



What is polliepedal?

The National **polliepedal** is an annual long distance bike ride held throughout Australia to raise money for various charities. The event has been running for the past 12 years and brings politicians from all parties together along with other interested participants to raise much needed funds and awareness for the nominated charities.

polliepedal in Tasmania

In March 2006 Diabetes Australia - Tasmania, in collaboration with the office of Senator Guy Barnett, held the inaugural Tasmanian **polliepedal**. The close and ongoing working relationship between the organisation and Senator Barnett has ensured the success of the event in the past and will continue to do so into the future. In the past three years **polliepedal** has raised over \$120,000 for use in diabetes education and community awareness activities within Tasmania.

polliepeda'09 will be held in the south of Tasmania, the three days of riding covering the Channel area, eastern shore and New Norfolk. We expect another good turnout and we obviously are hoping for increased levels of both funds raised and awareness of the risks of diabetes. The event will be held over the weekend of 27 February to 1 March 2009.

Participants in the previous Tasmanian **polliepedal** have enjoyed what Tasmania has had to offer in the featured regions, and 2009 will be no different with detours made to enjoy wineries and the other points of interest.

An event for everyone

You are invited to participate in this event at the level you feel most comfortable. For example you may like to ride for half an hour at your own pace then join a visit to a winery or school. You can select the segment of the journey that suits you. Whatever the level of your contribution, your attendance and participation will be most warmly welcomed and appreciated.

Together we can turn diabetes around

- Information, education and motivation
- National Diabetes Services Scheme (NDSS)
- Medical supplies
- Public awareness
- Advocacy



Sponsorship Opportunities

In order for **polliepeda'09** to be a success, support is being sought from all members of the Tasmanian community.

See inside for full details



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Phone: 03 6333 0233

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Together we can turn diabetes around



Platinum
Naming rights
\$10,000 +GST

The Platinum Sponsorship has the following benefits:

- The ride will be presented as "Diabetes TASMANIA presents the *Your Organisation polliepedal'09*".
- Up to four members of your organisation to ride with the politicians - riders may alternate to provide greater participation.
- The opportunity to associate your organisation with a worthwhile and well publicised event as well as increase your brand's visibility.
- Prominent logo placement on all promotional material prior to and during the event.
- Prominent logo signage on all support vehicles.
- Prominent logo on the front and back of all riding jerseys.
- Opportunity to position up to 2 of your own roll up banners at various stops and media opportunities during the event.
- Prominent logo on all literature handed out during the event.
- Your organisation will be recognised in the Diabetes TASMANIA magazine to members, *dat's news*, published four times a year and circulated to over 4,000 Tasmanians by direct mail, with one full page editorial/advertisement valued at \$935.00.
- Inclusion in all electronic media and print promotion of **polliepedal'09**.
- Recognition on Diabetes TASMANIA's website with links to your website.
- Opportunity to effectively network with key decision makers.



Gold
\$6,000 +GST

The Gold Sponsorship has the following benefits:

- Up to three members of your organisation to ride with the politicians - riders may alternate to provide greater participation.
- Prominent logo placement on all promotional material prior to and during the event.
- Logo signage on all support vehicles.
- Logo on the front and of all riding jerseys.
- Your organisation will be recognised in the Diabetes TASMANIA magazine to members, *dat's news*, published four times a year and circulated to over 4,000 Tasmanians by direct mail, with one half page editorial/advertisement valued at \$450.00.
- Inclusion in all electronic media and print promotion of **polliepedal'09**.
- Recognition on Diabetes TASMANIA's website with links to your website.
- Opportunity to effectively network with key decision makers.



Silver
\$4,000 +GST

The Silver Sponsorship has the following benefits:

- Up to two members of your organisation to ride with the politicians - riders may alternate to provide greater participation.
- Logo placement on all promotional material prior to and during the event.
- Logo signage on all support vehicles.
- Logo on the front and of all riding jerseys.
- Inclusion in all electronic media and print promotion of **polliepedal'09**.
- Recognition on Diabetes TASMANIA's website with links to your website.
- Opportunity to effectively network with key decision makers.



Bronze
\$2,500 +GST

The Bronze Sponsorship has the following benefits:

- One member of your organisation to ride with the politicians.
- Logo placement on all promotional material prior to and during the event.
- Logo signage on all support vehicles.
- Logo on the front and of all riding jerseys.
- Recognition on Diabetes TASMANIA's website.
- Opportunity to effectively network with key decision makers.