



Presented by the
Lions Club of Moggill Mt Crosby Inc.

MOGGILL MARATHON ROAD2RURAL EVENT

Sunday, 22 May 2022

SPONSORSHIP PACKAGES



Lions Club of
Moggill-Mt Crosby Inc.

What is the 2021 Moggill Marathon Road2Rural Event?

Following the Covid enforced delay Sunday 22nd May 2022 is the *Inaugural* Moggill Marathon Road2Rural Run Event (Note: There will be no full marathon just a half marathon plus other running event courses) for the Western Brisbane community which can be used for runners as a training step towards several larger runs including the Lake Manchester Trails 22 August 2021, the Bridge 2 Brisbane 29 August 2021, and the Blackall 100 16 October 2021. Benefits to Sponsors is valuable exposure to Moggill Marathon Road2Rural Event runners, walkers' attendees and community who are connected to the course run activities.

The Moggill Marathon Road2Rural Run Event are a major community project for the Lions Club of Moggill-Mt Crosby Inc. that has a primary focus to support our local community groups, sporting and clubs in the area and charities that support childhood cancer which has touched several families in the local community.

This is a great event something for everybody, be a dedicated runner, running for enjoyment, a team entry to compete within your Business or maybe a school running group, or simply to have some fun running / walking with your friends; there is opportunity for families to enter and have fun together and there is the chance to prove yourself or just have fun as an individual.

The courses are in a rural country lifestyle setting that sets the Moggill, Bellbowrie and Anstead areas of the western Brisbane City Council ward of Pullenvale apart from the rest of the city. The courses give the Sponsors fantastic advertising opportunities to not only runners but neighbourhoods, park users on the day and during the lead up the following will be utilised as well:

The Local Bulletin circulation	24,000
Social Media platforms community reach in the Western suburbs	85,229
e-Newsletter registered interest	600

Who are and Why is the Lions Club of Moggill-Mt Crosby Inc. involved?

The Moggill Mt Crosby Lions Club (MMC Lions) was established over 40 years ago by a group of young families who wanted help make this district the special place we live in today. Many of you will be aware of the Lions Park at the end of Birken Road, attended the Christmas Parties hosted at the local pool or even purchased a Lions Christmas cake from us. What you may not know of is the quiet work that goes on behind the scenes to support organisations and families that need a hand. Over the past 20 years MMC Lions Club has donated more than \$1.2m from our annual Ipswich 100 Cycle Ride ([Ipswich 100 Cycle Ride](#)) to numerous charities such as the Ipswich Hospice Foundation and local causes in and around the Moggill Mt Crosby area from building the very first bus shelters, to funding and erecting the Grandstand at the Bellbowrie pool through to funding mobility scooters and other support for the disabled and needy within our community.

MMC members have also always tried to have fun as we work to raise the funds so needed in our community. The FUN history is as long as the Club's from the Kangaroo Gully Muster in the very early days to the Ipswich 100 Cycle Ride to the Pool Parties and now with the Moggill Marathon we seek to involve our community and create events that make Moggill Mt Crosby and surrounds a very special place to live. For more information head to the [Moggill Mt Crosby Lions Club](#) Facebook page and get in touch with us.

The Ipswich 100 Cycle Ride – MMC Lions 20 Year history in successful event organisation

The [Ipswich 100 Cycle Ride](#) was created by the MMC Lions Club and has been run by MMC Lions for all its 20-year history. Ridden each year in March or April between Ipswich and Boonah the event is broken into 4 rides, the 100 miles for the super serious rider, the 100 KM for those looking for a challenge but possibly not peaking, the 50 KM for participants who would just like a ride in the country and the family event for family and friend or those just getting started. It is this expertise and resource that we are bringing to the Moggill Marathon and why we see it as a perfect match for our Club.

Over the past 20 years this event has raised more than **1.2 million dollars to support our community** and those in need throughout Australia and the world. This is what we hope we will be able to build the Moggill Marathon into, a long-standing community event that gets better and better every year that will further contribute to the welfare of our community and have great fun doing it. We invite you to check out the comment on the [Ipswich 100 Face Book page](#)



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Who are our Major Partners for 2021?

The Local Bulletin

The Local Bulletin is a monthly 52-page community magazine that is the official community engagement magazine publication 24,000 circulated monthly throughout the western corridor distributed in the Brisbane Western Suburbs since 1996 about local area news that is delivered on the first weekend of each month to letterboxes in the suburbs of Anstead, Bellbowrie, Chapel Hill, Chuwar, Fig Tree Pocket, Karalee, Karana Downs, Kenmore, Kenmore Hills, Lake Manchester, Moggill, Mt Crosby, Pinjarra Hills, Pullenvale and Upper Brookfield. The Local Bulletin can also be found at website: <https://thelocalbulletin.news/>

Coles Moggill Village

Coles Moggill Village is strategically located, directly across from Moggill State School on Moggill Road, in the heart of Brisbane's western corridor and 20km from the Brisbane CBD. The new retail centre will comprise of approximately 6,000sqm of retail space anchored by a full line Coles who have been in the area for over 20 years with a strong customer base with completion expected Mid 2021 the centre will also boast over 17 specialty shops and offices across 2,600sqm of Net Lettable Area with over 315 retail car parks.

By providing the community with much needed amenity, the new Coles Moggill Village will dominate a large primary and secondary catchment of over 15,000 customers primarily serving the areas of Moggill, Bellbowrie, Anstead and Pullenvale. As of February 2021, the centre has committed the following uses:

- Pharmacy
- Fruit and vegetable market
- Bakery
- Liquor store
- Pizza and ribs restaurant
- Charcoal chicken restaurant
- Pool shop
- Barbershop
- Post office and Newsagency

SPONSORSHIP LEVELS

Becoming a Sponsor is a great way to see your support in action at the *Inaugural* Moggill Marathon Road2Rural Run Event (Note: 2021 no full marathon just a half marathon plus other running event courses) is your opportunity to be part of giving back to our community. Your support also helps bring the *fun* to the run!

We are happy to work with you and/or business, school, community group to tailor a package for you to gain maximum exposure for your support.



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\$15,000+ MAJOR PARTNER <i>as per PLATINUM</i> <i>plus....</i>	\$10,000+ PLATINUM <i>as per GOLD</i> <i>plus....</i>	\$7,500+ GOLD <i>as per SILVER</i> <i>plus....</i>	\$5,000+ SILVER <i>as per BRONZE</i> <i>plus...</i>	\$2,000+ BRONZE
Naming Rights to a Running Event – Moggill Half Marathon	Naming Rights to a Running Event.	Naming Rights to a Running Event.	Naming Rights to a Running Event	Acknowledgement and tag on social media for 1 month prior to the Event/s.
Corporate logo on Letterhead	Banners at the Timing Matt start of the incline of Mt Moggill, then at the top of Mt Moggill and at the bottom.		Corporate Logo and link on all newsletters/social posts to all interested parties for 6 weeks prior to the run and 1 month after the Event/s.	Sponsors, advert emailed to all participants before and after the Event. 2 x pull up banner on Event day (banner supplied by Sponsor).
4 months Promotional advertising in The Local Bulletin	3 months Promotional advertising in The Local Bulletin	2 months Promotional advertising in The Local Bulletin	Fortnightly thank you and tag on social media for 2 months post the Event date (5 in total).	1 on site marquee position on the Event day at Westaway Park (marquee and stall fittings supplied by Sponsor). Location determined closer to Event-by-Event Manager.
6 free entries to the Moggill Marathon / Moggill Half Marathon	4 free entries to the Mt Moggill 10km Run	3 free entries to the Wild Goose Chase 5km Run	2 free entries to the Road2Rural 2km Fun Run	2 free entries to the Road2Rural Fun Run

SPONSORSHIP LEVELS *continued*

\$1,000+ RUN CATEGORY

Named Sponsor of Run Category i.e., Adult, Juniors, Child, etc.

Acknowledgement and tag on social media for 1 month prior and 1 month post the Event/s.

Sponsors, advert emailed to all participants before and after the Event.

\$750+ TIMING MAT ON RUN

Acknowledgement and tag on social media for 1 month prior and 1 month post the Event/s.

Sponsors, advert emailed to all participants before and after the Event.

Banner, promotional flags at Timing Mat on Run

\$500+ DRINKS STATION

Drinks Station named after Sponsor.

SPONSOR TO SUPPLY:
Minimum 1 X Site Marquee (Maximum 2 dependent on site size restrictions to be defined by Event Manager) at Drinks Station, Table and Chairs to be provided by Sponsor.

Banners on the Event day leading into the Drinks Station and leading out from the Drinks Station.

Water and Electrolyte will be supplied by Lions

Collection of Recyclables and rubbish post Event around proximity of Drinks Station.

Acknowledgement and tag on social media for 1 month prior and 1 month after the Event/s.

SCHOOL SPONSORED DRINKS STATION

Drinks Station named after Sponsor.

SPONSOR TO SUPPLY:
Minimum 1 X Site Marquee (Maximum 2 dependent on site size restrictions to be defined by Event Manager) at Drinks Station, Table and Chairs to be provided by Sponsor.

Banners on the Event day leading into the Drinks Station and leading out from the Drinks Station.

Collection of Recyclables and rubbish post Event around proximity of Drinks Station.

Acknowledgement and tag on social media for 1 month prior and 1 month after the Event/s.



**Lions Club of
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SOCIAL MEDIA PRESENCE

The Moggill Marathon Road2Rural Run Event has a growing dedicated following across social media, with our followers being made up of current and past Lions, dedicated runners, participants involved in the organisation and Sponsorship Committee and locals interested in local community events. Our social media presence is supported by the social media platforms that includes local groups in Western Brisbane there are approximately **85,229** followers through the social media channels we utilise. This includes:

Facebook Groups:

- 4069 Community & Surrounds <https://www.facebook.com/groups/348542745337823> [as of February 2021, 18.2k Members]
- 4070 Community Grapevine <https://www.facebook.com/groups/173794722737274> [as of February 2021, 12.1k Members]
- 4074 Community & Beyond <https://www.facebook.com/groups/496493683737326> [as of February 2021, 21.7k Members]
- Moggill Runners and Walkers <https://www.facebook.com/groups/MoggillRunnersandWalkers> [as of February 2021, 286 Members]

The Moggill Marathon Road2Rural Event does not rely solely on social media we also utilise several other channels that supports spreading the word namely:

Facebook Pages:

- Moggill Mt Crosby Lions <https://www.facebook.com/MMCLions> [as of February 2021, 94 Followers]
- Lions Australia <https://www.facebook.com/lionsaustralia> [as of February 2021, 10,384 Followers]
- The Local Bulletin <https://www.facebook.com/thelocalbulletin> [as of February 2021, 10,384 Followers]
- Sports Events Services <https://www.facebook.com/sportseventservices> [as of February 2021, 235 Followers]
- Running Calendar Australia <https://www.facebook.com/RunningCalendarAU> [as of February 2021, 16,960 Likes]
- QRun <https://www.facebook.com/qruncomau> [as of February 2021, 3,452 Followers]

Website:

- Moggill Marathon <https://moggillmarathon.com.au/>
- Lions Club of Moggill-Mt Crosby Inc. <http://mmclions.org.au/>
- Sports Events Services <https://sportseventservices.com.au/>
- Brisbane Run Calendar <https://runcalendar.com.au/brisbane>
- Running Calendar Australia <https://www.runningcalendar.com.au/calendar/running/queensland/brisbane/>
- QRun <https://qrun.com.au>



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ADVERTISING FLYERS & PROMOTIONAL CORFLUTES

The Moggill Marathon Road2Rural Event makes extensive use of advertising flyers to help promote the event. Flyers are sent and utilised across a wide range of sources, including but not limited to:

Schools school newsletters, advertising boards and in some cases sent home with students.

Shopping Centres Community Notice Boards

Sports Clubs in particular athletic associations.

Other Fun Runs we hand deliver thousands of flyers to fun run participants across Western Brisbane.

Local Businesses flyers are displayed on local business walls for patrons to see.

BENEFICIARIES

The Moggill Marathon Road2Rural Event managed by the Moggill Marathon Road2RuralCommittee who are sponsored by the Lions Club of Moggill Mt Crosby proudly raise funds for several important beneficiaries with a focus on supporting local community groups, sporting and community clubs in the area and charities that support childhood cancer which has touched several families in the local community.



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SPONSORSHIP APPLICATION

Thank you for your Sponsorship Application and proposed commitment to be a Sponsor for 2021 Moggill Marathon Road2Rural Event. Please nominate below your preferred Sponsorship Level as outlined in this document and any other proposal/s and return to **John A Williams, Organising and Sponsorship Committee Chair, EMAIL: chair@moggillmarathon.com.au** with the below information completed. The Sponsorship Application will be subject to confirmation of the 2021 Moggill Marathon Road2Rural Committee Chair which you will be advised in writing within 5 days of submission of your Sponsorship Application. Should you come onboard as a Sponsor in 2021 you will have the first right of refusal for sponsorship in 2022 if confirmation in writing is received by 1 December 2021.

SPONSOR NAME: _____

SPONSOR ABN: _____

SPONSOR ADDRESS: _____

SPONSOR EMAIL: _____

SPONSOR CONTACT NUMBER: _____

SPONSOR CONTACT PERSON: _____

Please tick the option you would like to select and sign below:

- Major Partner \$15,000+ **insert value** _____
- Platinum \$10,000+ **insert value** _____
- Gold \$7,500+ **insert value** _____
- Silver \$5,000+ **insert value** _____
- Bronze \$2,000+ **insert value** _____
- Run Category \$1,000+ **insert value** _____
- Timing Mat on Run \$750+ **insert value** _____
- Drinks Station \$500+ **insert value** _____
- School Sponsored Drinks Station **Volume of Drinks will be advised once Runner Registration Closes**

Sponsorship payment terms Payment due 14 days from invoice. We look forward to partnering with you in delivering Moggill Marathon Road2Rural Run Event on Sunday, 8 August 2021.

SIGNED for and on behalf of **SPONSOR NAME** _____

Signature

Print Name

Print Title

Date