

19
MAY
2024

ROCKY'S BIGGEST
CHARITY RUN

ROCKY RIVER RUN

SPONSORSHIP
PROSPECTUS

 **ROCKY**
RIVER RUN
sevenrockyriverrun.com.au

ADVANCE 
ROCKHAMPTON



Rockhampton Regional Council, along with Seven Central Queensland, are proud to announce the largest annual Central Queensland charity running event on Sunday 19th May 2024.

THIS EVENT IS NOW IN ITS 16TH YEAR AND WILL BE HELD ALONG OUR BEAUTIFUL RIVERSIDE.

Year upon year, this successful event has brought tourism to our city and contributes to our local community and economy.

We invite you to partner with us through sponsorship, in-kind support, charity EOI or by registering a team for one of the four distances.

THE 7ROCKY RIVER RUN PROMISES TO BE A FUN DAY OUT FOR THE WHOLE FAMILY.

Rockhampton Regional Council, along with Seven Central Queensland encourages participation all in the name of a good cause, and of course health and fitness.

Ready, Set, Register!



MAYOR TONY WILLIAMS

Rockhampton Regional Council

7 ROCKY RIVER RUN

The 7Rocky River Run 2024 is set to be bigger and better than previous years.

**BUSINESS,
THIS IS YOUR
OPPORTUNITY.
GET INVOLVED
WITH CQ'S
BIGGEST
CHARITY
RUNNING
EVENT.**

7Rocky River Run plays a significant role in the Rockhampton Region's annual calendar of events. Investment into events and festivals is putting Rocky on the Radar for intrastate and interstate visitation.

This is a **key part of our future growth** for our local industry and community.

We encourage your business to capitalise on this influx of visitors and our local community that not only love their fitness but also enjoy getting out and having fun along our Riverfront Precinct.

Take advantage of one of the sponsorship opportunities available for the 7Rocky River Run 2024 – let's keep the momentum going and well and truly place Rockhampton on the National events landscape.



ANGUS RUSSELL

Executive Manager
Advance Rockhampton



THE 7ROCKY RIVER RUN IS CENTRAL QUEENSLANDS LARGEST RUNNING EVENT. HELD ON **SUNDAY, 19 MAY 2024**, THE RUN RAISES MUCH NEEDED FUNDS FOR CHARITY ORGANISATIONS SUPPORTING OUR COMMUNITY.

Celebrating its 16th successful year in 2024, 7Rocky River Run has become a great tourist attraction for Rockhampton and is a major contributor to local community groups.

Starting and finishing in the Riverside Precinct, Rockhampton's favourite charity event once again promises to be a fun day out, all in the name of a good cause.

LOCATION

Rockhampton Riverside Precinct and Surrounds.

Each race will start and finish on Quay Street, outside Customs House, and continue through the surrounds of inner Rockhampton.

DATES

Registrations open late 2023
Event is held on Sunday 19 May 2024

TIMES*

Sunday 5am – midday
*Draft program hours.

KEY ELEMENTS

- Largest CQ charity running event
- Four race distances
- Intrastate and local competitors
- Raising funds for charities supporting our community
- 2,000+ competitors expected
- Celebrity MC
- Strengthening health and fitness in our community
- Post event recovery zone for local business partnerships



GOALS

DELIVER THE LARGEST CHARITY RUNNING EVENT IN CENTRAL QUEENSLAND. THE EVENT HAS FOUR MAJOR GOALS:

- 1** *Deliver the largest charity running event in Central Queensland*
- 2** *Raise much needed funds for charities supporting our local community*
- 3** *Drive local and out of region visitation*
- 4** *Grow our economy*

THE RIVER

WHY PARTNER WITH US?

OUR GOAL IS TO BE A GREAT PARTNER. WE WILL WORK WITH YOU TO DEVELOP A TAILOR-MADE PACKAGE THAT SUITS YOUR BUSINESS BRAND GOALS WITHIN THE COMMUNITY. BY WORKING TOGETHER, WE CAN BRING TO FRUITION A GREAT EVENT THAT ADDS VALUE TO OUR COMMUNITY.

showcase and
build awareness
of your brand

achieve your
business goals
and KPIs

broaden your
network
with new
connections

launch and
promote new
products to
niche groups

get direct
access to
the running
and fitness
community

showcase your
support of local
community and
regional events

connect with
the community

align your brand
with a reputable
and charitable
event

2,000+

passionate running enthusiasts, fitness warriors, social groups, charities and families

THIS IS YOUR BIGGEST CHANCE EACH YEAR TO CONNECT WITH ROCKY'S FITNESS CROWD.

ENGAGEMENT

FACEBOOK

Impressions **364,274**

Engagement **27,662**

Page likes **5,606**

*1/12/22 - 31/5/23

WEBSITE

Users **10,000**

Page views **52,000**

Engagement **59%**

*1/1/23 - 30/6/23

THE EVENT

Entrants **2,000+**

Charity funds **\$8,000+**



2023

MEDIA RELEASE

7ROCKY RIVER RUN 2023 RAISES OVER \$8,000 FOR CHARITY

Rockhampton Regional Council is delighted to announce that over \$8,000 is set to go to this year's nominated race charities thanks to over 2,000 entrants pounding the pavement on the weekend at 7Rocky River Run!

Rockhampton Region Mayor Tony Williams said the funds raised for both CQShines Foundation and Ronald McDonald House Charities South East Queensland is only made possible thanks to the participants and sponsors.

"We are so proud to be making a sizeable donation to both CQShines Foundation and Ronald McDonald House," Mayor Williams said.

CQShines Foundation General Manager Glenn Burton thanked the 7Rocky River Run organisers, volunteers and participants for throwing their support towards the health of all Central Queenslanders.

"It was an incredible Sunday morning, with more than 2000 runners in Central Queensland's biggest charity fun run. All funds raised for CQ Shines Foundation will go towards our patient accommodation project," Mr Burton said.

"Our special thanks go to all the runners, who raised much-needed funds for CQShines, and to our amazing volunteers, who came down to support CQShines on the day."

Acting Executive Manager Advance Rockhampton Zac Garven said Council was ecstatic to see such a great turnout for the event.

"Not only did 7Rocky River Run entrant numbers exceed expectations we also had a 40% increase in competitors from outside the region which shows strong support for the event from the Queensland running community," Mr Garven said.

"Planning has already commenced for the 2024 event with race details, charity nominations and sponsor opportunities to be released soon," he said.

Seven Central Queensland is the proud naming rights sponsors of the 7Rocky River Run 2023 supported by Buddy's Fire as 10km race partner and City Centre Plaza as 2km race partner; thanks also to Media Partners CQ Today and LiSTNR and Event Supporters Aussie Gold and IGA.

OUR AUDIENCE

The 7Rocky River Run has become Central Queensland's largest charity running event, and is a fun day out for a good cause. Entrants can run, walk, wheel or stroll in the half marathon 21km, 10km, 5km or 2km distances with the event open to all ages.



RUNNING FANATICS

21KM | 400+ COMPETITORS

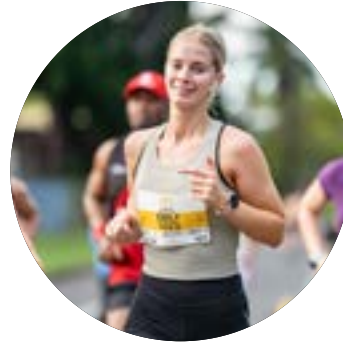
Their main form of fitness is running, and running might be described as their passion

Research and wear 'the best' running footwear, clothing, and accessories

Often tech-savvy and will track their run with apps, smart watches, or fitness trackers to get optimum running results

Will advocate their running brands and are brand heroes

They train for marathons and travel the state for running events



FITNESS ENTHUSIASTS

10KM | 450+ COMPETITORS

Have a favourite running shoe brand

Participate in the active-wear market and are often brand heroes

Use fitness trackers and tech to track their overall fitness journey

Often engaged in fitness foods and consumables market

Running may be their primary form of fitness, however they are likely to engage in other events or gyms

Competitors from previous years looking to improve



GET-FIT WARRIORS

5KM 1,000+ COMPETITORS

Most popular race distance that entrants can walk or run

Most popular with teams and 'team instigators' who organise their social or work group

Entrants often engaged in fitness programs with gyms and trainers

Engage in fitness and active-wear brands from a fashion perspective

5K run often is the end point of a personal fitness challenge



FUN RUNNERS & CHARITY HEROES

2KM ENTRANTS

Traditionally attracts joggers and walkers

Entrants with prams are encouraged to enter this distance

Entrants who participate for charitable reasons, or dress up for fun

Popular with teams and families

OPPORTUNITIES

**WE ARE LOOKING FOR IN-KIND
SPONSORSHIP
FOR THE FOLLOWING:**



**HYDRATION
STATION**



**VOLUNTEER
SUPPORT**



**MEDIA, ADVERTISING
& MARKETING**



**STAGING & AUDIO
EQUIPMENT**



**REPLENISHMENT
STATION**



**RACE PACK
GIVEAWAYS**

	NAMING RIGHTS	21KM HALF MARATHON	10KM RACE	5KM RACE	2KM RACE	OFFICIAL SUPPORTER
Investment (ex. GST)	SOLD	\$15,000	\$10,000	\$10,000	\$7,500	\$2,500
Mandatory reference to relevant sponsorship	✓					
Media Release announcement (exclusive)	✓	✓				
Media Release announcement (not exclusive)	✓	✓	✓	✓	✓	
Logo inclusion on Website	✓	✓	✓	✓	✓	✓
Social Media / Facebook posts	10	8	6	6	4	2
Television Advertising	✓	✓				
Radio Advertising	✓					
Online digital advertising	✓					
Print Advertising	✓	✓	^	^	^	^
Logo in Email Marketing (EDM)	✓	✓	✓	✓	✓	✓
Opportunity to present awards	✓	✓	✓	✓	✓	
OFFICIAL EVENT SIGNAGE (GENERIC)	✓					
Sponsor logo on race bibs (relevant to sponsorship)	✓	✓	✓	✓	✓	
Option for sponsors to provide signage (allocation to be negotiated within sponsor agreement)	✓	✓	✓	✓	✓	✓ 4 coreflutes 4 tear-drops
Complimentary Trade Site*	✓	✓	✓	✓	✓	✓
Complimentary Race Entries	20	15	10	10	7	2
Invite to Sponsors Tent	✓	✓	✓	✓	✓	✓
Sponsor on Participant Shirt (dependant on deadlines for printing)	✓	✓	✓	✓	✓	

WE'LL WORK WITH YOU

OUR GOAL IS TO MEET YOUR NEEDS AS A VALUED PARTNER AND OFFER PREMIUM BRAND EXPOSURE OPPORTUNITIES.

We will work with you to develop a tailor-made package that suits your business brand goals within the community and potentially further afield. By working together we can bring to fruition a great event that adds value to our community.

^ As space allows as dictated by ad sizes and as determined by bookings.

*Standard trade site footprint 3m x 3m. Increased footprints can be negotiated where space allows.

Some of the above inclusions may not be relevant at the time of signing due to print deadlines eg. posters, signage.



**LET'S TALK ABOUT
PARTNERSHIP OPPORTUNITIES.**



**TANYA PAUL
INDUSTRY ENGAGEMENT
AND SPONSORSHIP OFFICER**

Advance Rockhampton
Rockhampton Regional Council

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rockyriverrun.com.au



@RockyRiverRun



BEFORE PROCEEDING CONSIDER THE FOLLOWING

Rockhampton Regional Council will not seek sponsorship from, or sponsor any party engaged in current or pending legal proceedings involving the Council or where the proposed project would contravene any section of the Local Government Act or where the proposed project may expose Councillors, the Council or its staff to conflicts of interests. Signing up to Sponsor 7Rocky River Run does not constitute any relationship of principal and agent, partnership or joint ventures between the parties. Rockhampton Regional Council reserves the right to refuse expressions of interest to sponsor.