



## *Cycle Instead* Funding Priorities

*Cycle Instead* sponsorship funding priority areas are those activities that promote:

- the benefits of cycling specifically to local families and communities.
- the benefits of cycling specifically to females.
- the benefits of cycling specifically to youth.
- opportunities for novice riders to participate in cycling.
- *Cycle Instead* and the Perth and Regional Bicycle Networks.

## Important Criteria

- The program must comprise one of the following as its key purpose:
  - promote and encourage cycling for transport, health and/or recreation
  - promote the environmental and/or economic benefits of cycling
  - focus on cycling skills, safety and education.
- Sponsorships will not be granted to assist with financing costs associated with running an organisation, such as staff and equipment costs.
- Sponsorships will not be granted for infrastructure projects.
- Travel, tours, conference attendance, camps are not eligible for sponsorship.
- Sponsorships will not be granted to agencies receiving funding from car manufacturers, companies associated with the tobacco or alcohol industries, or the fast food industry.
- Sponsorship will not be granted to individuals, for individual endurance rides or for fund raising purposes.
- Applications must be submitted by an organisation, association, Local Government Authority, transport or health organisation, which will take lead responsibility for the event/activity.
- Sponsorship will be granted on the basis that a basic risk assessment (road closures, signage, water, sunscreen etc) will be undertaken prior to the event/activity taking place.