



Cycle Instead Bikeweek

SUPPORTING SPONSOR EXPRESSION OF INTEREST

(Closes 31 October)

Cycle Instead Bikeweek runs from nine days in early March each year

Event sponsors receive a high level of professional promotion through the Department for Planning and Infrastructure.

Bikeweek promotional initiatives include:

- A cycling promotional lift out in the *West Australian* newspaper
- A 'Win a Bike a Day' competition in the *West Australian*
- Printed promotional material distributed to bicycle retailers, local government libraries, recreation centres and event organisers:
 - Bikeweek brochures advertising selected metropolitan events
 - Fliers advertising the Bike to Work Breakfasts
 - A3 posters advertising selected metropolitan events
- Promotional merchandise distributed to community and school events throughout the State
- Cash grants provided to about 100 individual community events

Bikeweek is managed by four full time staff during the four months leading up to its commencement date.

We would appreciate your details as follows

Name of your organisation _____

Contact name _____

Telephone (W) _____ Mob _____

Facsimile: _____ Email address _____

Web address if applicable _____

Mailing address _____

Town or suburb _____ Postcode _____

What aspect of Bikeweek would you like to sponsor?

- A major event
- Community events
- Other

Thank you for your expression of interest. We will contact you within two working days.

☒ Please return this application form either by **post, fax or email to:**

Bikeweek EOI Sponsorship
Bikewest
Department of Transport
GPO Box C102
PERTH WA 6839

Fax: 9216 8497

Email: cycling@transport.wa.gov.au

NOTE: for emailed applications, please type **BIKEWEEK EOI SPONSORSHIP** in the subject heading.

If you wish to discuss any aspects of the Funding Priority Areas, you are welcome to phone the Cycling Development Project Leader on 9216 8306.

Personal information collected by the Department of Transport will be handled in accordance with the *Privacy Act 1988*.