

m10 Maddie Riewoldt's Vision.

**TEAM
PACKAGES**



THE RIDE THAT STOPS MELBOURNE



UNITED ENERGY
**AROUND
THE BAY**

26.10.2025

Partner with us for “The ride that saves lives”

We invite you to join us in a powerful partnership that goes beyond business and taps into the heart of community impact. On October 26th, Maddie Riewoldt’s Vision, in collaboration with the iconic cycling event United Energy Around the Bay, is driving change for Australians living with Bone Marrow Failure Syndromes – rare, life-threatening conditions that urgently need more awareness, research, and funding.

Why get involved?

By partnering with us, your company can help accelerate critical medical research and ensure that patients and families can access vital support services while strengthening your brand’s commitment to social responsibility.

Fundraising for Maddie’s Vision through United Energy Around the Bay isn’t just about giving – it’s about leading. It’s about rallying your team, customers, and stakeholders behind a cause that inspires, unites, and makes a measurable difference.

Your team’s involvement will lead to tangible benefits: increased brand visibility through a high-profile event, team-building opportunities through participation and volunteering, and alignment with a cause that resonates deeply within the community.

Together, let’s **#FightLikeMaddie!** Join the Ride to Save Lives and create a future where every person diagnosed with a Bone Marrow Failure Syndrome has access to better treatments, dedicated support and real hope.

Now is the time to turn your corporate values into real-life impact.

What your team will enjoy!

- Team-building & cross-departmental bonding = **Strengthening Team Collaboration**
- Inclusivity, positivity, & community engagement = **Enhancing Workplace Culture**
- Confidence building = **Promoting Personal Growth**
- A sense of purpose beyond daily tasks = **Increasing Engagement and Motivation**
- Pride in their workplace supporting a meaningful cause = **Boosting Morale and Workplace Pride**



How you can get involved

United Energy Around the Bay offers a ride for everyone – from the family-friendly Lap the Track to the iconic 220km Classic. No matter your level, there's a challenge for you.



To support and encourage your participation, **Maddie's Vision** is offering a **special Team Leader incentive**:

- **One Complimentary Registration** (subject to availability) as a thank you for being the driving force behind your team
- Plus, we're pleased to offer **all team members a 10% discount** on their registration fee using the **code MRV10**

Register now via Bicycle Network: <https://bicyclenetwork.com.au/rides-and-events/around-the-bay/>

Don't forget to select **"Fundraise for Maddie's Vision"** during the registration process!

Once registered, you'll receive a link to your **Team Page** along with individual fundraising pages for each rider.

Already registered? No problem!

You can still set up your team's fundraising page via the **Maddie's Vision Around the Bay hub**: <https://fundraising.mrv.org.au/event/around-the-bay/>

Enjoy the benefits of volunteering!

Not riding? Your team can still make a difference.

If cycling's not your thing, join the Maddie's Vision volunteer crew to help drive fundraising on event day – collecting donations, selling merchandise and raffle tickets, and raising vital funds for patients and families facing Bone Marrow Failure Syndromes.

Volunteering boosts team morale, fosters connection and purpose, builds community trust, and is proven to support wellbeing.

It's meaningful, rewarding – and a great way to get involved.



Partnership Benefits

When you choose to support Maddie's Riewoldt's Vision you become our valued partner. Your business can enjoy a range of benefits designed to maximise your brand exposure, strengthen community connection, and demonstrate your commitment to a meaningful cause. The Benefits below are realised through your team's collaborative fundraising efforts for Maddie's Riewoldt's Vision:

\$5000 – \$7,499 raised by your Team:

- Small logo on Maddie's Vision Around the Bay Events Page
- Small logo in Maddie's Vision Annual Report
- Social Media Acknowledgement on Maddie's Vision Channels (more than 40,000 followers)
- Acknowledgement in post event thank you email to all fundraisers
- Team members also unlock their own merchandise rewards as they fundraise

\$7,500 – \$14,999 raised by your Team:

All the above benefits, plus:

- Medium logo on Maddie's Vision Around the Bay Events Page and in the Maddie's Vision Annual Report
- Maddie's Vision CEO presentation in the workplace
- MC and Maddie's Vision acknowledgement in event village on the day

\$15,000 – \$24,999 raised by your Team:

All the above benefits, plus:

- Large logo on Maddie's Vision Around the Bay Events Page and in the Maddie's Vision Annual Report
- Maddie's Vision Ambassador presentation in the workplace
- ¼ page sponsor story in the Maddie's Vision Newsletter
- Opportunity to place advertising material in Maddie's Vision Tote bag
- Team photo op with Maddie's Vision Team and Ambassadors
- Complimentary meal and drink for team after the ride (Subject to availability)

\$25,000 raised by your Team:

All the above benefits, plus:

- Extra Large logo on Maddie's Vision Around the Bay Events Page and in the Maddie's Vision Annual Report
- Post-Event Maddie's Vision CEO and Ambassador presentation in the workplace to share the impact of the team's fundraising efforts
- ½ page sponsor story in MRV Newsletter



Fundraising Tips & Tricks

The team at Maddie's Vision is here to support you every step of the way. There are countless creative ways to drive fundraising, and we're here to help spark ideas and provide guidance. Together, we can energise your team and ensure your United Energy Around the Bay experience is not only successful, but a truly positive and memorable one.



- **Corporate Matching** – Amplify your team's impact by matching every dollar raised with a corporate donation. Double the difference you make for families facing Bone Marrow Failure Syndromes.
- **Internal Promotion Across Company Channels** – Share your team's fundraising page and story across internal communications such as intranet, newsletters, digital screens, or team meetings to boost visibility and support across departments.
- **Fundraising Thermometer** – Create a visual display of your fundraising progress in a high-traffic area to build excitement, celebrate milestones, and keep the momentum strong.

Get the ball rolling with these fun ideas:

Unite your team this October by creating your very own "Maddie's Month"! Encourage everyone to get involved, cheer on your riders, and contribute to the inspiring "Ride to Save Lives" movement. Your team can support the cause by organising activities like:

- **"Ride to Save Lives" Morning Tea** – Host a purple-themed morning tea at the office with a donation for entry and a competition for the best purple treat. Share Maddie's story to remind people why their support matters.
- **"Sponsor My Ride" Challenges** – Your team can accept fun or silly challenges based on donation levels – e.g. \$50 to wear a tutu or purple wig for part of the ride, \$100 to sing a song while riding, or \$200 to complete an extra km.
- **"Lunch & Learn Fundraiser"** – Invite a special guest to present at the office – this could be the Maddie's Vision CEO, an Ambassador, a researcher, or a family member – with a donation required for entry. A powerful way to connect people to the cause.



- **“Splash of Purple” Casual Day** – Encourage everyone to dress with a splash of purple – Maddie’s favourite colour – and donate to support the team. Award prizes for most creative outfit.
- **“Trivia Night”** – Organise a trivia night at your office or local venue with a donation to enter. Include a bonus round themed around Maddie’s Vision or your team’s training journey.
- **“Office Cycling Challenge”** – Bring exercise bikes into the office and get the team training. Collect donations based on kms cycled or hold a time trial with gold coin entry and a leaderboard.

Engage your community: Sponsor a Team Jersey

Rally your suppliers, clients, and networks to get behind your team by offering exclusive sponsorship opportunities on your personalised team jerseys. It’s a powerful way to build team spirit while giving your supporters valuable brand visibility – a win-win for purpose and promotion.

Sponsorship Tiers:

- **Gold Sponsor** – 1 x premium logo placement | \$5,000
- **Silver Sponsor** – 5 x prominent logo placements | \$2,500 each
- **Bronze Sponsor** – 10 x supporter logo placements | \$750 each

Contact information

The Maddie’s Vision team is here to support you at every stage. Whether you require fundraising advice, promotional materials, or assistance in maintaining team engagement, we are just a phone call or email away.

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