



# Major Sponsor City of Karratha Proposal

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COMPILED BY  
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City to Surf Events  
Manager

PROPOSED TO

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City of Karratha

# History of the Event

The Chevron City to Surf for Activ turns 49 in 2023 and is WA's oldest and most loved community fun run. What started as a 4km and 12km fun run, with just 500 participants in 1975, grew to almost 50,000 participants at its peak in 2013. It quickly became an icon of the WA sporting calendar and is considered one of the 'must do' runs in Australia.

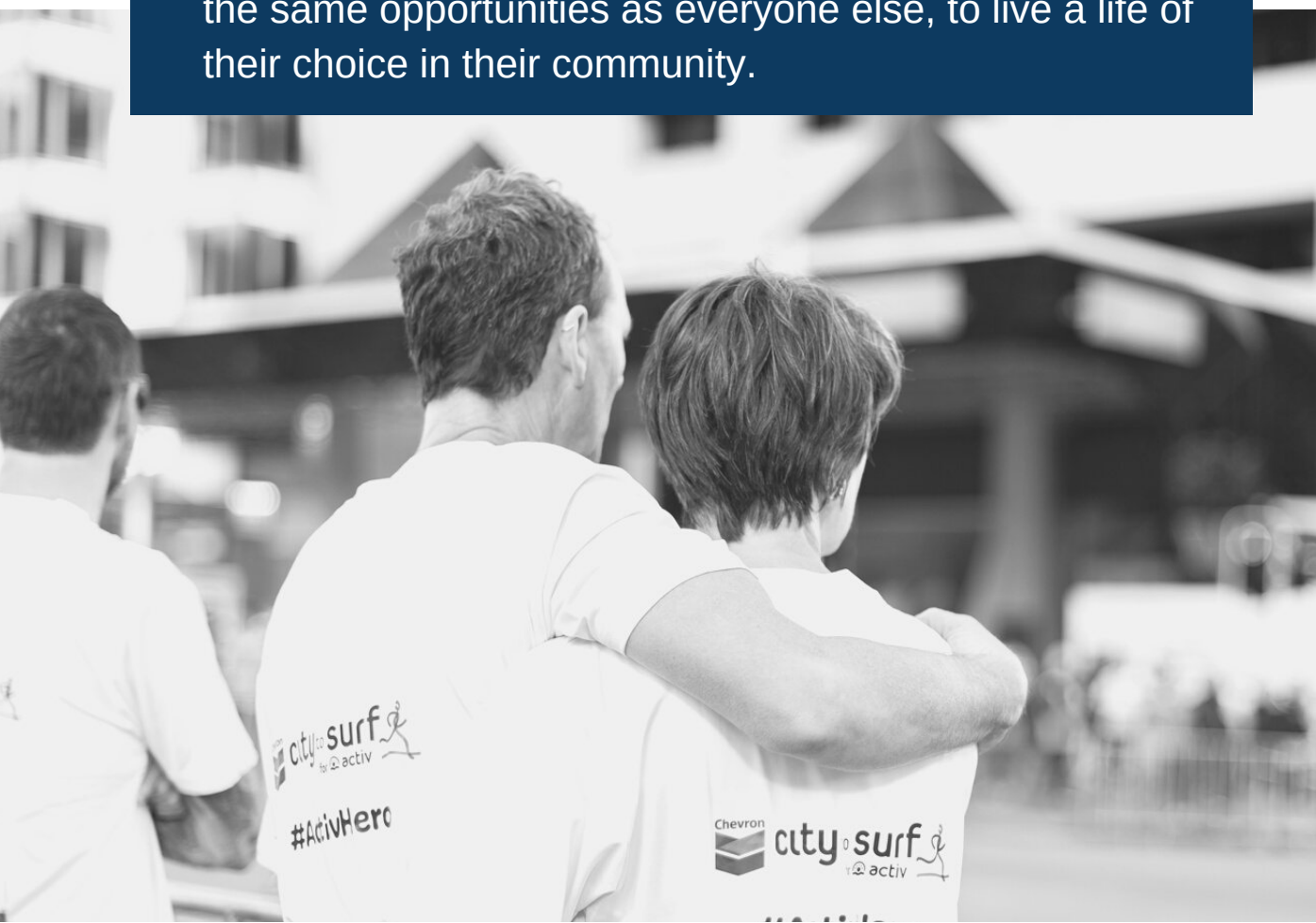
The Chevron City to Surf is Activ's major fundraising event and celebrates the contribution people with disability make to our community.

Established in 1951, Activ was formed by a group of families who wanted more for their children who lived with disability. Today, Activ has grown into one of WA's largest disability service providers now supporting more than 1,400 people with disability in more than 100 locations across the state.

No other event can claim the heritage or capture the spirit of a community like the Chevron City to Surf for Activ. And, with a thousand volunteers, it's the largest volunteer event in WA, because community is at the heart of what we do.



We imagine a future where people with disability have the same opportunities as everyone else, to live a life of their choice in their community.



# Chevron City to Surf is back!

2023 will see the return of the regional Chevron City to Surf in Karratha on Sunday 30 July and the Perth event being held on Sunday 27 August. The course options for both Karratha and Perth will include a 12km run or walk and the all accessible 4km run walk or roll!

Chevron City to Surf for Activ is not just another fun run. This iconic WA event ensures inclusiveness for people of all fitness levels and from all walks of life and 2023 will see Chevron City to Surf return to the events calendar - bigger and better than ever before!

During Activ's meeting with City of Karratha Mayor Peter Long last year, he confirmed the community interest for this event to return to Karratha. Some local businesses have reached out to discuss how they can further support the event.





# Why partner with Activ?

Activ is committed to making a significant difference within the Western Australian community. Now more than ever, our ability to make an impact is directly dependent upon the support of fundraising events like the Chevron City to Surf.

In 2023 and beyond the event will only provide the opportunity to fundraise for Activ. The funds received from the Chevron City to Surf will go towards:



the development and growth of the Activ Academy,



additional supported accommodation within regional locations,



provision of clinical and support services beyond the limited provision of the NDIS.

Activ is proud to be a leader in the community when it comes to promoting inclusion and independence outcomes for people with disability.

Partnering with Activ aligns with the City of Karratha's Disability Access and Inclusion Plan and belief that people with a disability, their families and carers who live in country areas should be supported to remain a part of the community of their choice.



# Attendance

The Chevron City to Surf for Activ has a broad target audience. The event has been specifically developed to promote inclusion and participation for all members of the community.

Activ will seek to work with the City of Karratha to promote the event to all local community groups and businesses to facilitate the inclusion of people with a disability and promote the City's improved access to facilities and services in the community.

With the event last being held in 2019 and just over 500 participants, we are confident participation will increase to over 700 participants in 2023. Based on the 2018 and 2019 participant information our estimations anticipate the participants locations will be from:

- Local area (City of Karratha) - 60%
- Pilbara Region - 20%
- Perth Metro area - 10%
- Intrastate - 5%
- Interstate & International - <5%

Our intention is to work with the hotels in the City of Karratha to create a weekend (2 night) package for participants attending the Chevron City to Surf and market this to all of WA as well as to interstate and international audiences. Cross promotion of the event will occur with those who have registered for the Perth event, encouraging them to register for the Karratha event also.

## Economic Benefit

As well as positioning the City of Karratha and its residents as a philanthropic regional community, the Chevron City to Surf for Activ will also provide numerous economic benefits including increased revenue for local suppliers through event spend and visitor spend.

Tourism WA fact sheets advise the average daily spend is \$123 over an average trip length of 5.7 days. With an estimated 40% of participants based outside Karratha, this suggests a visitor spend of over \$30,000 due to the event.

A breakdown of the income and expenses for the production of the Chevron City to Surf in Perth and Karratha are outlined on the following page.

CHEVRON CITY TO SURF FOR ACTIV	
INCOME	
Sponsorship & Grants	\$990,000.00
Registration	\$1,500,000.00
Fundraising	\$100,000.00
<b>TOTAL:</b>	<b>\$2,590,000.00</b>
EXPENSES	
Operational delivery	\$1,208,000.00
Promotion & Advertising	\$382,500.00
Production & Merchandise	\$188,000.00
Printing & Postage	\$70,000.00
Permit application fees	\$15,000.00
Merchant Fees	\$95,000.00
Staffing costs	\$117,000.00
Admin & IT	\$30,000.00
<b>TOTAL:</b>	<b>\$2,105,500.00</b>

It is estimated nearly 10% of the total expenses will be attributed to the production of the Karratha event due to significant increases in supplier costs since the event was last held.

We will endeavour to work with local suppliers where practicable to assist with Karratha specific expenses which could be up to 40% of total costs.

## Marketing & Media

Marketing will attract a broad demographic of participants including families, those who work in professional occupations and live in the regional area, metro and interstate areas of Australia.

A comprehensive marketing and communications plan will be created specific to the Karratha event to reflect to the City of Karratha's vision of being the Australia's most liveable regional City. Pilbara based media will be utilised to promote and support the Karratha City to Surf event.

Activ will continue its partnership with trusted agency partners OMD and Marketforce for media buying and creating marketing requirements including television, print and radio. Our media partners have anticipated a high frequency reach of 20-25% in the full regional area.

The marketing for participation will be via paid advertising with our media partners as well as targeted e-newsletters to the Activ database and through various social media.

Our social media channels include both specific Chevron City to Surf and Activ. The post advising of the return of the event had a reach of over 73,000 people and we have seen an increase of more than 48% in engagement across our social media channels in the last 28 days.

## Sponsorship

Activ is committed to the growth and improvement of the management of our key partners and stakeholders including the City of Karratha.

Chevron have confirmed their continued support of the City to Surf event and will be the naming rights sponsor for both the Perth & Karratha events.

We have also secured the support of the Town of Cambridge and the City of Perth with sponsorship confirmed for the 2023 event.

## Post Event

We look forward to reviewing all aspects of the Chevron City to Surf both Perth & Karratha events.

Our post event survey will be managed by an external company and include questions around:

- Involvement and engagement in the City of Karratha
- Diversity and inclusivity
- Cultural impact
- Environmental impact

We will provide to the City of Karratha video footage from event day, copies of stories and reports of the event through media monitors.

# Management of the Event

Activ has undertaken a significant organisational change over the last 12 months and now have an in-house events and fundraising team including:

Michael van Oudtshoorn Executive Manager | Fundraising, Events & Marketing

Michael has over 15 years' management experience within commercial and charitable marketing. Michael believes in adopting strong commercial processes and practices to all of Activ's fundraising and events activities, with a significant focus on stakeholder engagement, risk mitigation and financial viability.

Rachel Lieberfreund | Events Manager

Rachel has 15 year's experience as an Events Manager, most recently having managed the Hawaiian Ride for Youth charity cycling event for ten years.

Rachel is a highly experienced, results-driven and creative event management professional with extensive experience in event production and execution, administration, internal and external communication and relationship management.

In addition to Activ's internal events team Activ has secured the services of EventMatrix, an event management company led by Megan Grygorcewicz and Bill Hayes who have previous experience in delivering the Chevron City to Surf in Perth and Karratha. Both Megan and Bill have many years experience working across mass participation events including Busselton Triathlon; Perth Running Festival; 2018 Commonwealth Games and ANZAC Day.

The Chevron City to Surf for Activ will have comprehensive operational plans (Risk Management, Traffic Management, Hostile Vehicle Mitigation) outlining the procedures in place to reduce the impact on the environment and community. A draft Risk Management plan will be provided to the City of Karratha for their review and feedback prior to the event.

We intend to implement best practice for environmental sustainability and become the standard for mass participation events in WA.

Our sustainable practices will highlight the City of Karratha's commitment to environmental practices and showcase the City as the most liveable regional city. Initial discussions with our stakeholders have centered around the importance of an environmentally sustainable event where everyone can feel proud about the efforts to reduce the environmental impact mass participation events can have.



# Major Sponsor Investment for City of Karratha

The proposed Sponsorship includes:



## **Designation as the Major Sponsor for City to Surf**



### **Media**

- City of Karratha to be featured in 2 x promotional items on City to Surf social media accounts
- City of Karratha to receive 2 exclusive features in City to Surf official e-newsletters
- City of Karratha to be featured in the post event social media for the City to Surf
- City of Karratha to be given priority access to purchase advertising aligned to the event through media partners publications



### **Logo & Brand Recognition**

City of Karratha logo to appear on the following items of marketing collateral:

- Event website on the Major Sponsor section with a direct link to the City of Karratha website
- Event posters
- Event finisher collateral
- E-newsletters
- Event handbooks
- Official function invitations
- Social media platforms including Facebook, Instagram & LinkedIn



### **Event Day Presence**

- Public announcements during activities at the Finish Festival
- City of Karratha to be profiled as a Major Sponsor for City to Surf
- Sponsor signage opportunities in the start and finish chutes



### **Cross promotion to participants**

- City of Karratha will have the opportunity to place event-related promotional items in an e-newsletter for initiatives aimed at City to Surf participants
- The Karratha City to Surf event will be promoted to all registrants of the Perth event in two (2) targeted e-newsletters as "the most liveable regional City"



### **Official Functions**

- City of Karratha to receive 4 x tickets to the official launch function
- City of Karratha to receive 4 x tickets to the official post event function
- City of Karratha Mayor will be offered a speaking opportunity at the 12km start line



### **Complimentary Entries**

- City of Karratha to receive 25 complimentary entries in the 12km or 4km courses



## Required investment from City of Karratha

- ☑ **Activ are seeking a cash investment of \$20,000 per year for the following services:**
  - Bib collection & office facilities
  - First Aid - Medical
  - Marketing & Communications support
  - Portable toilets and amenities
  - Traffic Management Services
  - Waste Management Services
  - General hire equipment including generators, marquees, PA system, communications and vehicle hire
  
- ☑ **Term of Agreement with City of Karratha**
  - Two year agreement (events held in 2023, 2024)
  
- ☑ **Volunteering Opportunity**
  - Opportunity to promote volunteering to City of Karratha employees, with a dedicated and branded on-course aid station.

## Our reach

The Chevron City to Surf and Activ social media platforms and email databases boast high engagement. Aligning the City of Karratha with this iconic event and organisation allows access to this significant audience with a proven desire for engaging with online content.



26K+ Facebook Likes



2K+ Instagram Followers



65K+ Email Subscribers



8.5K+ Facebook Likes



1.5K+ Instagram Followers



2.9K+ LinkedIn Followers



16K+ Email Subscribers





## Sources and Acknowledgements

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