



Car 501

Sponsorship Proposal

Variety Bash 2019



Sponsor Car 501

Help kids who are sick, disadvantaged or have special needs!

Who is Car 501?

We are a group of friends who are teaming up for the 2019 Variety Bash because we know that together we can help children who are sick, disadvantaged or who have special needs, to attain their full potential.

2019 is the first time that we're taking part in the Variety Bash. It's an exciting and fun way to raise funds for children in need. As well as helping children and their families, the Bash is a wonderful opportunity to connect with other Variety supporters and experience what it means to be part of the 'Variety Family'.

Our team are all members of the Redback Garrison, the Queensland Branch of the 501st Legion, a worldwide Star Wars themed club that collects money for a variety of charities. Therefore, we are using the Star Wars theme for our car in 2019 Bash. We will be taking our costumes with us, and wearing them whenever we stop at events that Variety have arranged along the way, or other opportune times that may assist with raising more donations.



The Redback Garrison will also be assisting us with collecting donations, at various events throughout Queensland, to not only lift our total but also promote Car 501, and raise awareness of the work Variety does in our community.

*We've set ourselves the ambitious
target to raise **\$15,000.00**,
but we need your help!*

The Challenge

The iconic Variety Bash is Australia's largest and most successful charity motoring event, to date raising over \$220 million nationally for Aussie kids in need. The Variety Bash is 10 action-packed days through spectacular outback Queensland as the 2019 Variety Bash treks from Mackay to the Gold Coast!

Throughout the Variety Bash, we'll visit local towns, stopping into schools and organisations to visit the kids we're helping. 'Bashers', as we're affectionately known, get to see the direct impact of our fundraising efforts along the way, with a range of educational, health and mobility equipment provided to local children, schools and organisations in rural communities.

Where the Funds Go

Every day, Variety – the Children's Charity receives requests for assistance from families who are doing it tough. The money raised through the Variety Bash will directly help children who are sick, disadvantaged and who have special needs by way of goods and services.

In the last year, Variety has been able to provide almost \$1 million in grants of equipment, services and scholarships throughout Queensland thanks to fundraising. Every dollar you donate is used immediately to help Aussie kids have a fair go.

- Every \$1,000 you contribute can help a child who is non-verbal to communicate with iPad assistive software.
- Every \$5,000 you contribute can help a disadvantaged child follow their dreams with a scholarship in the arts, sport or education.
- Every \$10,000 you contribute can provide wheelchair accessible vehicle modifications to help safely transport a child with special needs in their family car.

Sponsorship of Car 501

As our team is trying to maximise the donation we can provide to Variety, we are looking for corporate sponsors with all sponsorship money donated going directly to Variety.

The levels of sponsorship we are seeking are categorised below:

1. **Platinum Sponsor** – Sponsorship of \$5,000 (1 available)
2. **Diamond Sponsor** – Sponsorship of \$2,500 (up to 3 available)
3. **Gold Sponsor** – Sponsorship of \$1,250 (up to 6 available)
4. **Silver Sponsor** – Sponsorship of \$900 (2 available)
5. **Bronze Sponsor** – Sponsorship of \$250

Benefits of Sponsorship

Description	P	D	G	S	B
• Recognition on Bash Car with placement of your business logo on the side panels of the car. Number of Panels:	4	2	1		
• Recognition on Bash Car with placement of your business logo on the 1 side of the roof rack basket / storage tubes				✓	
• Recognition on Bash Car with placement of your business logo on a sticker on the car. Sticker size up to 225cm ² (eg: 15 x 15cm or 10 x 22.5cm etc).					✓
• Recognition on our team page on Facebook fb.me/BASHCAR501	✓	✓	✓	✓	✓
• Post event acknowledgement on Facebook	✓	✓	✓	✓	✓
• Framed thank you certificate showing an image of the team car	✓	✓	✓	✓	✓
• Recognition of sponsorship level on our website. www.car501.com.au	✓	✓	✓	✓	
• Summary of the stories and children Variety has assisted with the help of your sponsorship	✓	✓	✓	✓	
• Introductory post on Facebook including business logo and link to web site	✓	✓	✓		
• Recognition at fundraising events and activities	✓	✓	✓		
• Recognised as a Sponsor on Facebook cover image on our team page	✓	✓			
• Placement of logo and recognition of sponsorship status on all printed materials for sponsored events.	✓				
• Provision of small goodies* to be handed out at schools and in communities along the way	✓				

**Such as branded rulers, pens, money boxes, teddies etc – anything that the company would like to provide that can be carried easily (no remote-control cars or buckets of Lego etc)*

Further Information

We thank you for taking the time to consider our sponsorship proposal, and hope you will help Car 501 reach our goal of raising much needed funds for Variety.

If you wish to sponsor us, or discuss any aspects of this proposal, please contact:

Matt Spoljarevic

E: matt@kayhan.biz

P: 0419 375 143

Thank you for taking the time to read our prospectus. We look forward to working with you on this exciting event.



Proudly Supporting

