



Sponsorship Proposal

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Introduction

The Wycheproof King of the Mountain Race Originally ran from 1978 – 1988. The King of the Mountain Race put Wycheproof on the Map. The annual event attracted participants from across the nation, bringing together running enthusiasts, and spectators alike.

The race takes place in the picturesque mallee town of Wycheproof, known for its iconic Mount Wycheproof, the smallest registered mountain in the world. This unique event was a cornerstone of our community, and we are committed to returning this event to our proud community.

The event has laid dormant for 35 years, the Wycheproof Narraport Football Club is ready to bring this event back to the community.

The King of the Mountain Race presents an excellent opportunity for the Wycheproof Narraport Football Club to promote our proud and unique history and actively contributes to the development and vitality of our community.

King of the Mountain offers an incredible opportunity for sponsors to align themselves with a dynamic and high-energy event that captures the spirit of competition, community, and adventure.

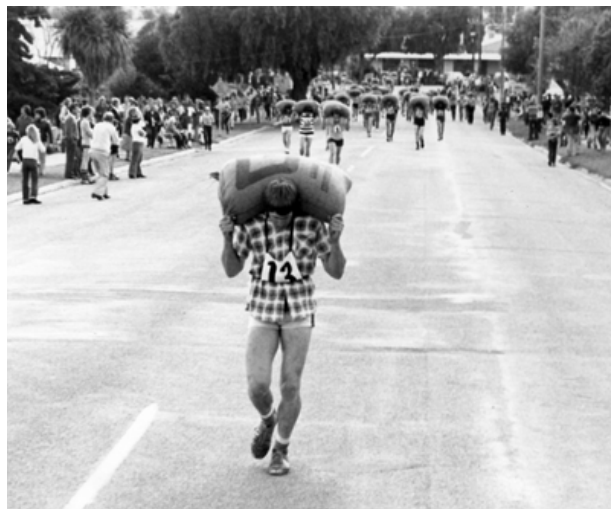
About the Event

The Wycheproof King of the Mountain is a challenging road race. Competitors tackle the 1 km track from Wycheproof Centenary Park to the Summit of Mount Wycheproof with 60kg Wheat bag on their shoulders. The race is a true test of endurance, skill, and determination.

Moreover the Wycheproof King of the Mountain event caters for the whole family, with a Queen of the Mountain event, where participants tackle the same course with a 20kg bag on their shoulders. As well as open age sprint and relay events, and children's events.

10 Races

- King of the Mount (60kg)
- Queen of the Mount (20kg)
- Mens Mountain Dash
- Womens Mountain Dash
- Masters Mens Mountain Dash +40
- Masters Womens Mountain Dash +40
- Boys Mountain Dash
- Girls Mountain Dash
- Mens Relay
- Womens Relay



Greg Dax the winner of the first King of the Mountain

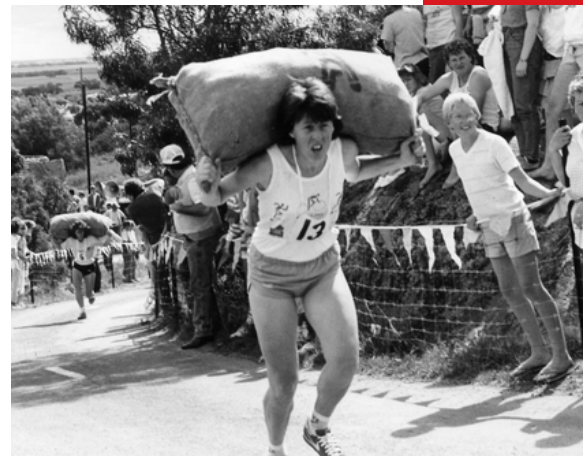
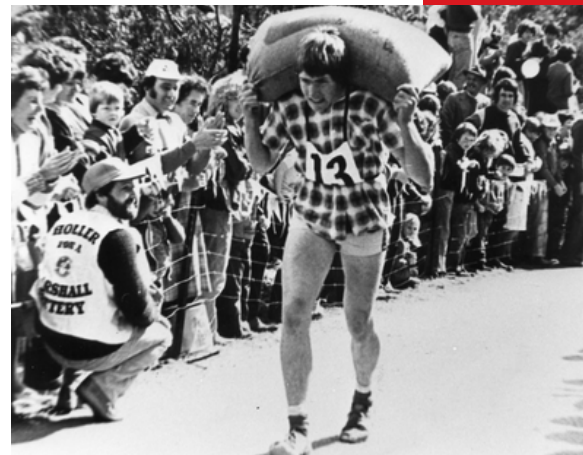
Why Sponsor King of the Mountain

Brand Exposure: The Wycheproof King of the Mount offers extensive brand exposure both on-site and through various media channels. Sponsors will have their logos prominently displayed on race signage, and race bibs. Additionally, media coverage provides an excellent opportunity for sponsors to reach a wide audience.

Community Engagement: By supporting the King of the Mount, sponsors become an integral part of a vibrant community event. Engage with the local community by hosting interactive booths, giveaways, and product demonstrations. Connect with athletes, spectators, and volunteers to build meaningful relationships and demonstrate your commitment to the community.

Targeted Marketing: The event attracts a diverse audience of outdoor enthusiasts, fitness enthusiasts, families, and tourists. Sponsors can target their marketing efforts to reach this specific demographic through various promotional channels, including social media, and event programs.

Positive Brand Association: Align your brand with the King of the Mount's core values of perseverance, adventure, and community spirit. This association creates a positive brand image and enhances brand loyalty among participants and spectators alike.



















Sponsorship Opportunities

Title Sponsor: Be recognized as the exclusive Title Sponsor of the Wycheproof King of the Mount. Benefit exclusive naming rights of the event, as well as prominent logo placement on all event materials, including the event logo, all print and social media, race bibs, race wheat bags, podium backdrops, and banners. Enjoy maximum exposure and exclusive marketing opportunities.

Gold Sponsor: Showcase your brand as the Gold Sponsor, receiving extensive logo visibility on event collateral such as event programs, and promotional banners including podium backdrops, and banners.

Silver Sponsor: Receive recognition during the award ceremony, on promotional materials, and online social media marketing.

BENEFITS	TITLE SPONSOR \$15 k - \$20 k +GST	GOLD SPONSOR \$2,000 + GST	SILVER SPONSOR \$1,000 + GST
Naming Rights to the Event			
Business Name & Logo incorporated into Event logo			
Logo on Race Bibs and Wheat Bags			
Logo on Participation Certificates			
Promotion on all print media.			
Promotion on Social Media			
Logo inclusion on pre-event running program			
Promotion on Registration Website			
Logo on event Banner	