eg food, water bottles, caps etc). As part of the sponsorship, we will send a letter to every Pedal Prix family recognising your specific support and ask that they support your business. We are able to include with this letter any particular advertising or promotional material you supply (eg \$5 off your next purchase - or whatever deal you consider appropriate).

You will receive acknowledgement on our website with a link to your website (if provided) and your name on our team banner displayed on the track.

You will also be acknowledged in regular school newsletters sent to approximately 600 families on Campus. At the end of the season you will receive a thank you letter and a team photo that you can proudly display at your premises.

### **Silver**

As a silver sponsor for amounts of \$500 or above, you will receive all the benefits of the bronze sponsorship above, plus, your logo on our team shirts and on each of our vehicles seen by thousands of people at Victoria Park plus in excess of 20,000 people at the Murray Bridge track. Our riders regularly wear their shirts with pride during their normal lives, further exposing our sponsors logos in the local community.

You will need to eMail us your logo (Tiff file or JPEG) and provide 12 stickers with your logo (no larger than 350mm X 100mm).

### **Gold**

We consider any business that invests \$1000 or more to be a major sponsor. You will receive all of the benefits listed above plus we offer naming rights to one of our vehicles for a year. Continuing sponsorship will ensure continuing naming rights. The vehicle name is shown on the Campus Pedal Prix website and called out regularly at the track.

Gold sponsors are encouraged to supply 4 sets of decals to a maximum size of 600mm X 400mm so that they can be displayed on our trailer. An additional 4 sets (no larger than 350mm x 100 mm) will need to be provided for our vehicles.



Our trailer is 5 metres long, 2.5 metres wide and 2 metres high. Pictures of this trailer are on our website. To access our site, go to [www.campuspedalprix.com.au](http://www.campuspedalprix.com.au)

The trailer is on the road every weekend for 6 months of the year as we practice for the race. It attracts enormous attention because of its burgundy colour and its physical size. This trailer is readily recognisable at the racetrack, and the 24-hour event sees a crowd of 20,000 people or more.

### **Contact Details**

Should you wish to discuss sponsorship further or to sign up as a sponsor please contact:-

Angela Evans  
Committee Chairperson/Sponsorship Officer  
Ph 0408 821 373 (mobile)  
[angela@clanevans.com](mailto:angela@clanevans.com)

Paul Clarke  
Team Manager/Mechanic  
Ph 0430 226 003

Please complete the attached form and forward to  
Attn Rebecca Moore  
Deputy Principal/Pedal Prix Co-ordinator  
C/- Thiele Primary School  
Campus Drive  
Aberfoyle Park SA 5159  
8270 4222

We are seeking to finalise our sponsors as soon as possible and would appreciate confirmation by **Friday 25 March 2011** so that we can include your logo on our shirts and on our vehicles for the first race.

## Pedal Prix Sponsorship Form

Yes, we want to sign up as a sponsor of the Aberfoyle Park Primary School Campus Pedal Prix Team for 2011.

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Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

eMail \_\_\_\_\_

We would like to provide the following:-

Donation of \$\_\_\_\_\_ for \_\_\_\_ year(s).

Donation of the following goods/services \_\_\_\_\_  
to the value of \$\_\_\_\_\_

Sponsorship level       Gold (\$1000+)  
                                  Silver (\$500 to \$999)  
                                  Bronze (\$100 to \$499)

We have promotional material we would like forwarded to families      Yes / No

We have enclosed stickers with our logo      Yes / No

Please forward your logo in TIFF or JPEG format to [angela@clanevans.com](mailto:angela@clanevans.com)

Please send this form together with your cheque payable to “Aberfoyle Park Primary School Campus” to:-

Attn Rebecca Moore  
Deputy Principal/Pedal Prix Co-ordinator  
C/- Thiele Primary School  
Campus Drive  
Aberfoyle Park SA 5159  
**Marked “Designated Pedal Prix Sponsorship”**