

2025



HARTLEY CYCLE CHALLENGE

22-23 November 2025

SPONSOR INFORMATION PACK



25
Years



Hartley
LIFECARE

2025

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25
Years

About Hartley



Established in 1962, Hartley Lifecare (Hartley) is a Canberra-based not-for-profit organisation providing supported accommodation for people with disability, their families and carers. Originally established to provide a learning facility and therapy support service for children and adults, Hartley has grown extensively to support 100+ clients in over 35 homes across the ACT.

Over the last six decades, families have grown to rely on and trust Hartley to deliver high quality, person centred, active support.

As we move forward, Hartley will continue to maintain and build upon these strong foundations, ensuring that our clients and their families have opportunities to live their best life.

Hartley Lifecare relies on corporate partners and individual supporters, as well as special events like the Cycle Challenge to raise the funds needed to enable us to expand and enhance the services we provide and facilitating people living with disability to live their best lives in our local community.

THE EVENT



The Hartley Cycle Challenge is turning 25, and we're calling on passionate cyclists like you to be part of this milestone event. This isn't just another ride—it's a chance to push your limits, experience the breathtaking back roads of the Snowy Mountains, and make a real impact for people living with disability.

Taking place 22-23 November 2025, this two-day, 250+km ride is designed for cyclists who love a challenge, the camaraderie of the peloton, and the thrill of riding for a greater purpose. Over the past 25 years, this event has built a legacy—one that continues to fund essential services, including Supported Independent Living (SIL), short-term accommodation (respite), and a hydrotherapy pool.

Are you ready to be part of the 25th-anniversary ride?

Gather your team...

Train for an unforgettable challenge...

Help us raise critical funds to support those who need it most.

Limited spots available for just 16 teams and some teams are already registered.

Secure your team spot today!

Take on the challenge, Join the Ride. Change Lives.

Visit our website [The Hartley Cycle Challenge](#) for route details and registration.





SPONSORSHIP



LEAD SPONSOR

\$20,000 ex GST

Hartley is delighted to present you with the opportunity to support this unique and rewarding annual fundraising event by becoming a sponsor. This sponsorship offers a unique opportunity to network with a diverse group ranging from government agencies, prominent Canberra businesses and business leaders.

BREAKAWAY SPONSOR

\$10,000 ex GST

The interactive campaign in the lead up to the event is extensively promoted via radio, print press, social media, activities and events, including the official launch. During the 2 days of the event we ensure further comprehensive recognition for our sponsors.

PELTON SPONSOR

\$5,000 ex GST

We are seeking your financial support of this event by becoming a sponsor of the Cycle Challenge. The available packages are outlined in this proposal. Please see sponsor benefits on the next page.

Hartley Lifecare prides itself on providing constant recognition and nurturing of our sponsors and donors.

We have formed long partnerships with a number of organisations who have given generously to assist our services and programs over many years.

We would be very happy to negotiate with you other benefits that you might identify as important to your business. Thank you sincerely for considering our proposal. We do hope to hear from you and would greatly value the opportunity to meet and discuss the details of the Cycle Challenge event.

SPONSORSHIP

HYDRATION SPONSOR: Keeping the challenge riders moving

Fuelling Endurance, Powering Performance



The Hartley Cycle Challenge is no ordinary ride—it's a tough, high-gradient, endurance event that pushes every cyclist to their limits. Over 250km in two days, riders will battle steep climbs, changing conditions, and the relentless heat of the Snowy Mountains in late November.

Staying hydrated is critical, not just for the cyclists but for the entire event community—supporters, volunteers, and event staff—who all play a role in making this challenge a success. That's where our Hydration Sponsor steps in.

Why partner as our hydration sponsor?

Essentially hydrated – Your brand will be at the forefront of rider and event hydration, providing a vital resource for safety and performance.

Heat & endurance focus – As temperatures rise and gradients intensify, hydration becomes a non-negotiable. Your brand will be synonymous with resilience, endurance, and rider well-being.

Brand visibility – Your branding will be displayed at all hydration stations, on rider bottles, and across pre-event promotions, social media, and signage.

Community engagement – Beyond riders, every supporter and volunteer will rely on hydration stations—giving your brand unmatched exposure across the entire event.

Exclusive benefits

- Naming rights as the Official Hydration Sponsor
- Branding at all hydration stations along the route
- Logo on rider water bottles, hydration packs, and support crew gear
- Recognition in all event communications, social media, and announcements
- Opportunity to activate product sampling and brand giveaways

Join us in keeping the riders safe and hydrated

Hydration is not just a necessity—it's the fuel that drives this ride. As our Hydration Sponsor, your brand will be an essential part of the Hartley Cycle Challenge experience.

Secure this exclusive partnership today!

Let's talk about how we can keep riders strong and your brand front and centre.

Value: \$15,000



SPONSOR BENEFITS

Benefit	Lead	Breakaway	Peloton	Hydration
<p>Two live reads (radio commercials) during the event will state that you are a major sponsor</p> <p>Our partner 104.7 FM has a 17.6% market leading position in Canberra and as a major sponsor we will ensure you will receive a prominent position for these two commercials.</p>	✓			
<p>Company logo displayed prominently on all Cycle Challenge promotional collateral</p> <p>All printed media including launch collateral and rider information will include your organisational brand.</p>	✓	✓	✓	✓
<p>Company logo displayed on Hartley Lifecare website</p> <p>As the leading disability provider in Canberra, our website has become a destination for families, careers and the wider community.</p>	✓	✓	✓	✓
<p>Company logo displayed on the Cycle Challenge website</p> <p>As the main destination website for this flagship event we will ensure all sponsors are recognised. This site allows participants to engage with fundraising and event information.</p>	✓	✓		
<p>Company logo on commemorative t-shirts distributed to 250 participants, supporters and volunteers</p> <p>All participants receive a Hartley Cycle Challenge limited edition 2025 event t-shirt. These t-shirts have become highly sort after, with many participants collecting them. Sponsors will receive a placement commensurate with their investment.</p>	✓	✓	✓	✓
<p>Company logo displayed on the Team Event Manuals, Rules and Entry Forms</p> <p>All team event manuals rules and entry forms will include your organisational brand ensuring all participants are reminded of your major sponsor positioning.</p>	✓			
<p>Acknowledgment on Hartley's social media promoting the event, specific post for Major Sponsors</p> <p>All sponsors will receive recognition via the Hartley' social media accounts with major sponsors receiving a paid promotional post.</p>	✓	✓	✓	✓
<p>Acknowledgement in media releases sent by our office to promote the Cycle Challenge</p> <p>As the flagship event we receive a huge amount of media interest and will ensure as a sponsor you are suitably recognised.</p>	✓	✓		
<p>An invitation to speak at the official launch of the event</p> <p>A major sponsor exclusive option allows all participants and dignitaries to hear directly from your representative.</p>	✓			
<p>Your companies banner to be displayed at the launch</p> <p>As the first significant event of the calendar we will ensure your branding receives a prominent position.</p>	✓	✓	✓	✓

SPONSOR BENEFITS ... continued

Benefit	Lead	Breakaway	Peloton	Hydration
<p>Feature story about Major Sponsor in our E-newsletter emailed to all of the participants, volunteers and supporters of the cycle Challenge (approximately 10,000 recipients)</p> <p>We will work with you to cocreate an article to ensure a high level of readership that is then distributed via our media channels.</p>	✓			
<p>Company logo displayed on the support vehicles using magnetic strips</p> <p>All Hartley Lifecare support vehicles will prominently display the major sponsors brand.</p>	✓	✓	✓	
<p>Your banner displayed within the dining hall at the Jindabyne Sport and Rec Centre for the duration of the Cycle Challenge</p> <p>The evening of day 1 sees us all congregate as a celebration of this event. It has become a centrepiece of the event and we will ensure a prominent location for all our sponsor brands.</p>	✓	✓	✓	✓
<p>Invitation for two people to join the presentation dinner in Jindabyne on Saturday 22 November, 2025.</p> <p>As a supporting and major sponsor we welcome your attendance at this highly engaged event.</p>	✓	✓		
<p>Acknowledgement of your sponsorship by the MC at the presentation dinner</p> <p>We understand the importance of recognising our sponsors and will work with you to craft a message our professional MC will announce.</p>	✓	✓	✓	✓
<p>Presentation Plaque/Certificate as a Major Sponsor with the opportunity to briefly address the audience at the presentation dinner.</p> <p>As a major sponsor your importance and engagement with this event deserves significant recognition. Our CEO will personally present a token of appreciation during this well attended event.</p>	✓			
<p>Company logo displayed on screen at the presentation dinner</p> <p>One of the most significant elements of this 2 day event is the presentation of awards. We will ensure all sponsors receive a prominent position.</p>	✓	✓	✓	✓
<p>Thank you in Hartley Lifecare's Annual Report</p> <p>As a way of thanking our sponsors and ensuring a legacy we will include a message within the annual report.</p>	✓	✓	✓	✓

CONTACT INFORMATION

For more information about Sponsorship opportunities for the Hartley Cycle Challenge:

Tania Goodacre

Senior Manager - Fundraising, Marketing and Community Engagement

TaniaGoodacre@hartley.org.au

Ph: 0492 269 013