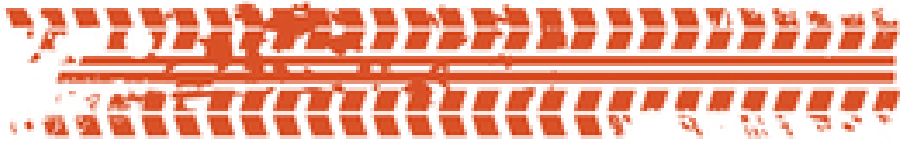


Beyond Bitumen



Beyond Blue



Beyond Bitumen Rally 2020



SPONSORSHIP PROPOSAL

PREPARED FOR:

PREPARED BY: CRYSTAL COPELAND AND RHETT JEFFREY -
CAR 79

What is the Beyond Bitumen Rally?

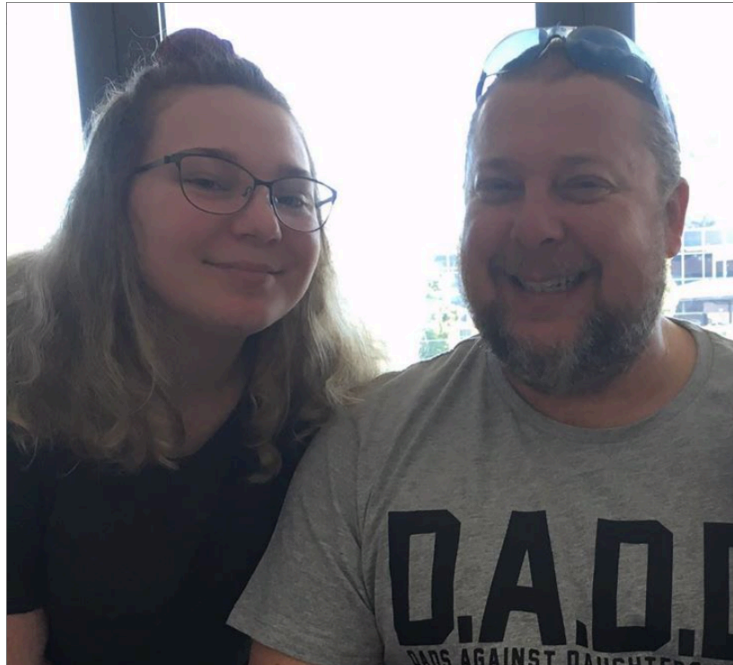


The Beyond Bitumen Rally is an annual event that raises money for the independent non-profit organisation Beyond Blue, who are working to address issues associated with depression, suicide, anxiety disorders and other related mental disorders.

In 2020, we will be taking on NSW Southern Districts and Victorian High Country, while raising funds for Beyond Blue and trying to end the mental health stigma. We will start the four-day tour in Goulburn NSW and finish in Gundagai NSW, having tackled 1400kms of forest and farming dirt roads.

For the first time, the event will be running twice this year, to try and make the event safer for all participants. The 2020 rally dates are Friday 27th March and the second Rally on Friday 29th May.





What happened in the 2019 rally?

For us, 2019 was our first rally and we loved it. Together we all fundraised \$450,000+ for Beyond Blue, which made the 2019 Rally the highest fundraising year. Our personal goal is to raise enough to beat our personal fundraising record, which is \$1144.

About us!

Rhett, our main driver, is a full-time truck driver with over 15 years experience. He has a special interest in mental health awareness as he lost a close friend to mental illness. In last years rally he enjoyed all of the rough 4x4 tracks we drove through along with meeting new people.

Crystal, our main navigator, is Rhett's eldest child and also the one who convinced him to take part in the 2019 rally. She is a full-time university student studying a Bachelor of Science. Crystal struggled with mental health as a teenager and Beyond Blue helped her get the help and support she needed to become healthy again. Her favourite part of the 2019 rally was meeting new people and helping end the mental health stigma.





The Benefits to You

As a sponsor we will give you space on our car to add your own sticker for advertisement. During this rally we will be travelling through 30+ towns and cities, as well as the various motorways we need to travel to get ourselves to the rally. Below we have listed some other benefits.

CONNECT WITH YOUR CUSTOMERS.

Customers are getting more and more interested in what their companies of choice support and this aids their decision on what companies to return to with their business. What better way to communicate your values than by sponsoring an event that matches theirs? Mental health awareness has a large part in today's society with many people trying to do what they can to help their communities with mental health awareness and support. When people see that your supporting a team that helps raise thousands of dollars for BeyondBlue they will think, "wow they really care about their communities well-being" which is a bonus for everyone!





GIVE YOUR STAFF SOMETHING TO SMILE ABOUT.

Supporting our team will help your staff see that you care and have an interest in mental health, which will make them feel more confident in the brand they're working for. It will also make your employees feel like they can help spread mental health awareness while working for you, which is a bonus!

SOCIAL MEDIA EXPOSURE

Leading up to and during the rally, both Crystal and Rhett talk about the rally, the people supporting them everybody helping them get there! Combined, Crystal and Rhett have an Instagram following of over 800+ followers, a Youtube channel with an average of 2500 views per video. All sponsors will also be mentioned on our everydayhero fundraising page, so everyone that donates to our fundraiser will also see that you and your company are supporting us and are helping us get to the rally.





Sponsorship Options

Our main sponsorships are listed below and all include sticker advertising space on our vehicle as well as social media exposure.

Entry Fee	\$600
Travel Costs	\$800
Accomodation	\$500
Food Costs	\$500
Fundraising Donation	Amount of your choice

If the above options aren't for you, we also accept sponsorships of your own value over \$200, which will also include the above mentioned sticker space and social media exposure.

If you are just interested in sticker space OR social media exposure we are offering them for \$100 each.

Thank you for taking the time to look over our sponsorship proposal!

We hope you decide to support us in our journey by sponsoring us! If you are interested in sponsoring us in way not listed above, please email using the email listed below, we are happy to create a sponsorship that suits you. We look forward to hearing from you!

Contact Details

Crystal Copeland

Email: Crystalannecopeland@gmail.com

Phone: 0413744641

Fundraising Page:

<https://2020hireexpressbeyondbitumen.everydayhero.com/au/rhett-crystal-car-79>

Extra Information

Beyond Blue: <https://beyondblue.org.au>

Beyond Bitumen Rally:

<https://charitycarevents.com.au/beyond-bitumen/>



Kind Regards,
Rhett & Crystal - Car 79