



SUNDAY APRIL 7, 2024
WAIMATE, RUN IT, WALK IT, BIKE IT.

2024 SPONSORSHIP DOCUMENT





[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz

CONTENTS

WHITEHORSE BIG EASY EVENT

Mission Statement	pg 1
Organising Committee	pg 1

THE EVENT

Race and event details	pg 2
------------------------------	------

BUDGET

Estimated expenses for the 2024 event	pg 3
---	------

SPONSORSHIP

Overview	pg 4
Benefits	pg 5
Tiers	pg 6
Additional info	pg 7
Gallery	pg 8



MISSION STATEMENT

To promote the Whitehorse Big Easy tracks and raise awareness of them amongst local people, as well as national and international visitors.

To develop and maintain MTB tracks in the Waimate District.

To have an annual bike - run - walk event, raising money for charity and track development, while promoting the amazing outdoor resources that Waimate has to offer.

EVENT COMMITTEE

CHAIR - Justin Chittock

VICE CHAIR - Ryan Luckman

TREASURER - Raewyn Francis

SECRETARY - Brooke Cromie

COURSE MANAGERS - Geoff Lienert, David Gardner

TRAFFIC MANAGEMENT - Brooke Cromie, Sam Rooney

HEALTH & SAFETY - Brooke Cromie

SPONSORSHIP - Ryan Luckman, Brendan Lane

DESIGN & MARKETING - Sari Oswald, Lara Welsh

MARSHALL CO-ORDINATORS - Rachael Studholme

GROUND MANAGER - Justin Chittock

REGISTRATION - Raewyn Francis

TEAMS CHALLENGE - Ryan Luckman



[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz



THE 2024 EVENT

The Veterinary Centre Whitehorse Big Easy encompasses five separate events:

- Individual mountain bike categories - 7km, 13km, 20km, 27km
- Individual walk or run categories - 5km, 13km, 21km
- 1.5km run or bike course for younger kids
- Teams Challenge or Solo Elite - Run 21km, MTB 27km
- Duathlon - 12 km run, 20km MTB

The date is Sunday 7 April, and the venue for 2024 is Victoria Park, Waimate. There are courses for all ages and abilities, from the serious competitor to the Sunday stroller.

It's a great day out, the atmosphere is amazing and the whole family can take part. Funds raised go to selected charitable causes and to further develop the amazing tracks in the District.



[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz

THE VENUE

We have been using the same venue for the past four years and have found it to be a great success.

Victoria Park is a 5 minute walk from the centre of the Waimate township, behind the painted silos.

Spectators and competitors can wander around the manicured gardens, plenty of picnic spots, there's a camping ground, a world class velodrome, and multiple other sporting facilities. There's also a fantastic playground, a bird aviary and a wallaby enclosure to keep younger kids entertained.



[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz





EVENT EXPENSES

Estimated and actual costs for 2024

Timekeeping \$2,000

DOC Fees \$650

Hire Scout Den \$300

Signage \$600

Road Management \$700

Audit Health & Safety \$750

Advertising \$3,000

Social Media \$500

Website \$500

Design Work \$700

St John \$1,550

Trophies \$2,200

Water Juicies \$300

Race Numbers \$1,600

Winning Schools \$1,000

Misc \$1,000

Total
\$17,350



[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz



WE APPRECIATE OUR SPONSORS



[/WhitehorseBigEasy/](#)



whitehorsebigeasy.co.nz

By becoming a sponsor your business is partnering with our event. We want to create a mutually beneficial sponsorship arrangement for many years to come.

Your sponsorship allows us to run the event, and use any profits to further develop tracks in the District, and to support charitable causes. We are a not for profit event.

With five successful events completed, this coming April we will be celebrating 7 years of the Whitehorse Big Easy event. This is a great opportunity for our sponsors to receive excellent exposure as our event continues to grow.

We will use our social media platforms to advertise your involvement with the event, and also promote your business. We can provide you with graphics to use on your social media pages and newsletters, letting your clients know about your involvement.

It's an affordable and effective way to promote your products and services to our online community. We would encourage all of our sponsors to help us spread the news of their involvement.

On race day sponsors will also be able to set up tents at Victoria Park, and entertain your clients with the live sporting action, food and drink stalls. We get a lot of spectators from the local community, as well as supporters and participants. Entry to the event as a spectator is free.

We would love to have our sponsors enter any of the events!



BENEFITS OF SPONSORSHIP



[/WhitehorseBigEasy/](#)

Logo placement on our website, marketing material and social media

Raise awareness of your business to the Big Easy competitors and social followers

Create product/service awareness through giveaways on our social media pages

Promotion of your business via our social media marketing campaign



whitehorsebigeasy.co.nz

Enter a team in the teams challenge. Positive PR and potential winning glory!

Have a hospitality tent at the event Festival like atmosphere, music, food stalls, entertain your clients

Professional graphics provided to promote your involvement

Hyperlinks on our website improves your website SEO



SPONSORSHIP TIERS

NAMING RIGHTS. POA

We have confirmed a naming rights sponsor for 2024. We are delighted to once again team up with The Veterinary Centre, and look forward to working with them again this year.



[/WhitehorseBigEasy/](#)

GOLD - \$1,000

- Acknowledgement in media releases
- Large logo & hyperlink on website
- Large logo on all print marketing material
- Large logo on billboard advertising
- Large logo on front of race bib
- Promotion on social media
- Images provided for your optional use on social media, newsletters etc.
- Product/service placement in Facebook ad graphics
- The right to be the only business within an industry in this tier

SILVER - \$500

- Medium logo & hyperlink on website
- Medium logos on all print marketing material
- Medium logo on reverse of race bib
- Acknowledgement on social media
- Images provided for your optional use on social media, newsletters etc.

BRONZE - \$250

- Logo on website with hyperlink, and small logo on reverse of race bib



whitehorsebigeasy.co.nz



WHAT WE NEED FROM YOU

Please provide us with a high resolution copy of your logo and your email address.

Let us know if you would like graphics for your social media pages and newsletters.

For any sponsorship tier, we can run a product or service giveaway on our page.

Gold Sponsors:

We would like to promote your business on Facebook.

Please provide us with some high resolution images, and a blurb about your business. Think outside the square, we could focus on someone associated with your business that locals would know. Why did you want to be involved in this event? What's your favourite thing to do in the Waimate District? What do you want people to know about what you do?

We could also share content from your social media pages.



/WhitehorseBigEasy/



whitehorsebigeasy.co.nz

