



Bendigo's Human Powered  
Vehicle Team

## Sponsorship Prospectus



Help support one of Australia's best  
human powered vehicle (HPV) teams

[www.wattleracing.org](http://www.wattleracing.org)



## Who is Wattle Racing?

Formed in 2014, Wattle Racing Inc is a community sporting group located within the Bendigo district that design, builds and races Human Powered Vehicles (HPVs). We are an incorporated not-for-profit association.

Many young people throughout central Victoria compete in the popular HPV Energy Breakthrough event in Maryborough. The Energy Breakthrough, however, is only open to school students.

Many of our Wattle Racing team members have participated at the Energy Breakthrough and wanted to continue post-school at other events across the country.

## What's a human powered vehicle?

Human powered vehicles (HPVs) are pedal powered with three wheels: the front two wheels steer, whilst the rear wheel is driven by the pedals. With our aerodynamic composite fairings combined with our fit riders we can exceed 60 km/h during a race.

All of our vehicles are built in-house by our team in Bendigo.



## Where do we race?

Our races are held across Victoria and South Australia between February and October each year and can be as short as 6 hours and as long as 24 hours. Each race is a relay event, where riders take turns through the event. The team that completes the greatest distance wins.

Most events will attract between 100 – 200 other teams from primary schools, secondary schools alongside community and veterans teams.



## Our Grand Final: the Australian International Pedal Prix

The biggest HPV race in the world is the Australian International Pedal Prix held each spring in Murray Bridge, South Australia. This three day carnival draws over 10,000 people attending the race in person and an additional 10,000 following the livestream at home.

## Our Honour Roll

### MALE SQUAD:

- Wonthaggi Human Powered Grand Prix - Overall Champion: 2017, 2019
- Australian International Pedal Prix (SA) - Overall Champion: 2019
- Australian HPV Super Series - Series Champion: 2019
- Victorian HPV Series - Series Champion: 2015, 2016, 2017, 2018, 2019
- Male Squad - Individual race wins to date: 25.

### FEMALE SQUAD

- Australian HPV Super Series - Female Series Champion: 2015, 2016, 2017, 2018, 2019
- Victorian HPV Series - Female Series Champion: - 2015, 2016, 2017, 2018, 2019
- Female Squad - Individual race wins to date: 37.

## Join a winning team, help us go further

Wattle Racing are at the top of our game in the sport, being successful for the overall victory amongst 200 other teams and also fight for the top step in the female and under 20 categories. This success has enabled us to be one of the most recognised teams amongst the HPV community.

## Leading the change for women in sport

Wattle Racing has been the leading team in creating promotion for females in sport as well as giving the up-and-coming generations a chance to be successful within our Under 20 team.

## Our strong and engaged online community

We have a strong and passionate social media with over 1,000 followers on Facebook and Instagram. Our new website - [www.wattleracing.org](http://www.wattleracing.org) - is launching in 2022 and will feature rider profiles, team history, vehicle information, past and upcoming events, race results, provide recognition of our sponsors and much more.

## How can you support us?

As we emerge from two COVID interrupted seasons, we are seeking support from sponsors eager to help keep Wattle Racing team competing at the top level and being able to purchase much needed equipment.

Our race fees total over \$2,500 per team per season, we have extensive travel costs to get to our races throughout Victoria and South Australia and our equipment and tools are starting to show their wear and tear after nine years of use. We are predominantly a self-funded team.



# Sponsorship Levels & Benefits

## Gold Sponsorship \$5,000

Limited Gold Sponsorship Opportunities.

- Most prominent sticker branding on our human powered race vehicle/s
- Most prominent sticker branding on our Wattle Racing trailer
- Trailer is seen weekly throughout Bendigo & also Victoria and interstate when racing.
- Most prominent print branding on our team shirts and hoodie (with your logo)
- Logo included on team website (launching in 2022)
- Highlighted Social Media inclusions in majority of posts on both Facebook and Instagram (our accounts have 1000+ followers)
- Updates of our activity.
- Provision of high resolution photos of the team for your use and distribution
- Promotional visit to your business or location to meet the team and photo opportunity.
- Name included in all media and promotional opportunities.
- Post-Season Thank You certificate.
- Always invited to races, training sessions and/or group dinners.

Preferably a 1 year + 2 year agreement, with a renewal discussion every 12 months.

## Silver Sponsorship \$2500

- Large sticker branding on our vehicles
- Large sticker branding on our trailer
- A print spot on our team shirt and hoodie
- Logo included on team website (launching in 2022)
- Social media plugs in majority of posts we make on Facebook and Instagram
- Updates of our activity
- Provision of high resolution photos of the team for your use and distribution
- Post-Season Thank You certificate
- Invitations to races, events, training sessions

Preferably a 1 year + 2 year agreement, with a renewal discussion every 12 months.

✓ More sponsorship levels on the next page

## Sponsorship Levels & Benefits cont.

### Bronze Sponsorship

**\$1,000**

(Over 3 years)

- Medium sticker branding on our vehicles
- Medium sticker branding on our team trailer
- Name of your business on our team shirt and hoodie
- Logo included on team website (launching in 2022)
- Mention in our social media posts on Facebook and Instagram
- Invitation to events
- Post-Season Thank You certificate

### Supporting Sponsorship

**\$500**

- A sticker branding on our vehicles
- Logo included on team website (launching in 2022)
- Mention in our social media posts on Facebook and Instagram
- Post-Season Thank You certificate

## Contact Us

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