



# Avon Descent 2018

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Sponsorship Packages



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## About Us

The Avon Descent is one of Western Australia's truly iconic and unique events. Held for over the past 45 years, this whitewater adventure race is annually run on the first weekend in August, attracting hundreds of competitors from around Australia, and hundreds of thousands of spectators along the river.

Competitors of the Avon Descent tackle 124kms of whitewater from Northam to Bayswater over the two day race. With competitors travelling from interstate and internationally to compete, the Avon Descent is a showcase of Western Australia encompassing a number of towns, cities and regions.



**2017 Snapshot:**  
571 competitors  
>1000 volunteers  
>120,000 spectators  
92% respondents want to return

## What does sponsoring the Avon Descent mean?



Our aim is to expand and grow the Avon Descent to a globally known adventure race, attracting competitors across the world. With this exceptional capacity for growth, sponsoring the Avon Descent provides a unique platform for large scale marketing and advertising, all while being part of one of WA's oldest sporting events.

Each package has a range of marketing and naming opportunities, including some or all of the following:

- Logo display along the course
- Free team entries
- Stage naming rights
- Promotional material – banners, flags & stickers
- VIP Function invites
- Competitor pack collateral
- Accommodation
- Documentary Presence

Each package is discussed and created to deliver you most value for your company.  
Please contact: *Sponsorship Officer* - [sponsorship@avondescent.com.au](mailto:sponsorship@avondescent.com.au)



**Tier 1 - Principal / Naming Partners**

Naming Rights: \$80,000+ (cash)  
\$200,000 + (contra)

**Naming Rights**

- Naming rights to the event (Cash Sponsor Only)
- Logo and Naming on all Material used for the event
- Naming Rights to the Start tower in Northam
- Naming Rights to a Premium race stage - Stage 1 and 2 are reserved solely for Principal Sponsors

**Promotional Materials**

Event Logo placement on all promotional materials associated with the event including the following promotional materials:

- **Website**
  - Homepage and Hyperlink from logo with opportunity for advertisement
  - Opportunity for a 'message to competitors' on the home page.
- **Bumper Stickers and Posters; Entry forms**
  - Event Logo featured
- **Race Mag**
  - Event Logo on the front page of the official race book
  - Company Logo placement - sponsors page
  - Foreword from Managing Director of Principal Sponsors
  - Advertisement – Back cover and/ or inside front cover reserved for principal sponsors
- **Medallions**
  - Event logo placement on front of medallions

**Onsite Event Exposure**

- **Signage**
  - Company Logo placement in COLOUR on sponsors corflute
  - Rights to place signage at any location along the course – given permission from the relative authorities.
  - Signage at Major Spectator Locations
  - Signage at Official functions
  - Signage throughout Sponsored Race Stage
- **Sticker Placement**
  - Craft - **2** x COMPULSORY for all competitors
  - Helmet – COMPULSORY (Naming rights sponsor only) for all competitors
- **Promotional Displays**

Opportunity to place promotional displays at the following locations:

  - Scrutineering
  - Registration
  - Finish line Day 1
  - Finish line Day 2
- **Promotional Information**
  - Opportunity to place information in competitors Packs
  - Opportunity to produce special competitor show bags
- **Event Logo on Event Merchandise**

**Corporate Integration**

- Speech at nominated official Functions
- Entry to Race for corporate teams
- Accommodation for FOUR people nominated by the sponsor



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**Media**

- **Television (Logo & Verbal)**
  - Event & Company logo and appropriate wording incorporated as part of EVERY TELEVISION ADVERTISEMENT produced for the event. – As an end tag and throughout the entire advertisement
  
- **Radio (Verbal)**
  - Use of appropriate wording incorporated as part of EVERY RADIO ADVERTISEMENT produced for the event (Cash Sponsor Only)
  - Use of appropriate wording as part of a block of radio advertisements (Contra Sponsor)

**Invitations**

For FOUR people as nominated by the sponsor to the following functions

- Media Launch
- Cocktail Party, Northam
- Race Start, Breakfast
- Saturday Lunch
- Bells Rapids
- Finish Function



**Tier 2 – Gold Partners**

\$20,000 - \$80,000 (cash)

**Official Media Sponsors**

\$40,000 to \$80,000 (Contra)

**Naming Rights**

- Naming Rights to a race stage

**Promotional Materials**

Logo placement on the following promotional materials:

- **Website**
  - HOME PAGE & Hyperlink from logo with opportunity for advertisement
- **Poster**
  - General Logo Placement
- **Race Mag**
  - Logo placement - sponsors page
  - Advertisement - HALF PAGE COLOUR
- **Entry Forms**
  - Logo placement

**Media**

- **Television (Logo & Verbal)**
  - Logo incorporated in ONE BLOCK of television advertisements.
- **Radio (Verbal)**
  - Verbal recognition in ONE (1) BLOCK of radio advertisements

**Onsite Event Exposure**

- **Signage**
  - corflute logo placement
  - Signage at Major Spectator Locations – LEVEL 2
  - Signage at Official functions – LEVEL 2
  - Signage throughout Sponsored Race Stage
- **Sticker Placement**
  - Two company stickers on all Craft – non compulsory
- **Promotional Displays**

Opportunity to place promotional displays at the following locations:

  - Scrutineering
  - Registration
  - Finish line Day 1
  - Finish line Day 2
- **Promotional Information**
  - Opportunity to place information in competitors Packs

**Corporate Integration**

- Speech at nominated official Function
- Entry to Race for corporate teams
- Accommodation for TWO people nominated by the sponsor

**Invitations**

For TWO people as nominated by the sponsor to the following functions

- Media Launch
- Race Start, Breakfast
- Saturday Lunch
- Bells Rapids
- Finish Function



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| <p><b>Tier 3 – Silver Partners</b></p> <p><b>Official Partners</b><br/>\$10,000 to \$20,000 (Cash)</p> <p><b>Official Suppliers</b><br/>\$20,000 to \$40,000 (Contra)</p> |
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**Naming Rights**

- Naming Rights to a race stage

**Promotional Materials**

Logo placement on the following promotional materials:

- **Website**
  - HOMEPAGE & Hyperlink from logo with opportunity for advertisement
- **Poster**
  - General Logo Placement
- **Race Mag**
  - Logo placement on sponsors page
  - Advertisement in Race book – QUARTER PAGE COLOUR
- **Entry Forms**
  - Logo placement

**Media**

- **Television (Logo & Verbal)**
  - Logo incorporated as in ONE BLOCK of television advertisements. EN
- **Radio (Verbal)**
  - Verbal recognition in ONE (1) BLOCK of radio advertisements

**Onsite Event Exposure**

- **Signage**
  - corflute logo placement
  - Signage at Major Spectator Locations – LEVEL 3
  - Signage at Official functions – LEVEL 3
  - Signage throughout Sponsored Race Stage
- **Sticker Placement**
  - One Company sticker on all Craft – non compulsory
- **Promotional Displays**

Opportunity to place promotional displays at the following locations:

  - Scrutineering
  - Registration
  - Finish line Day 1
  - Finish line Day 2
- **Promotional Information**
  - Opportunity to place information in competitors Packs

**Corporate Integration**

- Entry to Race for corporate teams
- Accommodation for TWO people nominated by the sponsor

**Invitations**

For TWO people as nominated by the sponsor to the following functions:

- Entry Launch
- Media Launch
- Race Start, Breakfast
- Saturday Lunch
- Finish Function



**Tier 4 – Bronze Partners**

**Support Partners**

\$5,000 to \$10,000 (Cash)  
\$10,000 to \$20,000 (Contra)

**Naming Rights**

- Naming Rights to a race stage, dependent on availability

**Promotional Materials**

Logo placement on the following promotional materials:

- **Website**
  - SPONSORS PAGE & Hyperlink from logo
- **Poster**
  - General Logo Placement
- **Race Mag**
  - Logo placement - sponsors page
  - Advertisement – QUARTER PAGE COLOUR
- **Entry Forms**
  - Logo placement

**Onsite Event Exposure**

- **Signage**
  - Signage throughout Sponsored Race Stage

**Corporate Integration**

**Invitations**

For one person as nominated by the sponsor to the following functions

- Media Launch
- Race Start, Breakfast
- Saturday Lunch
- Finish Function





**Tier 5 – Official Paddle Supply Partner**  
**Official Paddle Manufacturer/Supplier**  
\$2,000 to \$5,000 (Cash + Contra)

**Promotional Materials**

Logo placement on the following promotional materials:

- **Website**
  - SPONSORS PAGE & Hyperlink from logo
- **Poster**
  - Logo Placement
- **Race Mag**
  - Complimentary BUSINESS CARD SIZE advertisement.
  - Logo placement - sponsors page

**Corporate Integration**

**Invitations**

For one person as nominated by the sponsor to the following functions:

- media Launch
- Finish Function

**FOR PADDLE SUPPLIERS:**

- Ability to use the term and be acknowledged as an “Avon Descent - Official Paddle Supplier”
  - Ability to use the *trade marked* term “Avon Descent” in your advertising and promotion
  - Ability to provide training to competitors to achieve competency in the paddle skills requirement
  - Company logo to appear on Scrutineering checklists (distributed to all competitors)
  - Complementary BUSINESS CARD SIZE advertisement in race magazine (sponsor to supply or pay for artwork)
  - Hotlinks from the Avon Descent Web Site
  - Acknowledgment as “Official Paddle Supplier” on the Avon Descent web site.
- Pre and post event liaison, sponsors meetings



**Tier 6 – Supporting Sponsor**  
**Supporting Sponsor**  
\$1,000 to \$5,000 (Cash + Contra)

**Promotional Materials**

Logo placement on the following promotional materials:

- **Website**
  - SPONSORS PAGE & Hyperlink from logo
- **Race Mag**
  - Complimentary BUSINESS CARD SIZE advertisement.
  - Logo placement - sponsors page
- **Poster**
  - Logo Placement
- **Sponsors Wrap**
  - Opportunity to purchase a place on the event Sponsors Wrap displayed throughout the course at spectator locations.

**Corporate Integration**

**Invitations**

For one person as nominated by the sponsor to the following functions:

- media launch
- Finish Functions