



*SIGNATURE
TOUR*

2025 Partnership Opportunities

Curing Cancer. Changing Lives.

February 2025



Who we are and why we exist

1 in 3 Australians will be diagnosed with cancer in their lifetime. The other two will be closely affected by a diagnosis.

Tour de Cure is a charity that each year brings together hundreds of thousands of people across Australia to participate, fundraise, volunteer and aid cancer **prevention, research, education and support.**

Our Vision is that Cancer becomes a survivable disease this lifetime.

Our Mission is Curing Cancer and Changing Lives.

Over the past 18 years, we have year on year increased our impact on curing cancer, changing lives. In addition to delivering **over 50 events annually**, thousands of training hours for walks, runs, swims and rides, we have now funded **177 world class Cancer Breakthroughs.**

Tour de Cure has changed the lives of Australians, every year since 2007.

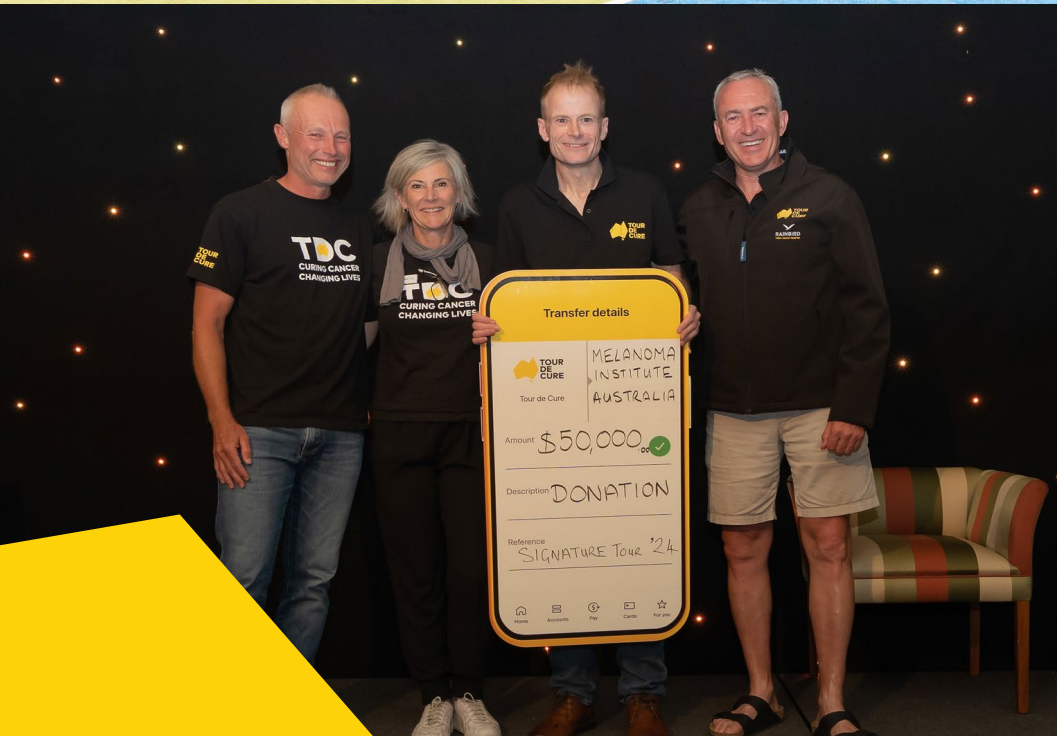




Our impact

With the help of supporters we have:

- **Directly engaged over 25,000 people each year** in our events and programs around the country.
- Provided cancer education to **over 250,000 school kids** through our Be Fit, Be Healthy, Be Happy prevention program.
- Provided funding to **support over 275 regional and rural cancer support groups** which positively impact 100,000+ people.
- Committed to funding the Tour de Cure Public Laboratory within Minderoo Children's Comprehensive Cancer Centre (MCCCC). A globally recognised facility housing more than 900 dedicated cancer researchers, scientists, clinicians and allied health workers, improving care and outcomes for children with cancer.



What is the Signature Tour?

Our Signature Tour is the heart of our charity—a 9-day cycling journey that drives awareness for our mission to cure cancer. Since 2007, this ride has been more than just a ride challenge; it's where our motivation to find a cure for all cancer types began.

This year, we'll travel through North Queensland, connecting with local communities to share vital education around cancer prevention and early detection. Every kilometre we ride sparks conversations and builds momentum for a future free from cancer.

As the nation's premiere multi-day cycling event, the Signature Tour brings together passionate cyclists, dedicated supporters, and a shared commitment to making a difference. The Signature tour "bubble" as its lovingly referred expands beyond the 9-day ride, but for months of preparation (6 months minimum), during and post-event.

By supporting this iconic ride, you'll be part of a story built on perseverance, community, and impact. Together, we can amplify our cause and pave the way for a brighter future.



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Signature Tour 2025

The Signature Tour goes troppo!

Starting in Airlie Beach on 29 May, multiple pelotons will ride through some of Australia's most beautiful landscapes including tropical rainforest, windy coastal roads and picture-perfect beaches as we follow the Great Barrier Reef, finishing up in Port Douglas on 6 June.

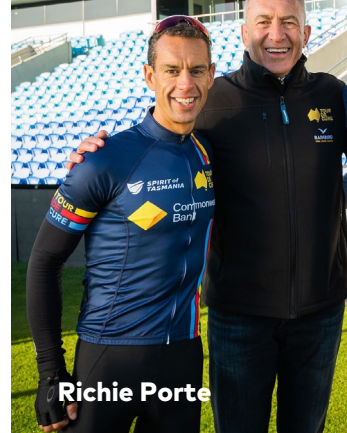
Riders will cycle more than 1,000 kilometres during eight days, presenting the ultimate challenge. This year we also offer a 3-day for those wanting a taste of the experience.

The event will be covered exclusively and live on Channel 7's Sunrise each morning with Mark Beretta and James Tobin bringing our Tour and your support to the Sunrise national audience (reaching 4 million nationally).

Every year, sporting stars, celebrities, TV personalities and the likes show their support of the Tour. On the right are just a few of the stars who have participated, utilising their personal platforms to increase reach & awareness.

TOUR HIGHLIGHTS INCLUDE:

- Providing \$120k in local grants to regional Australia.
- Presenting our interactive Be Fit, Be Happy, Be Healthy cancer prevention program to over 1,000 school aged children.
- Raising over \$2m to support cancer research.



Richie Porte



Eric Bana



Meg Lemon



Sarah Roy



Darren Hicks



Jamie Durie



Stuart Diver



Tony Lockett



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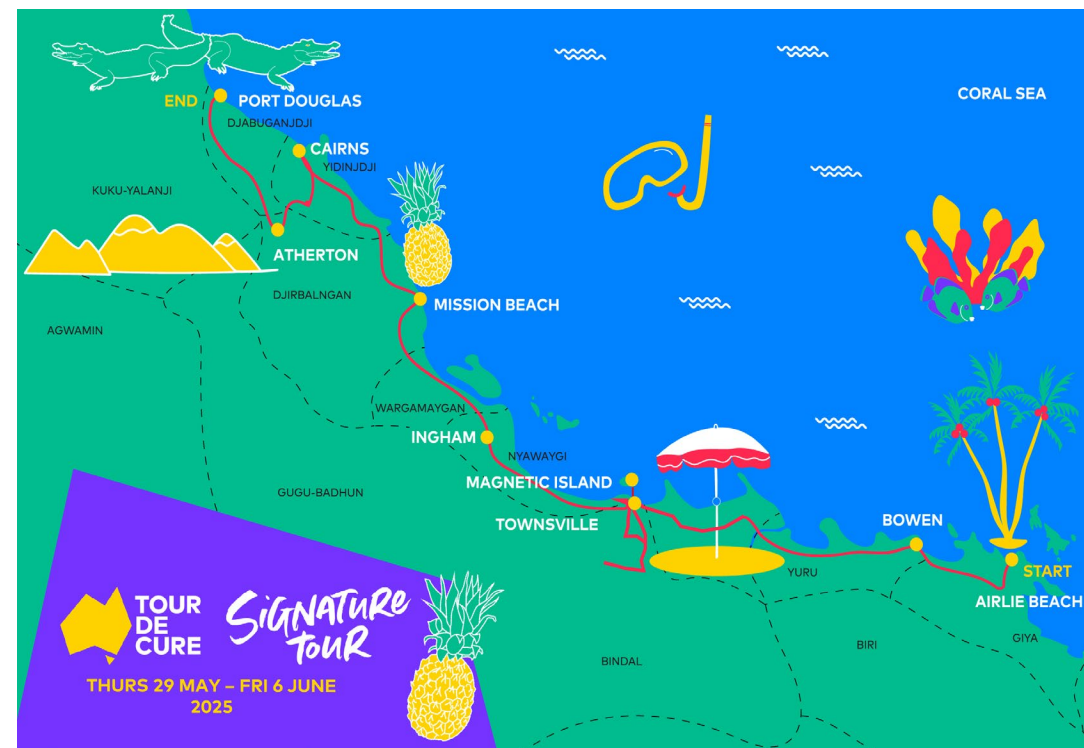
Signature Tour 2025



The Route

Thu 29-May (Day 0)	Arrive at Airlie Beach
Fri 30-May Day 1	Airlie Beach to Bowen
Sat 31-May Day 2	Bowen to Townsville
Sun 1-Jun Day 3	Townsville to Magnetic Island
Mon 2-Jun Day 4	Magnetic Island to Ingham
Tue 3-Jun Day 5	Ingham to Mission Beach
Wed 4-Jun Day 6	Mission Beach to Cairns
Thu 5-Jun Day 7	Cairns to Atherton
Fri 6-Jun Day 8	Atherton to Port Douglas

Signature Tour 2025



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Local Business and Community Sponsorship Opportunities



LOCAL BUSINESS AND COMMUNITY SPONSORSHIP OPPORTUNITY

Tour de Cure's mission is to Cure Cancer and Change Lives. We are able to fund cancer research, support and prevention projects through the generous funding in our local business and local communities. We have a family of dedicated Tour de Cure participants and volunteers with connections who want to join our mission.

WAYS YOU CAN BE INVOLVED

1. Make a tax deductible personal donation of any value
2. Make a tax deductible corporate donation of any value
3. Donations greater than \$10,000* can fund an Australian PhD Cancer Researcher
4. Donations greater than \$10,000* can fund a Local Community Grant

* Donations of \$10,000 or more above the individual's minimum fundraising commitment. For example, if a rider has already reached their \$3,000 (3 day tour rider) \$11,000 (Signature Tour Rider) fundraising target, then any donation of \$10,000 or more is eligible to fund a PhD Researcher or Local Community Grant. This would bring their fundraising contribution to \$13,000 (3 day tour) or \$21,000 (Signature Tour) or more.

Make a tax deductible personal donation of any value

Each participant joining a Tour de Cure event is required to meet a minimum fundraising commitment to Tour de Cure.

Signature Tour Full tour rider: \$11,000 | Tour Experience Rider: \$3,000

Signature Tour Support crew: \$2,500

You can support a participant by making a tax deductible donation of \$2 or more to their fundraising page and you will automatically receive a tax receipt via email.

Find your participant's Signature Tour [fundraising page](#)



Make a Corporate donation of any value

You can make a Corporate donation directly to a participant's fundraising page and you will automatically receive a tax receipt via email. Businesses are eligible to receive the same benefits from making a tax deductible donation as an individual does. Just like an individual donation, a corporate donation must be \$2 or more in value to be tax deductible.

Please contact accounts@tourdecure.com.au if you require a Tax Invoice and or wish to pay by EFT to Tour de Cure's bank directly.

Donations are GST exempt.

Fund an Australian PhD Cancer Researcher

Since Tour de Cure's inception in 2007, we have funded 81 PhD Grants. This program has been incredibly successful in supporting Junior Australian Cancer Researchers, contributing to two Tour de Cure breakthroughs, and providing invaluable time and mentoring within top Cancer Research Institutes. Did you know? The average PhD researcher spends over 4 years dedicated to their groundbreaking work. Our early career researchers, desperately need funding to further their work.

Your donation of \$10,000 or more will not only grow hope within cancer research but also support the next generation of Australian Researchers and Clinicians. Once you have funded a PhD researcher, you are able to follow their career and be proud of your contribution to helping their vocation and the impact they will have on Australian cancer research. You will have access to Tour de Cure assets to share, 'Proudly Supporting Tour de Cure' on your website.

Once a Tour participant has reached their minimum fundraising commitment, any donations of \$10,000 or more can go to fund an Australian PhD Cancer Researcher.



[Watch our PhD researchers receiving their \\$10k grant](#)



Contact fundraising@tourdecure.com.au to hear more about funding a PhD researcher

Your \$10,000 or more donation can be shown as a Business Expense and is GST exempt.



Fund a Local Community Grant

Having cancer is terrible for anyone, but people living in regional communities often do it even harder. Access to treatment can often mean travel away from home and local support can be limited. That's why on every tour, we donate \$10,000 to local cancer support projects and hold community dinners.

Your donation of \$10,000 or more will help to fund things like transport costs and other day-to-day expenses for regional people living with cancer, to make accessing treatment easier, as well as respite care and holidays to help families unwind, reconnect and recharge during and after treatment.

Once you have funded a Local Community Grant you are able to follow that organisations impact on their local community. We would love for you to present the \$10,000 cheque at the community dinner on tour. You will have access to Tour de Cure assets to share, 'Proudly Supporting Tour de Cure' on your website.

Once a Tour participant has reached their minimum fundraising commitment, any donations of \$10,000 or more can go to fund a Local Community Grant.



[Watch the impact your \\$10k donation has on local communities](#)



Contact fundraising@tourdecure.com.au to hear more about funding a Local Community Grant.

Your \$10,000 or more donation can be shown as a Business Expense and is GST exempt.

Only 9 Local Community Grants available.



Workplace Giving

An alternative to one-off large donations is the opportunity of pre-tax regular donations via workplace payroll.

Your pre-tax donation can increase the impact you have without feeling the pinch to your own pocket.

Here's how it works:

1. Speak to your workplace giving team or payroll officer and complete the appropriate forms
2. Your donation amount is deducted from your pay each pay cycle before tax
3. Your generous support goes to Tour de Cure regularly
4. You get a tax benefit each pay day.

You don't need to give a lot each month to have a big impact. Just \$20 a month can help us provide a cancer patient with a chemo wig, and \$65 a month can cover a month's living costs for a PhD research student. Every dollar helps us to get closer to curing cancer and changing lives.

Employer Matching Gift Program

Does your employer offer Donation Matching?

A matching gift program is a kind of corporate philanthropy or Corporate Social Responsibility program in which a company's charitable contribution "matches" that of its employees. An employee donates to Tour de Cure, submits a matching gift request, that request is approved, and the money goes straight from the company to Tour de Cure.

Corporate gift matching usually happens on a 1-to-1 ratio. For example, if an employee donates \$100 to Tour de Cure, their company will also donate \$100. However, some companies go above and beyond, offering an even more generous 2-to-1, 3-to-1, or even 4-to-1 gift ratio. That initial \$100 becomes \$200, \$300, or \$400 toward your fundraising goal!



LOCAL BUSINESS SPONSORSHIP

	Personal or Corporate Donation \$any value	Fund a PhD Cancer Researcher \$10,000* +	Fund a Local Community Grant \$10,000* +
		Follow the career of the PhD researcher you have funded, with breakthrough updates	
Local community integration			Present \$10,000 local community cheque in a town of your choice on tour
Brand Exposure		Acknowledgement on website, use of Proudly Supporting Tour de Cure logo	Acknowledgement on website, use of Proudly Supporting Tour de Cure logo
Media	Access to tour photography and videography	TDC social posts, access to tour photography and videography	TDC social posts, access to tour photography and videography
Community dinners		2 tickets to community dinners on tour	2 tickets to community dinners on tour
Tax deduction	Donation is tax deductible	Donation is tax deductible	Donation is tax deductible

* Donations of \$10,000 or more above the individual's minimum fundraising commitment. For example, if a rider has already reached their \$3,000 (3 day tour rider) \$11,000 (Signature Tour Rider) fundraising target, then any donation of \$10,000 or more is eligible to fund a PhD Researcher or Local Community Grant. This would bring their fundraising contribution to \$13,000 (3 day tour) or \$21,000 (Signature Tour) or more.

The partnership opportunity

Supporting Tour de Cure and partnering with the 2025 Signature Tour gives your brand the opportunity to be part of a growing movement to cure cancer. Additional benefits and opportunities include:

- Your staff can connect directly with the event by participating as riders and support crew, attending community dinners on tour, following the tour on Channel 7 Sunrise and joining the event finale.
- Research has shown that 86% of consumers believe that companies should take a stand for social issues. Supporting the TDC Signature Tour creates a positive and inspiring brand story for your customers as well as giving them the opportunity to connect through fundraising.
- The profile of TDC Signature Tour provides extensive brand exposure and awareness opportunities through branded team kit, branded merchandise, on air cheque presentations, on air content features, plus much more.
- Become part of the established Tour de Cure community where strong links are formed and opportunity for evolving your network.





Ways to be involved

We can create a bespoke package that meets your brand objectives, drives outcomes, and within your budget. Here are some options;

- Logo on rider kit, tour vehicles, event collateral ++
- Value-in-kind for event costs such as transport, accommodation, catering ++
- Branded merchandise
- Partner with the TV Special, reaching over 500,000 viewers + Virgin travellers
- Media package with Channel 7
- Sunrise billboards and content integration, reaching 3.2M Australians daily and 3.1M on weekends viewers nationally
- Activation on tour
- Onsite events, host dinners ++
- Donor matching campaign
- Donate directly to support a local grant
- Sponsor a PHD student
- Packages start at \$15,000



Entry Level Packages

The below packages are an easy way to engage with Tour De Cure for 'non kit' branding.

SUPPORTING PARTNER \$15K + GST

- Acknowledgement on website, branding on event signage
- TDC social posts, access to tour photography and videography
- 4 tickets to community dinners on tour
- *Opportunity to buy 'BTYB' Opening and Closing billboards for Sunrise Live Crosses valued at \$11,000 (2 billboards)

SUPPORTING PARTNER \$25K + GST

- Acknowledgement on website, branding on event signage + water bottles
- TDC social posts, access to tour photography and videography
- 4 tickets to community dinners on tour
- *Opportunity to buy 'BTYB' Opening and Closing billboards for Sunrise Live Crosses valued at \$11,000 (2 billboards)
- \$10k donor matching campaign, with your branding on all donations matched, TDC newsletter and social media posts to launch

Close off date for branded merchandise is 1 April 2025.

Close off date for Sunrise Billboards and Matching campaigns is 1 April 2025.

**Sunrise - Australia's preferred breakfast television show for an unparalleled 20th consecutive year, with a national average of 367,000 daily viewers.*



Local engagement opportunities

Activation On Tour - Branding and Engagement

- Performance gels / protein bars
- Mini First aid kits / lip balm / sunblock Wearables / rider data
- Motivation / values banners
- Ambassadors
- Host Dinners: inclusion on panels or interviews and the 'theme' of the night.

Value in Kind for Event Costs

- Transport
- Accommodation
- Digital/print advertising
- Catering
- Merchandise
- Event costs (Finale's)

Further Staff Engagement - Onsite

- Skin checks
- Health & fitness improvement programs
- Prevention discussions



Donations

Make a direct impact by funding a local support grant or sponsoring a PHD student with a \$10k Grant.

We will work with you to share this impact through video content and storytelling.

Watch [Westpac Wigs for Kids](#)

Fundraising

- Donation 'matching' campaigns
- Bespoke Social Media Activations
- Donate a % of sales
- Partnered events
- Payroll giving
- Virtual events
- Onsite Events (morning tea, etc)



Local engagement opportunities – dinners and activation support

Partner with us to engage with the local community and help reduce event costs, allowing us to allocate more funds towards supporting vital cancer research.

Cash Donation

Donate Value in Kind

Goods and Services

Raffle Prizes

Styling Assistance for the 'street theme dinner'

Table gifts for the riders and support crew

Brand Activations: 'Be Fit, Be Healthy, Be Happy'. Kids games and activation zones, recovery zones including massages.

Some Goods and Services ideas

- Catering: local produce, beverages, desserts
- Equipment Hire: tables, chairs, table decorations,
- Entertainment: live music, sound and staging equipment or Ambassadors: comedians, celebrities, compelling story tellers, or dignitaries engaged in the local community.
- AV - speaker & microphone
- Entertainment



TV Special

Tour de Cure and the Channel 7 production team have been making a highly successful 1-hour documentary about the annual Tour de Cure ride for the last 14 years.

The special show is well received by a wide audience across Channel 7 and 7mate, as well as being available on-demand (anytime) on 7plus, and Virgin In-flight entertainment.

The energy and impact of the documentary makes inspiring viewing, while spreading awareness of our mission, and the incredible work of the Tour de Cure community, our sponsors and supporters.

Airing later in 2025, the special is often used to open Seven's 'Summer Of Cycling', which includes live coverage of the Tour Down Under in Adelaide and The Cadel Evans Great Ocean Road Race in Geelong.

Estimated total audience: 500,000 viewers.





Next steps

Your support means more research, more worldclass cancer breakthroughs and helps us on our mission to a cancer-free future, this lifetime.

Together, we make a real difference and we would love to work with you, understand your purpose and create bespoke connection, engagement, and storytelling opportunities for a united goal.

To discuss further, please contact:

Robyn Watson – Head of Partnerships

+61 410 567 775

Robyn.watson@tourdecure.com.au



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Our current scorecard

\$140m+

Funds
raised

1,046+

Projects
funded

177

World class Cancer
Breakthroughs

2,000+

Volunteers'
(per annum)

50+

Events held in year
+ many DIY

4,770+

Accom. for
regional & rural

Where the money goes

Our Annual Grant program finds the best research, support and prevention projects from the leading Australian Cancer Research Institutes.

15%
SUPPORT

5% PREVENTION

80% RESEARCH



Leukaemia
Foundation

Royal Australasian College of Surgeons
Foundation for Surgery

mater foundation



Flinders
Foundation

SONY
FOUNDATION
AUSTRALIA

Chris O'Brien
Lifeshouse



SYDNEY
CHILDREN'S
HOSPITAL
RANDWICK

UNSW
SYDNEY

THE UNIVERSITY OF
SYDNEY

University of
South Australia



THE UNIVERSITY OF
QUEENSLAND
AUSTRALIA

MACQUARIE
University
SYDNEY AUSTRALIA



HUNTER
Breastcancer
FOUNDATION INC

QIMR Berghofer
Medical Research Institute

WEHI
brighter together

Peter Mac
Peter MacCallum Cancer Foundation

Prostate Cancer
Foundation of Australia

Garvan Institute
of Medical Research



murdoch
children's
research
institute

CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

CanAssist
Cancer Assistance for Country NSW

TRIO
TRANSLATIONAL RESEARCH INSTITUTE
AUSTRALIA

RUN
DIPG

TOUR
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CURE

SIGNATURE
TOUR



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Curing cancer.
Changing lives.

Thank you.



Our values



Courageous

We are bold and trusted in our quest to find a cure.



Achieving

We inspire each other to achieve great things.



Respectful

We acknowledge the importance of our community.



Inclusion

We embrace and value all.



Nurturing

We are a family that supports and encourages each other.



Growing

We actively challenge ourselves to develop and grow.

We achieve this through long-term partnerships with Australian leading corporate partners.