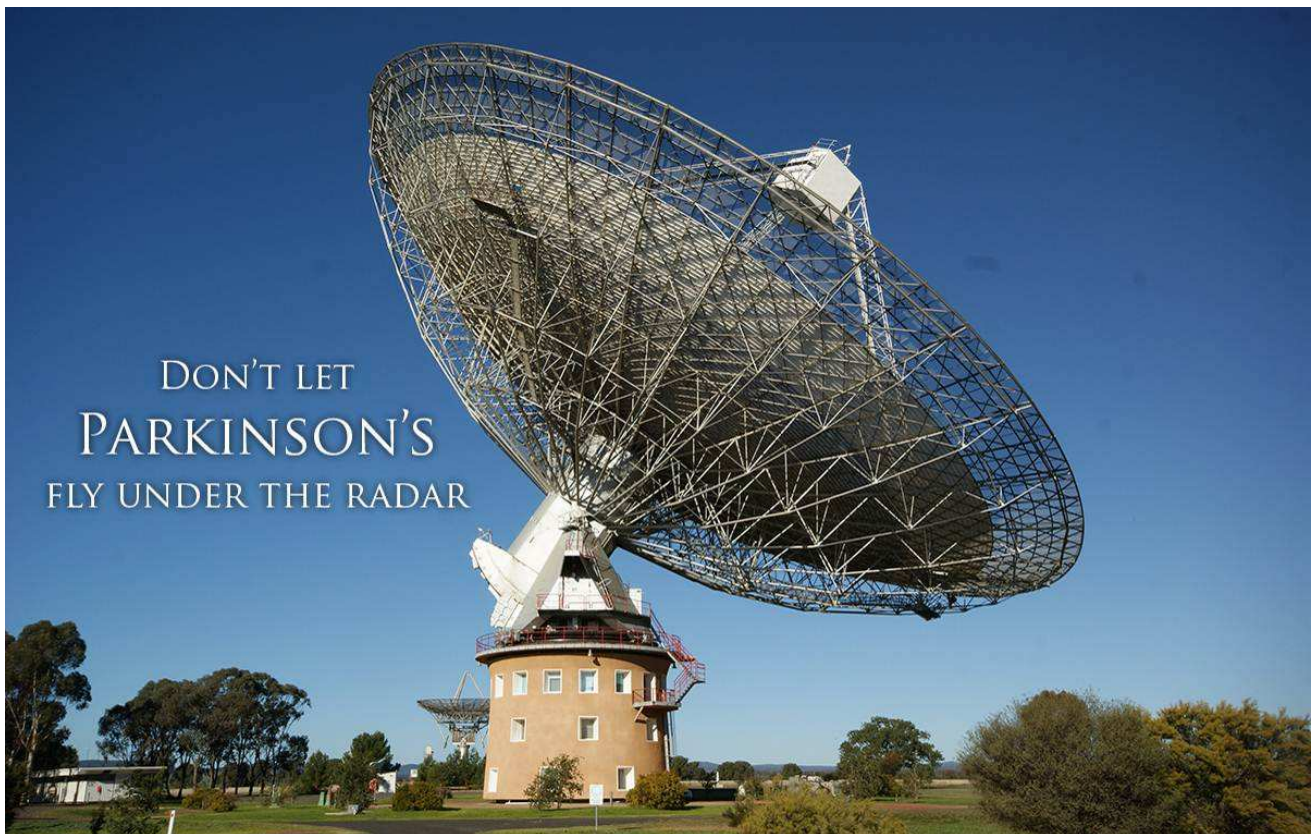




Sydney to Parkes 4th – 5th May 2013

**Get your motors runnin'. Head out on the highway - for charity.
Lookin' for adventure at the end of the ride – The Big Dish!**



Imagine your company or product as the leader of the pack

Front and centre for one of the most exciting and exhilarating charity events this country has witnessed - and all for a great cause.

Parkinson's disease affects 80,000 Australians and the Parkes region of western NSW has one of the highest incidences of Parkinson's disease per capita in the country.

With your support, we hope to use the funds raised from this event to support those with the disease, their families and carers, and encourage those currently with Parkinson's to not suffer in silence but seek help.

The Event

On Saturday May 4, hundreds of bikers will set out from Sydney Olympic Park, along Olympic Boulevard for the 360 km Big Ride to the western NSW town of Parkes and its iconic Big Dish, made famous in the movie The Dish.

The riders will comprise bike enthusiasts; from weekend warriors to corporate cowboys. From members of Ulysses to Long Riders and anyone who just loves those weekend rides to nowhere. They will be on Harleys, Victorys, Triumphs, Hondas, Kawasakis, Yamahas, Beamers and Hasqvanas but they will all have one destination in sight - Parkes for Parkinson's.

Their journey will take them across the Blue Mountains via Blackheath, Lithgow, to Bathurst and Orange and on to the Big Dish where the bikes will form a 'fishbone' cavalcade of honor right up to the radio telescope for the 'money' shot.

From there the cavalcade will proceed to the Parkes Showground for a special evening function featuring food, entertainment and an opportunity for locals to come out and view the bikes, greet the riders and join in the festivities.

Along the way, there will be stopovers in the major centres so that locals in those areas can come out, support and cheer on the participants, all for a great cause.

This will guarantee widespread exposure and positive public relations for all participating sponsors, which is a perfect segue into what we can offer your company in return for your support for

The Big Ride 4 Parkinson's.

What You Will Be Supporting

Parkinson's NSW is a not for profit community organisation and has been the peak body for the Parkinson's community in NSW for over 30 years.

We provide research funding as well as information, education, encouragement and support to people living with Parkinson's, their families and carers.

By supporting **The Big Ride 4 Parkinson's** you will enable PNSW to improve support services in the region.

The Challenge

Parkinson's disease (PD) is the second most common neurodegenerative condition (after dementia); a chronic, progressive and incurable disease with substantial disability, whose sufferers face enormous physical and psychological challenges.

The Challenge is not the ride. The challenge is what every person with Parkinson's faces every day of their lives.

Our challenge is to sustain the free counseling, information, education and nursing services that we provide.

- 10,500 new cases of PD were diagnosed in Australia in 2011 - 30 a day
- 19% of people living with PD are of working age (15-64)
- Approximately 1 in 350 people in Australia lives with PD
- For someone living with PD for 12 years, the average lifetime financial cost is around \$144,000
- The PD burden on the national economy is around \$8 billion annually.

Sponsorship Packages

PLATINUM - \$10,000

- Invitation for company representatives to attend The Big Ride 4 Parkinson's function in Parkes on the Saturday night
- Company logo in all publicity for the event
- E.g. Advertisements, Website, On-Line Fundraising Pages, Facebook, Flyers & Major signage on the support vehicle
- Acknowledgement in press releases
- Four signs positioned in prime positions at the start in Homebush
- Four signs positioned in prime positions at the Parkes Showground destination
- Opportunity to position signage at all rest stops along the way in major regional centres
- Opportunity for a branded company vehicle to act as a 2nd support vehicle
- Opportunity to provide riders with a visible company memento of the ride
- Company photo op at the Big Dish with the riders plus other photo ops with the riders
- 1/4 page ad in the Winter issue of Parkinson's 'Stand by Me' magazine
- Acknowledgement on the Parkinson's NSW website and Facebook page with link to your website and vice versa
- Opportunity to involve company staff and clients in the event. Free entry in the ride for 4 company staff
- Opportunity for a company spokesperson to speak at either the pre or post event function for 3min about your business
- Opportunity to have your staff assist at either the start, safety stops or finish line and meet and greet the participants
- Opportunity to distribute your information and potential sales information to all participants, those along the journey and in Parkes.
- Acknowledgement of support by MC
- Acknowledgement in the Parkinson's Annual Report

GOLD -\$5,000

- Invitation for company representatives to attend The Big Ride 4 Parkinson's function in Parkes on the Saturday night
- Company logo in all publicity for the event
- E.g. Advertisements, Website, On-Line Fundraising Pages, Facebook, Flyers & on support vehicle
- Two signs positioned in prime positions at the start in Homebush
- Two signs positioned in prime positions at the Parkes Showground destination
- Acknowledgement on the Parkinson's NSW website and Facebook page with link to your website and vice versa
- Opportunity to have your staff assist at either the start, safety stops or finish line and meet and greet the participants
- Opportunity to involve company staff and clients in the event. Free entry in the ride for 2 company staff
- Acknowledgement of support by MC
- Acknowledgement in the Parkinson's Annual Report

SILVER - \$2,500

- Invitation for company representatives to attend The Big Ride 4 Parkinson's function in Parkes on the Saturday night
- Company logo in all publicity for the event E.g. Advertisements, Website, On-Line Fundraising Pages, Facebook, Flyers & on the support vehicle
- One sign positioned at the starting line in Homebush
- One sign positioned in a prime position at the Parkes Showground destination
- Acknowledgement of support by the MC
- Acknowledgement on the Parkinson's NSW website and Face Book page
- Acknowledgement of support by MC
- Acknowledgement in the Parkinson's Annual Report

BRONZE - \$1,000

- Invitation for company representatives to attend The Big Ride 4 Parkinson's function in Parkes on the Saturday night
- Company logo in all publicity for the event E.g. Advertisements, Website, On-Line Fundraising Pages, Facebook, Flyers & on the support vehicle
- Acknowledgement of support by the MC
- Acknowledgement on the Parkinson's NSW website and Face Book page
- Acknowledgement in the Parkinson's Annual Report

To discuss or to seek further information, please contact:

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PARKES SHIRE COUNCIL

'Proudly supported by Parkes Shire Council'