

# BIKE RIDE FOR BRAIN CANCER

SYDNEY TO THE  
HUNTER VALLEY

Raising funds for



BRAIN CANCER  
BIOBANKING  
AUSTRALIA



**entoure**  
SPECIALISTS IN CYCLE EVENT MANAGEMENT .com.au

# Our event **director**

Entoure is a specialist cycling event organiser with a proud history helping raise much needed funds for worthy causes. The Director, Kent Williams, has extensive experience in managing and executing successful events for many of Australia's leading charities.

Entoure will manage all aspects of on road support and logistics to provide riders with a professional experience.





BCBA is a national consortium of scientists and clinicians dedicated to providing researchers with the tissue they need to make real breakthroughs in brain cancer research.



## Our **inspiration**

Lucie Leonard was 34 when she lost her seven-year battle with brain cancer in 2012. Her mother, Robyn Leonard, quickly became a passionate consumer advocate for brain cancer research.

In response to the need for unprecedented amounts of tissue to drive genomic brain cancer research, Robyn set about establishing a brain cancer biobanking consortium, to network the fragmented collections of brain tumour tissue stored in biobanks Australia-wide.

## Our **vital** work

Robyn's vision was shared by leading brain cancer clinicians, researchers and biobankers across the country. They joined her pursuit to draw together the nation's brain cancer biobanks and provide researchers with access to the amount and quality of tissue and data required to power their research.

Brain cancer kills more children and young adults than any other cancer, yet it remains one of the most under-researched of all cancers. BCBA's goal is simple – to ensure that every precious brain tumour tissue donation is utilised in the search for better treatments and outcomes for brain cancer patients.

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# How you can help

We invite you to become a sponsor of this special event to raise awareness and funding for the important work of BCBA. Help us accelerate brain cancer research and provide better outcomes for people diagnosed with this devastating disease.

As a generous sponsor, your brand will be recognised by the hundreds of thousands of people exposed to the event – via the SBS Cycling Central coverage, the strong social media presence and BCBA fundraising website, the lead-up functions, and during the ride itself.

For more information or to become a sponsor please email: [robynleonard@bigpond.com](mailto:robynleonard@bigpond.com)

## Team Sponsor \$15,000

Each of the team sponsors will have riders cycling in their team kit throughout the duration of the event.

Riders will compete both on and off the bike representing the brands of each of the Team Sponsors.

Team sponsors receive:

1. Branding across team kits
2. Riders wearing your team kits throughout the ride
3. Logo placement across all collateral
4. Framed 'thank you' jersey
5. 3 rider spots ensured in the event (standard rider registration and fundraising fee to apply)

## Winner Jersey Sponsors \$5,000

These jerseys will be awarded to riders who have achieved something over and above.


The jerseys will be highly sought after and proudly worn by the winning rider.

Team sponsors receive:

1. Branding across specific winner's jersey awarded to riders during the event
2. Framed 'thank you' jersey
3. 1 rider spot ensured in the event (standard rider and fundraising fees to apply)

## Other Sponsor opportunities

If you would like to sponsor the event in other ways please contact: [robynleonard@bigpond.com](mailto:robynleonard@bigpond.com)



# Event coverage



SBS Cycling Central will be covering rider stories leading up to, and during, the event.



In addition, advertising agency, DDB Remedy and PR company, Mango will support the media campaign.

# Road to a Cure

9–10 March, 2018

250 kilometres over 2 days



**FINISH:** CALAIS ESTATE WINERY, HUNTER VALLEY

Lake Macquarie

Gosford

**OVERNIGHT:** MAGENTA SHORES, THE ENTRANCE

**START:** BARKER COLLEGE HORNSBY

Sydney

Raising funds for



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