

Be part of Australia's premier bike challenge and help raise much needed funds for **The Smith Family!**



Join thousands of bike riders as they ride around Port Phillip Bay on Sunday 17 October 2010 to take on the ultimate single day cycling challenge. The Smith Family has been the official charity partner of this event for 18 years.

Why ride Around the Bay?

- To participate in one of the largest and most popular cycling events in the world
- To challenge yourself and your staff
- To experience a great sense of achievement
- To volunteer – especially if you would like to be involved but don't want to pedal!

To enter a team

- Find four or more riders
- Design and wear your own team jerseys
- Choose the distance your team rides
- Get sponsored and have your company dollar match your fundraising efforts!

Go the extra mile and Get Sponsored for The Smith Family!

To help The Smith Family, riders must get sponsored and take on the fundraising challenge in addition to taking part in the event. We urge riders to ask as many of their friends, family and colleagues to sponsor them for their ride. All funds raised through sponsorship will go to The Smith Family's *Learning for Life* suite of education programs that provide disadvantaged Aussie kids with education and learning opportunities which help break the cycle of disadvantage. Sponsors are able to pledge any amount and all donations over \$2 are tax deductible.

Ride Options

Around the Bay in a Day takes in some of Melbourne's most scenic and popular riding routes around Port Phillip Bay and includes the Westgate Bridge, Beach Road and the Bellarine Peninsula.

Choose from four distances

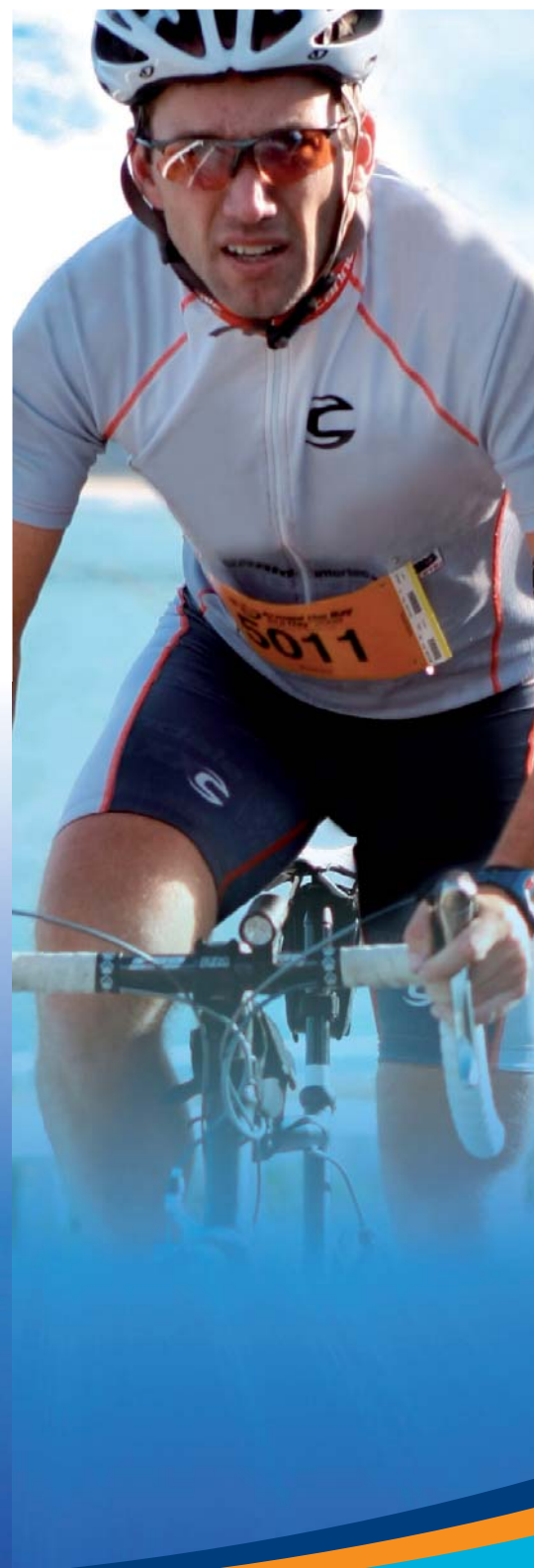
250km: Melbourne/ Queenscliff /Ferry /Sorrento /Melbourne

210km (with ferry): Sorrento/ Ferry/Queenscliff/Melbourne OR Queenscliff/Ferry/Sorrento/Melbourne

210km (no ferry): Melbourne/Sorrento/Melbourne OR Melbourne/Queenscliff/Melbourne

100km: Sorrento to Melbourne

50km: Melbourne/Altona/Melbourne (ride over the Westgate Bridge twice)



The Smith Family helps unlock opportunities for disadvantaged Australian children.

thesmithfamily.com.au



everyone's family

Help The Smith Family raise \$1,000,000 which will provide 3000 disadvantaged Aussie kids with education and learning support.

Interstate Rider options

If your team cannot come to Melbourne to join in the fun why not ride the distance on stationary bikes and fundraise for The Smith Family?

HOW?

- Once you know the number of riders who wish to participate, contact your local gym and reserve your exercise bikes for Sunday 17 October 2010
- The Smith Family will help you get started. Please contact Rebecca Christian on (03) 9473 4308 or email info@aroundthebayfundraising.com.au and you will receive promotional tools including posters, postcards, donation boxes and fundraising tips to help you promote the activity leading up to the event
- Implement prizes and awards for staff to help them through the challenge i.e. Highest Individual Fundraiser within Team Award, First rider to complete 50km, 100km, Last Rider to Finish.

You will still reap all the rewards of this great team building opportunity with the only difference being you won't be doing it in Melbourne. Different branch locations can challenge each other to see who can fundraise the most – the possibilities are endless!

Don't forget you don't have to be in a team to ride, anyone over the age of 12 can participate in the 50km and 100km leg and anyone over 15 can ride the 210/250km distance.

How to fundraise?

ONLINE SPONSORSHIP

Online Sponsorship is the easiest way for family, friends and colleagues to sponsor you. It takes less than 3 minutes to sponsor a rider/ team and can be done all online.

You can sponsor a rider now by visiting:
www.aroundthebayfundraising.com.au

As soon as riders register, they will receive a link to their own funky fundraising page which they can upload images, set goals, add to facebook, twitter etc or just send around via email as it is.

Their sponsors will receive their receipt automatically, riders can see how much they have raised, who has sponsored them and their supporters can even write riders personal messages!!!

Sponsors can either donate to an individual rider or team. Donations made to an individual linked to a team will also be recorded on the overall team tally. Teams can also upload their corporate logo and team videos!

FUNDRAISING FORM

The fundraising form (the good old fashioned method of fundraising – literally taking a form around to anyone you know and asking them to sponsor you) is available to download from the 'Fundraising section' of the online site www.aroundthebayfundraising.com.au or can be emailed to you on request via info@aroundthebayfundraising.com.au

DOLLAR MATCHING

Many companies/ organisations will match the donations of their staff/ employees. Companies can match donations of riders in their team at any stage of the event. All company matching will go towards their team's final tally.

INDUSTRY CHALLENGES

Industry Challenges are to see which organisation can raise the most funds for The Smith Family through Around the Bay each year in their particular category. Categories this year include Highest fundraising Team, Individual, legal firm, local councils, commercial, auto industry organisations, banks, IT firms and Universities etc) There is no need to register for the challenges, Teams are automatically identified and selected. The perpetual trophy will be awarded to Team Challenge winners!

Volunteer Opportunities

Around the Bay would not be successful without the many individuals who volunteer their time to help run this event.

For further information on how you or your team can be involved with volunteering on the day please visit:
www.bv.com.au/great-rides/91007/

Further Information

For general information on Around the Bay in a Day please visit: www.aroundthebay.com.au

To register for the event in Melbourne please visit:
www.atb2010.com.au

For further information on 'Getting Sponsored' for The Smith Family please visit www.aroundthebayfundraising.com.au or contact

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