



# GEORGE TOWN COUNCIL

## Sponsorship Application Form

Organisations wishing to obtain sponsorship from the George Town Council are required to provide the following information. This information will be used by Council to evaluate the potential sponsorship relationship and to determine if any risks exist which may affect the integrity of either party.

### Applicant Details

Surname	Wakefield	First Name	Shelley
Organisation	Cycling Tasmania	ABN	60 620 378 342
Address	5 Newlands Street		
Suburb	Trevallyn	Postcode	7250
Phone (H)		Phone (W)	
Phone (M)	0498 882 389 0498 882 389	Fax	
Email	shellie.wakefield@cycling.org.au		

### About your Organisation

Statement of principal activity

*To develop and sustain a best practice organisation that is successful in the promotion of safe and healthy participation opportunities in recreational cycling in Tasmania.*

Have you received sponsorship or funding from George Town Council for a previous event or program?

 Yes

 No

If Yes, please provide details below

Do you have any relationships with other organisations or businesses which could be disadvantageous to Council?

 Yes

 No

If Yes, please provide details below

What is your legal status as an organisation?

Company Limited  Incorporated Association  Statutory Body  Unincorporated Group  ABN

If you are not registered for GST you may need to complete a 'Statement by Supplier' form. We will contact you if a statement is required.

**Name of Event, Program or Project to be sponsored**

Let's Ride School Holiday Program

**Date(s) and Time(s) of Event, Program or Project**

Term 1 School Break - 2019

**Location of Event, Program or Project**

Grassed area next to the Skate park in Anne Street, George Town

**Event, Program or Project Description**

Let's Ride is Cycling Australia's National Participation Program that aims to increase participation in cycling for primary and early secondary school students. The Let's Ride program aims to help kids develop basic skills, safety awareness, health and fitness, while also seeding a love for the sport of cycling. This fun school holiday activity is one that children in the community will love. This program has been highly successful in teaching children, some who hadn't been able to ride previously how to ride confidently and safely. The purpose of the program will be to provide participants with the skills to ride safely and promote cycling as a recreational activity. Further advantages to conducting the Let's Ride School Holiday programs will be increased attendance at the George Town Carnival adding to the long term investment in our youth within the community. 🇺🇸

**Please list Event Program or Project Objectives and Outcomes**

Bike riding is a skill that comes with a wide range of benefits. While most of us know that regular cycling contributes to better physical health, there are plenty of other reasons why learning to ride a bike is more important than ever. Here are just a handful of them:

1. Cycling keeps kids physically active
2. It benefits kids' mental health and learning
3. It's something the whole family can enjoy together
4. It's great for the environment
5. It's a great way to get around
6. Cycling is a fun and social sport
7. It teaches kids basic bike skills and safety awareness
8. It provides education on road rules and develops better road users

**Please briefly explain how these will be achieved**

The Let's Ride School Holiday program is a ideal follow on from the Tour of Tasmania which will promote riding as a recreational activity, in addition to a pathway to club participation. The program can cater for up to 30 children or two sessions which will cater for up to 60. Let's Ride will improve the physical and social inclusion within the community and initiate a relationship with cycling clubs. The program will increase participation at Come and Try sessions and the Carnivals, which is at the forefront of the next generation of carnival participation and longevity of the George Town Carnival.

In the long term, this plan will ensure the sustainability of community interest in the sport and promote riding as means of transport and physical activity.

**Please explain how you will monitor and measure the objectives of your event, Program or Project**

As discussed the program has been highly successful delivered in a community setting. After the program has been delivered there has been an increase in participation at club level, people commuting by bike and riding within the community. Additionally children has taken important messages from the program, such as wearing a helmet and communicating effectively with other road users.

**How does your Event, Project or Program**

- Align with or support Council's future direction;
- Respond to demonstrated needs and concerns of the community;
- Demonstrate wide community support;
- Support and enhance the cultural life of George Town;
- Enhance the image of the town as a vibrant place to live and visit;
- Enhance community life by providing opportunities for participants to build relationships and networks.

**Please detail how Council's support for your Event, Project or Program will be demonstrated**

George Town Council will be recognised on printed promotional material and on social media platforms. The project will be delivered by Cycling Tasmania made possible by the George Town Council which will fund up to 60 children to participate in the Let's Ride School Holiday Program.

**How many people do you estimate will directly benefit from this project?** 20 - 50

**Total Amount of Sponsorship Request** 2000

## PROJECT BUDGET

- Clear budget information will allow Council to better understand your Event, Project, Program.
- Please account for all expenses and income, monetary and voluntary. This includes all items listed in the income column – including the amount of sponsorship sought from Council.
- Items included in the budget must relate to the Project | Activity. Any other expenses that do not relate directly to this application must not be included.
- You may attach a separate budget document.
- You may attach quotes for items / services if you wish.
- Please round up each item to the nearest dollar – do not include cents.

### GST

If your organisation **IS** registered for GST, please provide **GST exclusive** amounts in your budget. Council will add GST to the amount funded, should your application be successful.

If your organisation **IS NOT** registered for GST, your expenses should **include GST**, where applicable.

## BUDGET

### INCOME Description

\$

### EXPENDITURE

#### Description

\$

Cycling Aust. Lets Ride Resource	\$1800
Travel Expenses	\$ 350
Printing & Advertising	\$ 250
Bike Maintenance	\$ 200

TOTAL INCOME

TOTAL EXPENDITURE

2600

Please detail other funding, support or sponsorship you have sought, or will seek for this event, project or program.  
Please indicate the source, the amount and if this support is confirmed.

**Are any approvals required to complete the Event, Program or Project?**

No

Yes

If yes, please list approvals and authorizing agent. Pre-approvals must be in place before sponsorship will be considered

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**ORGANISATION**

Cycling Tasmania

Authorised Signature

Print Name and Title

Collin Burns - Executive Officer

Date

8 January 2019

**WITNESS**

Authorised Signature

Print Name and Title

Shellie Wakefield - Development

Date

8 January 2019