

**I can't do it alone**





# We're only little

Variety Queensland - the children's charity is dedicated to improving the quality of life of sick, disabled and disadvantaged children. As part of Variety International, Variety Queensland began some 20 years ago. In 2009, VQ was able to have a positive affect on the lives of over 30,000 children in need. With the assistance of our generous supporters, we provided equipment and services with a value in excess of \$2.4 million.

As a charity, all funds raised by Variety Queensland are used to directly benefit local children through an appeals process. Variety is involved in everything from granting lifesaving operations to Sunshine Coaches for school children in remote or disadvantaged communities, communication and mobility devices, wheelchairs and walking frames, camps for sick and disabled children, learning aides and much more.





# I can fly

Sponsoring MAD Bashers entry 2010 will provide your company with a prime opportunity to increase its profile. The Bash is one of the largest charity events in Australia and will provide your company exposure to a very large number of people and communities.

Donating via the Bash and being involved with such a well recognised and respected organisation enhances your reputation as a company that cares about making a real difference in the community.

Your brand will also be linked to other prominent well respected sponsors, XXXX and the Royal

Australian Air Force. These companies are iconic Australian brands which well represent what Australians are about.

There are many ways in which your company can be involved via various levels of sponsorship as listed below.

## Levels of Sponsorship

There are numerous opportunities for your company to become involved with sponsoring **MAD Bashers** entry 2010. These opportunities have been categorised into five levels, and each of these levels is detailed below.

We have highlighted what your company can receive and the benefits entailed.





# Eeny, meeny, miny, moe

## Sponsorship of this cause is:

Giving for the sake of kids in need in our Queensland community. Being a key part of the 2010 21st Birthday Variety Club Bash to help raise over **\$1.8 million** to support sick, disabled and disadvantaged kids.



Use this “Schedule of Sponsorship” to help determine your level of support (it’s tax deductible) If you think the suggested value is too little – offer the team what you think is the more appropriate amount; they just might accept!

SPONSORSHIP OPPORTUNITIES	 TOP HAT EXCLUSIVE	 TOP HAT	 PLATINUM	 GOLD	 SILVER
<b>YOUR NAME AS THE ONLY NAME ON THE VEHICLE!*</b> Then add whichever items you prefer to complete your Sponsorship Package	TOTAL TRIP				
<b>YOUR NAME AS THE ONLY NAME ON ONE SIDE OF THE VEHICLE!*</b>	N/A	TOTAL TRIP			
<b>CAR &amp; CREW WILL ATTEND YOUR WORKPLACE!</b> After the Bash for up to 1.5 hours; crew all wearing sponsors shirts etc; photo opportunity for local press / TV (organised by sponsor) and for the staff / employees to see the contribution by the firm	+ OPTIONAL EXTRAS	VISIT BEFORE AND AFTER			
<b>SPONSOR RIDES IN CAR DURING THE BASH!</b>	+ OPTIONAL EXTRAS	TOTAL TRIP	1 DAY	1/2 DAY	
<b>SPONSOR DRIVES THE CAR DURING THE BASH!</b> Must have current drivers licence & appropriate insurance; all sponsors riding in or driving the car must be prepared to ‘suffer’ Fines & Bribery 10% commitment	+ OPTIONAL EXTRAS	CHOICE OF DAY	1 DAY	1/2 DAY	

\*Under Bash Rules it is compulsory to display RAAF & XXXX Gold decals in specified locations on the car – the rest is yours!





SPONSORSHIP OPPORTUNITIES	 TOP HAT EXCLUSIVE	 TOP HAT	 PLATINUM	 GOLD	 SILVER
<b>Have your 30 second advertisement run on the Big Screens at each town we stop at along the 'Bash'</b> Sponsor supplies advertisement	+ OPTIONAL EXTRAS	2 ADVERTS	2 ADVERTS	1 ADVERT	1 ADVERT
<b>Have the entire team wear your promotional shirts</b> or carry umbrella / other; Anything other than a shirt is provided by sponsor at their cost	+ OPTIONAL EXTRAS	4 X ½ DAYS	3 x ½ DAYS	2 x ½ DAYS	½ DAY
<b>Choose from: Branded Domain Name, Blog, Facebook, Twitter Page</b>	+ OPTIONAL EXTRAS				
<b>Fines &amp; Bribery additional 10% of contribution</b>	+ OPTIONAL EXTRAS				
<b>Value of Contribution Bribery or Good Samaritan Tax (10%)</b>	\$50,000 + Add-ons & Fines \$5,000	\$50,000 + Fines & Bribery \$5,000	\$8,210 + Fines & Bribery \$821	\$4,040 + Fines & Bribery \$404	\$1,570 + Fines & Bribery \$157
<b>TOTAL TAX DEDUCTIBLE CONTRIBUTION</b>	<b>\$55,000</b>	<b>\$55,000</b>	<b>\$9,031</b>	<b>\$4,444</b>	<b>\$1,727</b>
NOTE: Sponsorship can be paid in 2010 or 2011 Tax Year at discretion of sponsor	+ Enormous Pride	+ Unbrindled Joy	+ Joy	+ Fun	+ Comfortable Grin

#### ADD OPTIONAL EXTRAS TO YOUR PACKAGE

<b>Name on one side of car</b>	\$30,000
<b>Car &amp; Crew visit your premises</b>	\$500
<b>Ride in Car during Bash - ½ day</b>	\$750
<b>Drive the Car during Bash - full day</b>	\$2,500
<b>30 second Advertisement on Big Screens*</b>	\$1,000
<b>Team wears your T-Shirt - ½ day</b>	\$570

\*(price per frequency – i.e. run equal times with all other ads = 1; run twice = 2 insertions per run of ads; 20% off each additional insertion)





# Tag, you're it

We understand that you expect to get great value for money and to make the biggest impact possible. That is why we will work with you and your organisation to tailor a sponsorship package that provides massive value and is aligned with your corporate image and company values.

The MAD Bashers guarantee they will go that extra mile in assisting you to get your message

into the community. We are also working with Variety Queensland to make sure that you and your organisation get the maximum exposure for your product and brand. We believe this is an opportunity that does not come along every day. This is why we urge you to take action and secure your position with MAD Bashers today.

## SPONSORSHIP OPPORTUNITIES

### **Gala Event: Sponsorship**

1. Sit down dinner for 200 – 250 Brisbane
2. Cocktail event for 100 – 150 Brisbane
3. Cocktails & Dinner – Sunshine Coast

### **Branded Domain:**

Website, Blog, Facebook, Twitter

### **Exclusive Advertising Opportunity**

Monopolise A Town! (Select your town and secure sole advertising rights on the Big Screen in that town for a full 30 minute block where only your advertisement is running.

### **Sponsor a Sunshine Coach:**

That means, have your name all over the Coach

### **Sponsor a Liberty Swing:**

That means, have your name all over the Swing

**Awards** = Huge Attention & Exposure





# Haha, Haha, that tickles

The Bash is a madcap event designed to put the FUN back into fundraising. It is designed to reward those who spend fifty one weeks of each year raising money to assist Special Children.

It started as a drive in the outback with a few mates in 1985 by adventurer Dick Smith. Dick took a group of intrepid motorists from Bourke to Bourketown in their old cars, raising money for charity along the way. The money raised went to the Variety Club of Australia to further its support of sick, disabled and disadvantaged children. The Bash has been staged by Variety since 1985 and the spirit of the original idea has been retained.

As the Bash passes through country towns, visits are made to schools, hospitals, individuals and other organisations to make donations of much needed equipment and facilities.

Bash vehicles are not race or rally cars; they are lovingly restored jalopies in all shapes and sizes from all over the world. They must be 30 years old or older at the time of entry.

They cannot be motorbikes or motorised wheelbarrows. They must be 2 wheel drive, and they cannot have any “go faster” modifications. Improvements may be made in the interests of improved safety, but not for speed.

The excitement is running high for the 2010 XXXX Gold ‘Port to Port’ Variety Bash which will be our 21st Birthday Bash, and will retrace the route of the very first Queensland Bash all those years ago. The event will kick off from Southport on the Gold Coast on July 29th and will traverse country Queensland over ten days as we head to our final destination of Port Douglas in Far North Queensland.

While the Bash is a fun filled adventure, there is a serious and rewarding side. This year the Bash aims to raise a record \$1.8 million or more for Queensland’s Special Children!





# Brrrroom Brrrroom

As a Team, we are from all walks of life representing Australia and in fact the wider global community. We are highly committed that as a team member we all get great value for assisting with this project. We are focussed on causing miracles in our lives and with the lives of the people who matter to us. It is by bringing this level of energy and commitment to the Variety challenge that we intend to blow the roof off what is possible for children in need in Queensland.

## **For Our Sponsors:**

As a sponsor you not only get to participate in an internationally recognised charity event, but you also get the opportunity to enrich the lives of disadvantaged children and their families. Your sponsorship will see you and your business recognised as one that cares for its community, one that

Makes A Difference where that difference is really needed. Your organisation will stand out in its field. At an organisational level you Make A Difference for your team through their participation in supporting the community. Your Bottom Line is impacted through your community actions.

## **For The Children:**

It is for the children, for the families of the children. Through pulling together as a community - a community of business owners, corporations, CEO's, managers, parents and friends - we are privileged to bring a smile to the faces of the children. These children depend on us as the leaders of our communities and businesses to do the work that is needed and required.

**The MAD Bashers are  
a team committed to  
Make A Difference.**



← Before Sponsorship





# Are we there yet?

PORT TO PORT - Southport to Port Douglas		
Start	Thurs 29 July	Southport
Day 1	Thurs 29 July	Gympie
Day 2	Fri 30 July	Biloela
Day 3	Sat 31 July	Lake Fairbairn
Day 4	Sun 1 August	Lake Dunn
Day 5	Mon 2 August	Charters Towers
Day 6	Tues 3 August	Charters Towers
Day 7	Wed 4 August	Innisfail
Day 8	Thurs 5 August	Tinnaburra
Day 9	Fri 6 August	Port Douglas
Day 10	Sat 7 August	Port Douglas



29 JULY TO 7 AUGUST 2010





# Hugs n' Kisses XOXO

The XXXX Gold Variety Bash has always had a strong presence within the media.

Media Monitors Australia monitored Press, Radio and Television editorial from 20 July 2009 to 10 September 2009 in both Queensland and Northern Territory.

The findings are as follows and detail the breakdown of each medium by Volume (how many times), Value (advertising dollars) and Audience (number of people)

**A total Value of \$2,394,353 equivalent advertising dollars can be directly attributed to this commitment**



## 2009 XXXX Gold Variety Bash Media Report

TOTAL COVERAGE	VOLUME	CIRCULATION AUDIENCE	ADVERTISING VALUE EQUIVALENT
<b>RADIO</b>	115	N/A	\$71,010
<b>TELEVISION</b>	13	359,148	\$139,572
<b>TELEVISION Documentary</b>	A 47 minute TV documentary featuring the 2009 XXXX Gold Variety Bash will run on the Seven Network in late 2009 - an Australian National Telecast		\$1,500,000
<b>PRESS South East Qld</b>	36	1,268,415	\$410,986
<b>PRESS Central Qld</b>	14	200,762	\$35,428
<b>PRESS North Qld</b>	20	323,331	\$135,504
<b>PRESS West Qld</b>	9	26,017	\$19,815
<b>NORTHERN TERRITORY</b>	14	119,766	\$82,038
<b>TOTAL</b>	<b>221</b>	<b>2,297,439</b>	<b>\$2,394,353</b>





# Queensland kids, thank you

Overall, the XXXX Gold Variety Bash is a unique adventure which benefits a significant number of sick and disadvantaged children around Queensland. Last year the Basher's worked together to help raise over \$1.3 million for the kids and in 2010 we have a new target of over \$1.8 million.

MAD BASHERS (Car 2010) looks forward to discussing this partnership opportunity with you very soon. Thank you for considering our proposal. Call me now!

**Paul Derry**

**Phone: 0433 176 980 Fax: 07 3114 2200**

**Email: paul@alliancehome.com.au**

**Mail: PO Box 912 Indooroopilly Qld 4068**



Some supporting business owners in Sandgate...



# Expression of Interest

*Call, email, fax or mail Paul today!*

Company :

Contact :

Details :

Mobile :

Office :

Email :

Fax :

Mail :

## Level of Interest

Top Hat Exclusive



Top Hat



Platinum



Gold



Silver



Sorry, we are not able to sponsor you right now but we can donate

\$

Cheque to "Variety Qld" or online at [www.everydayhero.com.au/paulderry](http://www.everydayhero.com.au/paulderry)

*It's easy and rewarding to become a sponsor...  
Just contact us and we'll take care of the rest!*



Paul Derry

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