

WILLMOTT PARK PRIMARY SCHOOL
'RACV ENERGY BREAKTHROUGH'
HUMAN POWERED VEHICLE PROJECT 2009

24/08/09

Dear

My name is Rhett McDonald and I am the Physical Education/ Sports co-ordinator at Willmott Park Primary School in Craigieburn. In 2009, our school has entered two teams in an exciting RACV project known as the "Energy Breakthrough" to be held in Maryborough, Victoria, in November. Our entry involves sending 26 grade 5/6 children to compete in the 14 hour Human Powered Vehicle event for primary schools.

The project aims to involve students, teachers, parents and the local community in working together to train the students and design and construct the vehicles to be entered in this large scaled event. Throughout the event as many as 20,000 people will converge on the town of Maryborough to witness the running of the 16th annual RACV Energy Breakthrough.

We are calling upon the generosity of businesses from within the local and extended community to support this project in any way they can. Possible assistance can be in the form of:

- Monetary donations – acknowledged by a tax receipt for your business
- Catering (meetings, training sessions, event)
- Supplies
 - Vehicle (design and construction, spare parts)
 - Clothing (t-shirts, hats etc.)
 - Race attire (helmets, gloves, safety glasses, water bottles)
 - Camping supplies
- Facility use (Eg. Go-kart track for training)

So that we can deliver the best possible program to our students and to field a team of which the community can be proud, we require as much assistance as possible from the community to support our goal towards ultimate success.

Your support would be greatly appreciated by not only our 'Human Powered Vehicle' team members but also the entire Willmott Park school community. It will go a long way to putting our students on the track and providing them with a once in a lifetime experience.

If you have any queries regarding this project or could be of any assistance to our teams, please feel free to contact me on 9305 6639 or mobile 0409 010 011 or email mc.donald.rhett.r@edumail.vic.gov.au. More information on our school or on the RACV Energy Breakthrough can be found at <http://www.willmottparkps.vic.edu.au/> or <http://www.racvenergybreakthrough.net/>.

I would like to contact you in the next week or two to further discuss this exciting project and hopefully, your generous support.

Kind Regards,

Rhett McDonald
(Physical Education and Sports Coordinator)

Sponsorship Package

*Willmott Park Primary School
Human Powered Vehicle Race Team
2009 RACV Energy Breakthrough
19 -22 November 2009
Maryborough, Victoria, Australia*

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For further details on any of the opportunities detailed in this document, please contact:
SPONSORSHIP ENQUIRIES
Evan Hughes, School Principal
phone: 03 9305 6639 fax: 03 9305 6641
email: hughes.evan.n@edumail.vic.gov.au

Introduction to Willmott Park Primary School

Willmott Park Primary School is located in Melbourne's northern suburb of Craigieburn. The school has a current enrolment of 590 children, comprising of more than 450 families. Willmott Park Primary School is more than just a primary school it has a real sense of community. With the students working with the local community, on various events, and the community also being involved in projects inside the school.

What is the RACV Energy Breakthrough?

THE RACV ENERGY BREAKTHROUGH is an exciting program designed to provide opportunities for students, teachers, parents and local industry to work together to design and construct a vehicle, a machine or innovation in technology that will represent an energy breakthrough.

The program encourages participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally.

Willmott Park Primary School has entered two teams in Class A of the Human Powered Vehicle Event. In this event entrants design, build and compete, using a vehicle powered solely by human power. Design requirements include a maximum length of 2.7 metres, single seat and a minimum of three wheels. As well as competing in the 14 hour endurance event teams will also be scored on vehicle design and presentation component.

Event Venue

The RACV Energy Breakthrough is held annually in the country Victorian town of Maryborough. The event, this year, runs from Thursday 19th November 2009 to Sunday 22nd November 2009.

Event Program

THURSDAY 19 NOVEMBER

9.00 am Registration Opens
10.00 am – 5.00pm Display and Presentations
11.00 am – 5.00pm Design and Construction and Scrutineering
6.00 pm – 8.00 pm Practice/Time trial

FRIDAY 20 NOVEMBER

11.00 am Team Managers' Briefing
11.30 am Assembly of Starting Grid
12.00 noon HPV A Race Start
9.00 pm Compulsory HPV A Race Break

SATURDAY 21 NOVEMBER

6.00 am HPV A Race Restart
11.00 am HPV A Race Finish
4.30 pm Primary School Presentations

Lead up Activities

Daily Training Activities by team members.
2 Endurance/Training Days – Sep/November 2009
Weekly team training Friday mornings and afternoons

Why your organisation should be involved?

Becoming a Sponsor for the Willmott Park Human Powered Vehicle Race Team will benefit your organisation in the following ways:

- Acknowledgment as an organisation that supports excellence and innovation in schools
- The opportunity to profile your company and enhance your brand
- Direct access to your target market
- Prominent presence in our presentations and/or on the race team vehicles

The RACV Energy Breakthrough is always a high profile event. A number of high profile sponsors have already indicated support for the Willmott Park Primary School Race Team and the event itself generates a crowd in excess of 25,000 spectators, with interest across Australia.

The RACV Energy Breakthrough gains nationwide media coverage, in both newspapers and on television.

Sponsorship opportunities

*All packages include 10% GST

Categories

The sponsorship levels available include:

- 1 BRONZE SPONSOR — any amounts contributed up to \$500
- 2 SILVER SPONSOR — amounts totalling between \$500-\$1,000
- 3 GOLD SPONSOR — amounts totalling between \$1,000-\$2,000
- 4 PLATINUM SPONSOR — amounts totalling \$2,000 or above
- 2 GOLD SPONSOR — amounts totalling between \$2,000-\$5,000
- 3 SILVER SPONSOR — amounts totalling between \$1,000-\$2,000
- 4 BRONZE SPONSOR — any amounts contributed up to \$1,000
- 5 NON MONETARY DONATIONS — for sponsors contributing small items of necessity

SPONSORSHIP PACKAGES

BRONZE PACKAGE – amounts up to and including \$500

Benefits include:

- Marketing material distributed to all school families (roughly 450)
- Marketing material distributed to participants and spectators at the Energy Breakthrough event
- Acknowledgement of generous sponsorship in any official communications going home to families

SILVER PACKAGE – amounts between \$500 - \$1,000

Benefits mentioned in Bronze Package as well as:

- Corporate logo/business name on the Energy Breakthrough page of our school website
- A hotlink to your corporate website on the Energy Breakthrough page of our school website
- Recognition and promotion of your business during our two presentations at the event

GOLD PACKAGE – amounts between \$1,000 - \$2,000

Benefits mentioned in Bronze and Silver Packages as well as:

- Corporate logo/business name permanently displayed in prominent areas of the school including the front office, gym, library, etc.
- Corporate logo/business name displayed on a sponsorship board to be displayed at all major school events including, assemblies, parent information nights, etc.

PLATINUM PACKAGE - \$2,000 and above

Benefits mentioned in Bronze, Silver and Gold Packages as well as:

- Corporate logo/business name on each vehicle
- Corporate logo/business name on team uniforms (going home to all students involved to be worn around school, around the community and at the event in Maryborough)

NON-MONETARY DONATIONS

Benefits for such donations will be discussed and agreed on mutually. They will be similar to what is offered in our 4 packages.

2009 SPONSORSHIP APPLICATION FORM

Please complete this form, keep a photocopy for your records and return to the address below:

Post and enquiries to:

Evan Hughes,

Willmott Park Primary School,

PO Box 252, Craigieburn, Victoria 3064

phone: 03 9305 6639 Fax: 03 9305 6641 email: hughes.evan.n@edumail.vic.gov.au

Section 1. Contact details

Contact name _____

Position _____

Company/Organisation _____

Address _____ Postcode _____

Telephone _____ Fax _____

Email _____

Website _____

Section 2. Requirements

We would like to commit to the following sponsorship package (all packages include 10% GST) Please list:

Amount on cheque (if enclosed): _\$ _____

Section 3 Expectations

Logo/Signage on Vehicle

Logo on Uniforms

Logo in Presentations

Logo on Team Website

Other (Please specify)

Signed _____ Dated _____

Please note:

- Sponsorships are accepted at the discretion of the Sponsorship Committee. Sponsorship will be confirmed in writing.
- Sponsorship will be confirmed in writing and a tax invoice issued.
- To be considered, all payments are required by 30 August 2009

We appreciate your cooperation in securing your sponsorship rights!