

RIDEWEST

Charity Cycle Brisbane to Longreach in Aid of the Royal Flying Doctor Service

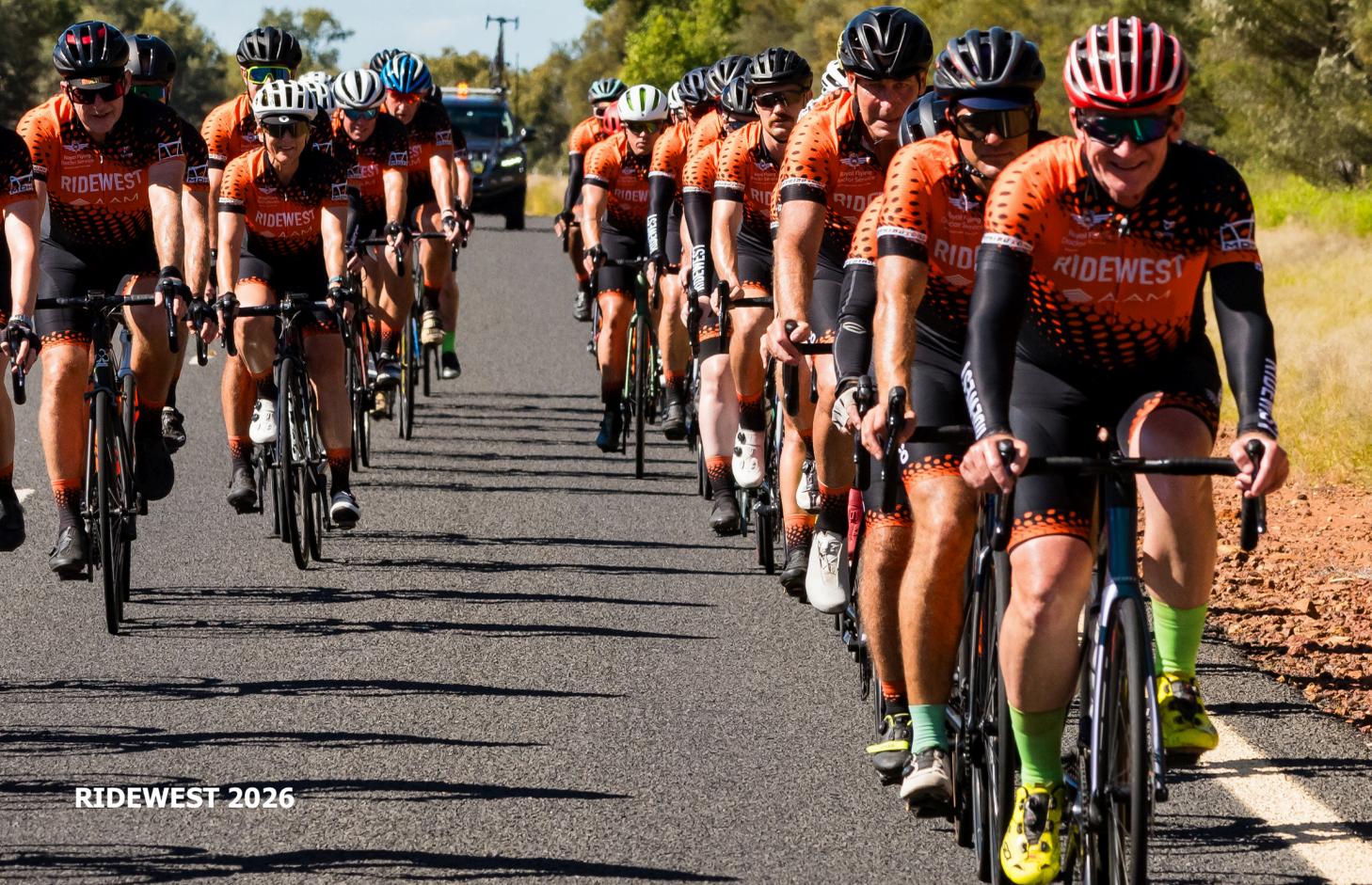
8 DAYS 1311KM

24 APRIL - 1 MAY 2026

SPONSORSHIP PROSPECTUS 2026



WHAT IS RIDEWEST?



RideWest is a 1,311km biennial charity bike ride from Brisbane to Longreach raising money for mental health support programs for regional Queenslanders.

Over the last 16 years, the ride has raised almost \$2,600,000 for the Royal Flying Doctor Service so that they can deliver their Wellbeing Out West program.

In early 2017 the Royal Flying Doctor Service released a research paper entitled "Mental Health in Rural and Remote Communities". This new research reveals remote Australians lose their life from suicide, on average, at twice the rate of city people, yet are only able to access mental health services at a fifth of the rate of city people. It also identifies farmers as among the most at risk of suicide.

WELLBEING OUT WEST PROGRAM



Wellbeing Out West (WOW) is a lifeline for those living in remote Queensland, offering free, practical mental health support when and where it is needed most. RideWest are proud to be a major funding contributor to the WOW program, which allows anyone in rural and remote Queensland to have free access to trained RFDS clinicians providing services such as one-on-one counselling, workshops, and mental health training. Without the red tape of government contracts, WOW is agile and deeply community-focused. It reaches people where traditional services simply cannot. Knowing the money we raise on the bike helps fund these personal, life-changing connections out west makes every kilometre worth it.

DIRECTORS MESSAGE

I've been involved in RideWest for 13 years, and have witnessed the incredible impact this event has had on both those involved in taking part in the ride, but more importantly the recipients of the mental health support programs that may not be as readily available if it weren't for the funding provided by of our charity.

If you are considering being a Sponsor for our next event in 2026, here are a few reasons that I believe it could be a great decision for your business:

- Organisations that have sponsored RideWest have been able to boost their brand image through supporting a charity and giving back to the community. They've also reported an increase in employee engagement, as they join together to support a rider/riders on this challenge.
- As a volunteer-run charity, the financial support that sponsorships provide ensures that the running costs of an event like RideWest are completely covered, so that every dollar fundraised or donated can be given directly to the RFDS Wellbeing Out West team.
- The ride provides individuals who have had personal experiences with mental health issues with a way to help others in similar situation, by raising funds for the RFDS Wellbeing Out West program.

-John Sloman, Director



THE RIDE

The ride is a challenge. It is about digging deep, working as a team and reaching out to support each other. The ride is 1,311kms across 8 days. In a peloton, this equates to about 6 - 8 hours riding every day.

Travelling from Brisbane to Longreach through terrain that personifies outback Queensland, stopping in remote local towns, it brings the RideWest team into the heart of regional Queensland where we are embraced by the community culture.



THE COMMUNITY



RideWest is more than a charity bike ride, it's a journey that connects Queensland's remote outback towns with Brisbane's passionate cycling community. At its heart, RideWest is a celebration of mateship, resilience and shared purpose.

From the red dust of the outback to the city streets, RideWest riders are met with unwavering support. Locals line the roads with handmade signs and heartfelt cheers, camping out to offer encouragement when it's needed most. And when the day's ride ends, the town pub becomes a hub of celebration, bringing people together! This event is a living testament to what's possible when people unite for a cause.



For sponsors, RideWest offers a unique opportunity to align with a movement that champions endurance, connection, and real impact in regional mental health support. Your partnership helps fuel not just the ride, but the hope it brings to communities across Queensland.

SPONSORSHIP LEVELS

RideWest cannot operate without the support of key sponsors and event partners who share our passion and values. Your involvement in this event enables us to reach the core of what Queensland community support is all about - helping others.

For our 2026 ride, we have three levels of sponsorship.

GOLD SPONSOR

SILVER SPONSOR

VALUE-IN-KIND



GOLD SPONSOR

Logo on Key Materials:

- Placement on the front back or sleeve of rider's jerseys
- Placement on event t-shirts
- Placement on RideWest event truck and support vehicles
- Co-branding of either the RideWest hats or water bottles

Advertising:

- Event signage at major fundraising events
- Event signage at each team stopping point
- Event signage at the final day's celebration event
- Logo and company advertising on the RideWest website

Social Media Highlights:

- 4 dedicated posts on the Ridewest social media platforms (Facebook, Instagram & LinkedIn)

Optional:

- Corporate social responsibility report feature
- Supporter email signature banner (display beneath your standard signature)
- Donate a branded gift to be handed out during the ride as a Rider Reward

\$10,000 +GST

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SILVER SPONSOR

Logo on Key Materials:

- Placement on the small of the back of rider's jerseys
- Placement on event t-shirts
- Placement on RideWest event truck

Advertising:

- Event signage at major fundraising events
- Event signage at each team stopping point
- Logo and company advertising on the RideWest website

Social Media Highlights:

- Exposure on the Ridewest social media platforms (Facebook, Instagram & LinkedIn)

Optional:

- Corporate social responsibility report feature
- Supporter email signature banner (display beneath your standard signature)
- Donate a branded gift to be handed out during the ride as a Rider Reward

\$5,000 +GST

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VALUE-IN-KIND PARTNERSHIP

Your business can make a meaningful difference without a financial commitment! Many of our valued business partners support our team through valuable goods and services that are essential to our success.

Past contributions have included:

- Vehicles and fuel for our support crew
- Food and refreshments for our team and events
- Cycling equipment and team kits
- Items for our fundraising auctions and raffles

These generous donations allow us to allocate our resources more effectively while creating meaningful partnerships with businesses like yours. We'd love to discuss how your business might contribute in other valuable ways. Please reach out to our team to explore partnership opportunities that benefit everyone.



MEDIA COVERAGE

RideWest 2024 had an active media campaign running before, during and after the ride. This campaign was comprised of both traditional media forums (print and radio) and social media through networks such as Facebook, Instagram and LinkedIn.

Radio

8 x radio interviews:

- ABC Charleville
- ABC Western Queensland Breakfast
- Australia All Over, Sunday Mornings with Macca
- Resonate Regional Radio, West FM
- Rural Queensland Today

Print/Online

- Beaudesert Bulletin
- Longreach Leader x 2 stories
- Mackay Regional Council Newsletter
- Maranoa Today x 2 stories
- Oakey Champion
- Our QHealth, Queensland Health Newsletter
- Outback Magazine
- UQ Faculty News

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Social Media

Facebook:

- 41,463 people reached on Facebook during the week of the ride alone
- 17,411 likes, clicks, comments, shares
- 504 New page followers (total 1990)

Instagram:

- 38,249 people reached
- 4,636 likes, clicks or shared posts
- 313 new page followers (total 845)

LinkedIn:

- 4,583 people reached
- 158 likes, clicks or shares
- 27 new followers (total 225)

TV

Channel 7 Regional News 2 mentions:

- 30 second news story
- 90 second feature story



OTHER WAYS TO GET INVOLVED

- Join the ride
- Sponsor or donate to a rider
- Donate your time, services or products to help make the ride happen
- Get involved - attend one of the events
- Talk about it - discuss the effects of rural mental illness and how you and others can help

Whether you're a large corporate organisation or small local business, you can benefit from supporting the RideWest charity bike ride.

Increase your brand exposure and awareness, engage and build your network and community, and be part of an experience that will help make a big difference.

Your contribution and support, however large or small, could help save someone's life.



SPONSORSHIP ENQUIRIES

CONTACT US

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