



## PCRGR/Gold Coast 2010 campaign sponsorship proposal

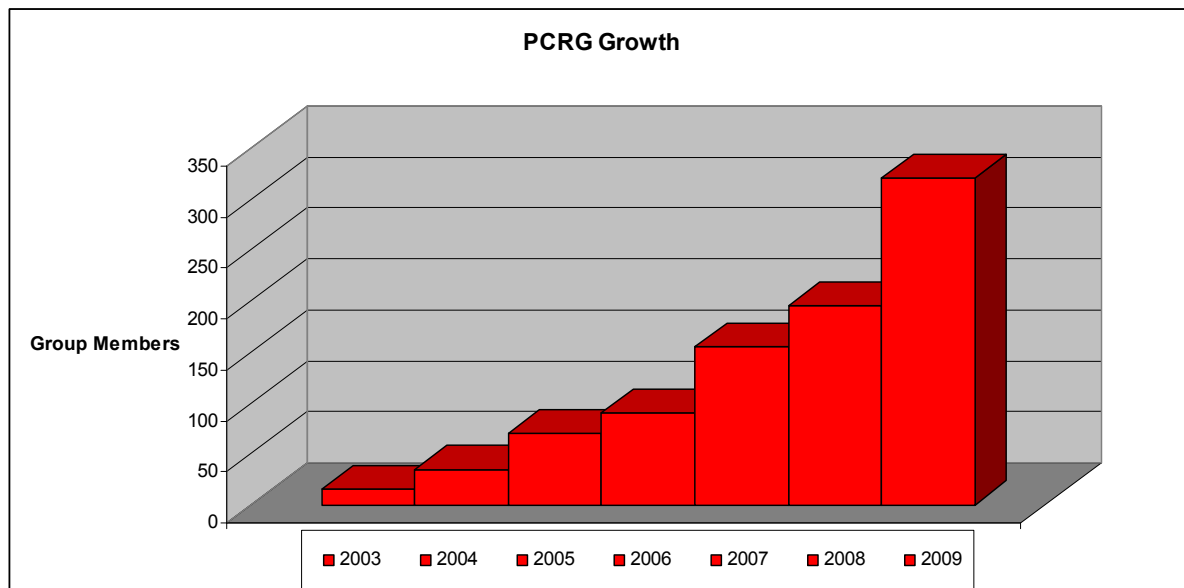
PCRGR is looking to partner with like-minded organisations.

PCRGR is a South Bank based (Brisbane) community running group catering for runners of all levels which meets every Tuesday/Thursday/Friday @ 5.40am. Pat Carroll founded PCRGR in 2003 and mentors each session.

Pat's achievements include:

- Represented Australia 18 times (including 3 Commonwealth Games)
- Australian all comers record holder for the Half Marathon
- Fourth fastest Australian Marathon runner in history
- 4 times winner of the Gold Coast Marathon
- It is fair to say that Pat is the best Queensland male distance runner of all time

PCRGR currently has 320 active members (55% female - 45% male). Each PCRGR session attracts between 60 and 110 members. The average age of PCRGR members is 35 years and a strong percentage of members are business professionals representing diverse industries including Accounting/Legal/Banking and Government. PCRGR provides its members the ability to maintain a balanced lifestyle which is essential in today's business climate.



[PCRGR won the 2009 Australian Open Running Club Championship](#)

PCRGR has to date raised over \$98,000 for charity. A **PCRGR video** can be viewed by visiting this URL: <http://www.patcarroll.com.au/summer.htm>

## **Previous and current PCRG sponsors include:**

Laing O'Rourke/Accenture/Adidas Sunglasses/Mizuno/Scody/Intraining  
Majer Recruitment/KPMG/Auscript  
The Ship Inn/R4YL/Sebel Resort Noosa/Booth Engineers & Assoc Pty Ltd  
Steele Wrobel/Networth Investments/pb sports nutrition/Timex/Tribettrealstate  
Hunt Lawyers

## **PCRG Feedback**

Queensland Premier and PCRG member **Anna Bligh** endorsement:

*I joined PCRG in August 2005 and haven't looked back. Being a member of PCRG has improved my running, including my time, increased my motivation and helped me reach my running goals. I'm a big fan and recommend PCRG to anyone looking for a great start to the day.*

**Anna Bligh**  
Queensland Premier

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*We were proud to partner with PCRG over the recent Summer Series. Aligning with PCRG was a natural fit for us given our long history of supporting the community and our objective to make our society a better place to live and work. With a recognised friendly and dedicated group enjoying Brisbane's early morning beauty, we were excited to support PCRG's initiatives and its group members.*

**Sue Dean**  
Queensland Marketing Manager  
KPMG

# Sponsorship Opportunity

## PCRG/Gold Coast 2010 campaign

**March 23 - July 4**

**15 weeks**

PCRG is in operation all year round and there is a specific Gold Coast Airport Marathon campaign that is designed to lift member's spirits and add more excitement to the PCRG sessions. Prizes (provided by sponsors) will be awarded at the conclusion of each PCRG session.

The PCRG Countdown to Gold Coast 2010 campaign will involve 45 training sessions during the lead up to the [2010 Gold Coast Airport Marathon](#) (July 5) which consists of a Marathon/Half Marathon and 10k. In 2009 PCRG had the largest team at the Coast consisting of 180 runners.

**Three sponsorship levels exist:** (Benefits noted on following page)

**Gold Sponsor (Campaign Naming Rights):**

**\$6000** cash and/or suitable product (wholesale cost) including optional \$1000 merchandise limit.

Previous campaigns were known as: Hunt Lawyers/PCRG Gold Coast 2007 campaign - Tribetterealestate/PCRG Summer Series - Adidas Sunglasses/PCRG Summer Series - Laing O'Rourke/PCRG Gold Coast 2009 campaign.

**Silver Sponsor (Including naming rights to the PCRG Annual Dinner):**

**\$3000** cash and/or suitable product (wholesale cost) including optional \$500 merchandise limit.

**Bronze Sponsor:**

**\$1000** cash and/or suitable product (wholesale cost).

**Cash example:**

Tribetterealestate sponsorship cash was used to purchase 30 Timex watches.

**Suitable product example:**

Adidas Sunglasses supplied PCRG with 32 pairs of sunglasses.

**Merchandise example:**

KPMG supplied PCRG 80 back packs emblazoned with the KPMG logo. Merchandise could also include drink bottles/caps or any other suitable items.

<b>Benefits</b>	<b>Gold Sponsor \$6000</b> cash/suitable wholesale product/merchandise (\$1,000 merchandise limit)	<b>Silver Sponsor \$3000</b> cash/suitable wholesale product/merchandise (\$500 merchandise limit)	<b>Bronze Sponsor \$1000</b> cash/suitable wholesale product
Campaign naming rights, eg: 'ABC' / PCRG Gold Coast 2010 campaign	√		
Logo in header of PCRG Newsletters #	√		
Logo in the header of PCRG poster (.9metre x 1.4metre) displayed at South Bank between 5.30am and 7.30am	√		
2 Membership passes to PCRG Countdown to Gold Coast 2009	√		
Logo placed on PCRG Countdown to Gold Coast 2010 singlets	√		
Preferred placing of logo on www.PatCarrollOnline.com	√	√	
Naming rights to PCRG annual PCRG dinner.		√	
1 Membership pass to PCRG Countdown to Gold Coast		√	
Preferred placing of logo on PCRG poster displayed at South Bank between 5.30am and 7.30am		√	
Preferred placing of logo on PCRG Newsletter		√	
Logo on PCRG poster displayed at South Bank between 5.30am and 7.30am			√
Logo on www.PatCarrollOnline.com			√
Logo on PCRG Newsletter			√
10 PCRG sessions			√
Logo in header of entry tickets used by PCRG members at each session	√		
Logo on entry tickets used by PCRG members at each session		√	√

**# Logo in header of PCRG email Newsletters:**

Currently there are 1600 subscribers and 2 email Newsletters will be forwarded each week (28 in total) throughout the PCRG/Gold Coast 2010 campaign.

An example of a PCRG Newsletter can be viewed by visiting this URL:

<http://www.patcarroll.com.au/news.htm>

## Added Benefits

- All sponsors will be provided with industry-exclusivity.
- A 20% discount will be offered to all PCRG/Gold Coast 2010 campaign sponsors for sponsorship costs involved with subsequent PCRG campaigns.
- Involvement with PCRG as a sponsor not only offers your company direct exposure to PCRG members but also demonstrates that your company is supporting a high profile group of runners seen training in the surrounds of Brisbane city as well as when competing in events PCRG targets throughout the year.
- Your employees may join PCRG and as a result enjoy a more balanced lifestyle.

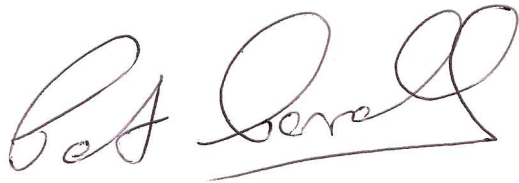
Further information about PCRG can be found by visiting this URL:

<http://www.patcarroll.com.au/group-runs.htm>

All sponsorship is to be finalised no later than Monday 1<sup>st</sup> February 2010.

Please contact me on the below phone number or email address to take up a sponsorship opportunity with the PCRG/Gold Coast 2010 campaign.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Pat Carroll', with a horizontal line underneath the name.

Pat Carroll

0403 176672

[pat@patcarrollonline.com](mailto:pat@patcarrollonline.com)