

# Break the Cycle SPONSORSHIP PROPOSAL

People are drowning in addiction; so we've chosen to take a stand!

We're choosing to not sit back and watch people and their families fall apart any longer in Tasmania. We have a solution that is medically backed by science, with a proven track record over the last 10 years.

With such demand and in order to ensure the future viability of Transformations Drug and Alcohol Rehabilitation Centres in Tasmania and are asking business to partner with us and make a massive difference.

Our first centre has been running for two years and now we are launching the female centre.

We are seeking to raise funds to help restore and transform lives that feel broken, and provide the destitute "a hand up and not just a handout", as well as raising the profile of the centres and our work in Tasmania.

## The Need

It is our goal to raise funds to support the opening of centres like the new Velocity Transformations established across Tasmania. Our centres help restore and transform lives that feel broken, and providing the destitute "a hand up and not just a handout".

## Sponsorship

Our sponsors will be promoted in a variety of ways depending on their chosen level of contribution.

We already have Radio interviews lined up, our uniforms will showcase logos of our top sponsors, we will showcase our sponsors and what they have done for us on Social Media, and in all printed materials. We are inviting local newspapers and major television stations across this state to journey with us on the ride and are looking forward to promoting your business in state-wide media.

*During the ride...*

We will be making presentations at local community centres. We will be speaking to local councils, community services and in each stop zone, business owners, community and those at risk.

We will be raising the issue of addiction, providing resources to help families to identify and interpret potential addictive behaviour before it happens or refer to appropriate services to help people recover from addiction.

**We'd love to have you on board!**



**Break the Cycle**  
Tasmania

January 21-25, 2019

15 riders will be riding 600km from one end of the state to the other, leaving Launceston, travelling via the North East of Tasmania, down the east coast and across the south east, finishing on day five in Hobart.

**Velocity Transformations** is a residential rehabilitation program for men and women from the age of 18 years old. The program assists people who suffer from drug and alcohol dependency, depression, eating disorders and other life altering conditions.

Velocity Transformations is a three way partnership between **Velocity Church, Pathways Tasmania Inc** and **Transformations Program Australia**. We have all joined together to deliver a service that fills a current gap in Tasmania.



## Sponsorship Options:

We've prepared a range of options you can choose from. All donations tax deductible.

**Platinum**, 1 x \$15,000 commitment

You will be our **Naming rights sponsor for the ride.**

Your name front and centre of all we do.

- State-wide media exposure across television,
- Print media, radio and more.
- A chance to speak to media at our final press conference with business & political leaders.
- Your name on bikes, clothing and more.
- Media publication of what you give.

**Gold**, \$5000 commitment

- State-wide media exposure across television,
- Print media, radio and more.
- Your name on bikes, clothing and more.
- Media publication of what you give.

**Silver**, \$2000 commitment

- State-wide media exposure across television,
- Print media, radio and more.
- Media publication of what you give.

**Bronze**, \$1000 or In-kind commitment

- State-wide media exposure across television,
- Print media, radio and more.

## Your Return on Investment:

- You get to directly impact lives of broken and addicted people in Tasmania – you'll be at the frontline of breaking the cycle of drug and alcohol addiction with females in Tasmania.
- You'll be directly contributing to the success of the 1st service of its kind in Tasmania.
- Build social capital and connect with the community in a unique way.
- We will promote your business state-wide through Facebook, print media, television, radio and during the ride.
- We are happy to wear clothing, have patches on our bike and for one lucky business to name the ride.
- We are going to present your business to thousands of people.
- Donations are tax deductible.

## Sponsorship Benefits:

- Naming rights.
- Branded clothing.
- Radio Interviews.
- Logo on Support cars (magnetic signs printed).
- Your business clearly identified on all printed material, promo material And on the website.
- Registered as a "partner of" Break the Cycle.
- Invitations to business breakfasts.
- Free tickets to our Gala Dinner.
- Mentioned in all presentations.
- Social media links and mentions.

We would love you to consider supporting us through a donation or supply of something from the list of needs below:

- **Food:** Main meals / snacks / protein drinks
- **Fuel:** Help move our support vehicles
- **Bike Bits:** Parts / repairs / spares
- **Supplements:** Bike nutrients / Gels / Energy bars
- **Accommodation:** Needed State-wide
- **Physio:** Masseuse
- **Media:** Additional TV, Radio, Social Media.
- **Clothing:** Riding strip / Promotion shirts
- **Printing:** Posters, proposals, etc.

## Keen to be part of the change in Tasmania?

Contact Sharyn at Velocity Transformations via:

0422 799 973

[sharylhill@velocity.org.au](mailto:sharylhill@velocity.org.au)



Follow the ride on Facebook:  
'Break the cycle Tasmania'

