



bicycle
NSW 
commuter challenge

An opportunity to promote your brand to thousands of new and existing bicycle riders across NSW.

The Bicycle NSW Commuter Challenge is an initiative to increase the number of people across NSW cycling for transport, fitness and recreation.

The event targets new and existing riders of all ages and abilities. Becoming a sponsor of the event presents an effective marketing opportunity for your business.

The webpage for the challenge can be found at www.bicyclensw.org.au – click on the ‘Commuting’ link.

Introduction

The Bicycle NSW Commuter Challenge is an initiative to encourage and reward individuals to cycle all or part of the journey to work and to also encourage cycling outside of the workplace - for transport, fitness and recreation. The initiative reaches a broad audience of those who already cycle and those who are considering cycling more often.

How Does It Work?

Anyone can register for the challenge via an online registration system. Once registered an e-log book is provided in which participants can start recording rides.

During registration participants can choose either 250km, 500km, 1000 or 2000km as their goal.

Participants record the number of kilometers cycled each day, the reason for their ride (to work, recreational etc), and the type of cycling (e.g. road, mountain etc).

Any cycling can count towards the goal including riding to work, riding to the shops, riding for fitness or for recreational purposes.

Upon completion of the goal, participants return their log book to Bicycle NSW and are rewarded with a certificate of completion along with the chance to win major prizes such as Bicycle NSW memberships, event entries, cycling accessories and riding gear.

Timings in 2011

Registrations for the 2011 Bicycle NSW Commuter Challenge will open on Monday 4th April and remain open until Friday 25th November. All participants will have until Friday 16th December to complete the challenge.

2010 Evaluation Data

- » 2097 participants registered
- » 818 participants completed the goal
- » 476,728 kms were cycled by all successful challengers
- » 23,303 trips were logged by all successful challengers
- » Average trip distance was 20.46 km
- » 64.8% of participants have been encouraged to cycle more as a result of the challenge
- » 99.1% of participants would take part in the challenge again next year

Participant Profile

Location

Sydney CBD - 28%

5kms of CBD - 1.95%

15kms of CBD - 40.5%

Greater Sydney - 8.6%

NSW - 20.95%

Age

18 to 30 - 11.4%

31 to 45 - 46.5%

46 to 60 - 36.5%

61 + - 5.7%

Gender

Male - 69.7%

Female - 30.3%

Marketing & Promotion

The challenge has a marketing strategy that targets adults who already ride and those who are considering cycling for transport, fitness or recreation.

Participants are directed to the website to register for the challenge. Promotional material is also available on the website which can be downloaded by anyone wishing to promote the event in their community / workplace.

Participants of the challenge receive regular communication from Bicycle NSW via a monthly electronic newsletter (**86% of participants in the 2010 Commuter Challenge reported that they read the monthly newsletter**).

The main marketing channels for the challenge include:

- » Electronic direct mail
- » Social Media, including Facebook and Twitter
- » Direct mail to large employers across the state
- » Media releases as arranged (via communication agency)
- » Full page advertising in Australian Cyclist magazine
- » Advertising in Bicycle NSW publications
- » Teardrop banners displayed at a number of events during the commuter challenge period (including National Ride2Work Day and Spring Cycle)

Participation in 2011

Based on participation and feedback from the 2010 challenge the challenge in 2011 is expected to attract up to 5000 participants.

Why sponsor the Bicycle NSW Commuter Challenge in 2011?

The Commuter Challenge presents an effective marketing opportunity for your business by providing an excellent platform on which to promote your products, develop brand awareness and increase traffic to your store or website. More so, becoming a sponsor of the Commuter Challenge highlights a commitment to the promotion and development of cycling.

The following benefits can be offered:

- » Logo placement on all promotional material including flyers, posters, log books, stand up scrolls, signage and any merchandise made for the challenge (e.g. fluoro backpack covers)
- » Promotion in monthly Commuter Challenge newsletters
- » Logo and hyper link to your website on the Bicycle NSW website
- » Opportunities to showcase products and promote business at Bicycle NSW events (including Spring Cycle and Gear Up Girl) and in Bicycle NSW publications (including Australian Cyclist magazine)
- » Promotion in any media releases/media coverage generated
- » Opportunity for product placement (prizes)

Sponsorship Packages & Investment

To find out more and develop a package that will provide maximum impact for your business contact James Adams on (02) 9704 0808 or jamesa@bicyclensw.org.au.

