



2024 Magic Ride



The logo for 'the magic ride' features the words 'the' and 'magic' in blue and 'ride' in yellow, with a small yellow bicycle icon.

30 May-2 Jun 2024, Hunter Valley

Help us send 150 kids to Camp Magic

Sadly, 1-in-20 kids will experience the death of a parent before they turn 18 and based on these statistics, it is likely that you know a family who's experienced this unimaginable trauma. Feel the Magic is an Australian charity providing grief education for kids grieving the death of a parent or sibling.

The Magic Ride is a FUN-raiser to help send grieving kids to our grief education & support programs after the death of a parent or sibling. The Magic Ride is four days of fully supported riding in the picturesque rolling farmlands and historical towns in the Hunter Valley region of NSW. Each day will have a different flavour to please the mind & challenge the legs.

The event and accommodation will be based at The Farm, Pokolbin. With a wonderful catering team onsite to keep your energy levels up and taste buds satisfied for the days ahead, you can sit back, relax and focus on your riding while our professional support team look after your every need.

Contact details: Adam Blatch 0401 775 770 or email adam.blatch@feethemagic.org.au

<https://magicride.com.au/>

Great sponsorship opportunities: contact Adam Blatch for more information!

Inclusions	Wheel partner 2 available	Team/'Spoke partner' 5 available	Feed station sponsor 1 available	Yellow Jersey sponsor 1 available	Award Jersey sponsor 1 available	Route sponsor of the day 4 available
Joint partner status for the whole campaign, pre-ride event speaking opportunity to help riders understand more about your brand and services.	✓	✗	✗	✗	✗	✗
Branding on Magic Ride riding kit.	✓ Main logo position	✓ Minor logo positions	✗	✗	✗	✗
Represented on Magic Ride marketing materials	✓	✓	✗	✗	✗	✗
Social media pre, during and post Ride (#riding days only).	✓	✓	✓	✗	✗	✗
Company Logo with sponsor links on Ride web pages.	✓	✓	✓	✓	✓	✓
Ride 'segment' sponsor (e.g., 'climbing/ sprint' section).	✗	✗	✗	✓	✓	✗
Daily recognition with tear-drop banners and website maps for the day of sponsorship.	✗	✗	✗	✗	✗	✓
Video feature on FTM socials and website.	✓	✓	✗	✗	✗	✗
Branding on Magic Ride Yellow or Award Jersey kit.	✗	✗	✗	✓ Main logo position	✓ Main logo position	✗
Feed stations tent with your logo every day of the ride (four days).	✗	✗	✓	✗	✗	✗
eDM inclusion of special offer to riders for your services (copy to be mutually agreed).	✓	✗	✗	✗	✗	✗
Package fee	\$10,000	\$5,000	\$3,000	\$3,000	\$3,000	\$1,500

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