

Exhibitor Information Package 2023



Exhibitor

Amy's Gran Fondo

Held on the spectacular Great Ocean Road, Victoria, this is the premier mass participation cycling event in Australia attracting thousands of bike riders from around the country and internationally to enjoy riding the fully-closed Great Ocean Road during September each year.

Lorne is transformed into a weekend long cycling festival! As well as the Gran Fondo, the weekend activities include Medio, Family Fondo and Gravel Fondo.

The Event Village will be buzzing with live music, industry exhibitors and children's activities with more to do.





Amy's Gran Fondo

2023 Event Date

- Saturday 9th & Sunday 10th
September, 2023

2022 Event Highlights

- 18,000 Visitors
- Over 4,000 participants
- 33% combined interstate & international riders
- Combined audience reach 5 million
- Median income ranges of participants
 - ◆ 62% \$125k +
 - ◆ 25% \$225kk +





Our Audience

Cycling in Australia

Getting around by bike is becoming more popular each year. According to key findings from the Austroads 2013 participation survey:

- 3.74 million (15.5%) people ride a bike in Australia each week
- 1.5 million are over 18 years old
- 5.1% of Australians are commuter cyclists
- 14% of Australians ride a bike each week for exercise or recreation

The Amy Gillett Foundation

We regularly communicate to our highly engaged audience through email, website and social media platforms:

- AGF Website – Over 43,000 pageviews last year
- Facebook – 13,000 Followers
- Twitter – 7,496 Followers
- Instagram – 2,745 Followers

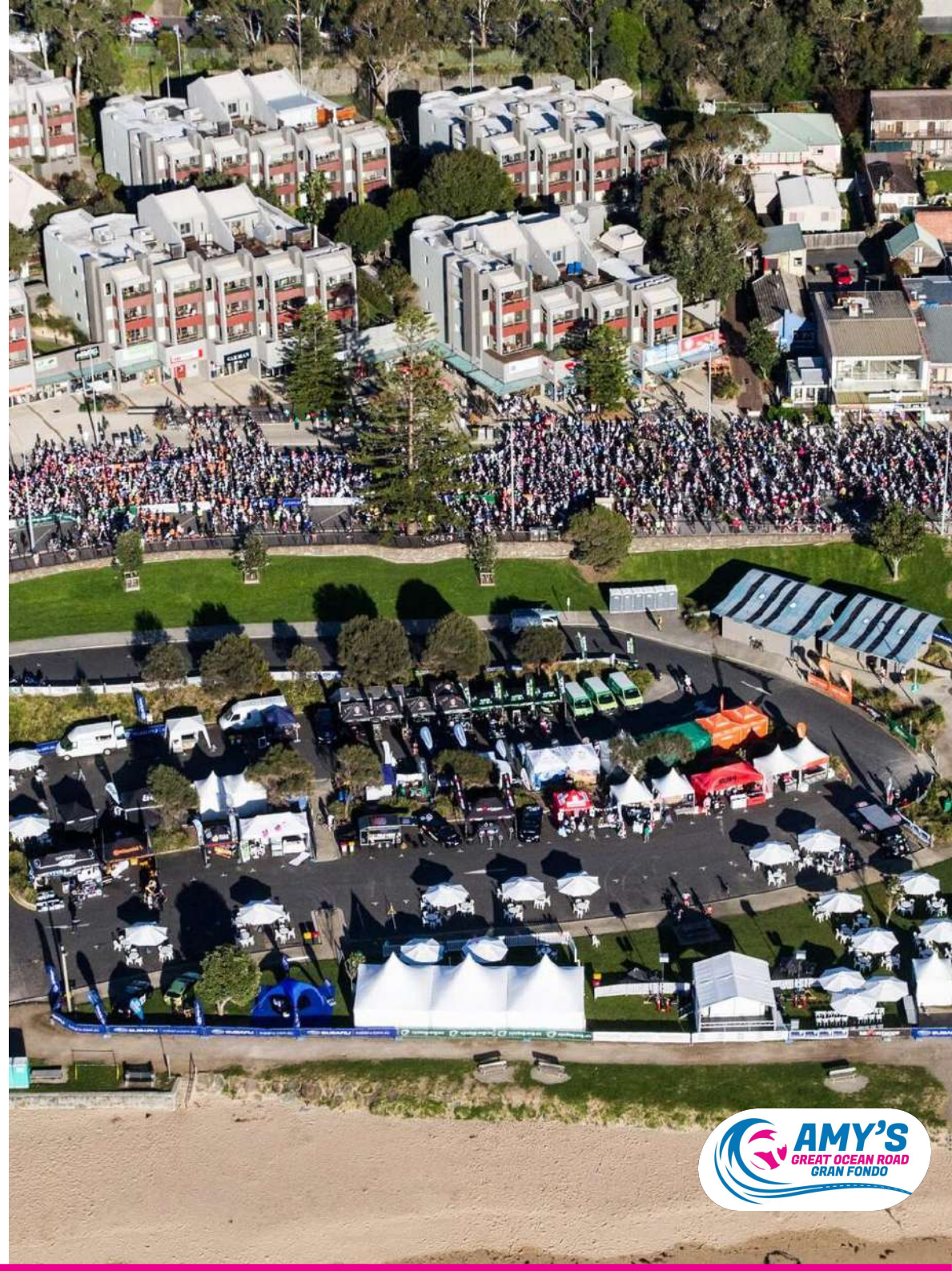




Event Village Site

Located on the Great Ocean Road, the Event Expo provides a vibrant atmosphere all weekend, incorporating entertainment, informative and interesting stalls, and beverage vendors, music, children's activities, with areas to relax and take in the electric event.

- Brand alignment with Australia's leading bike safety organisation.
- Expo Sites site for entire weekend
- Great exposure with a relevant consumer.
- Activation opportunities at the event
- Flexible site size options to suit your requirements
- Ability to create your own unique exhibition space
- Furniture and marquee hire available at additional cost



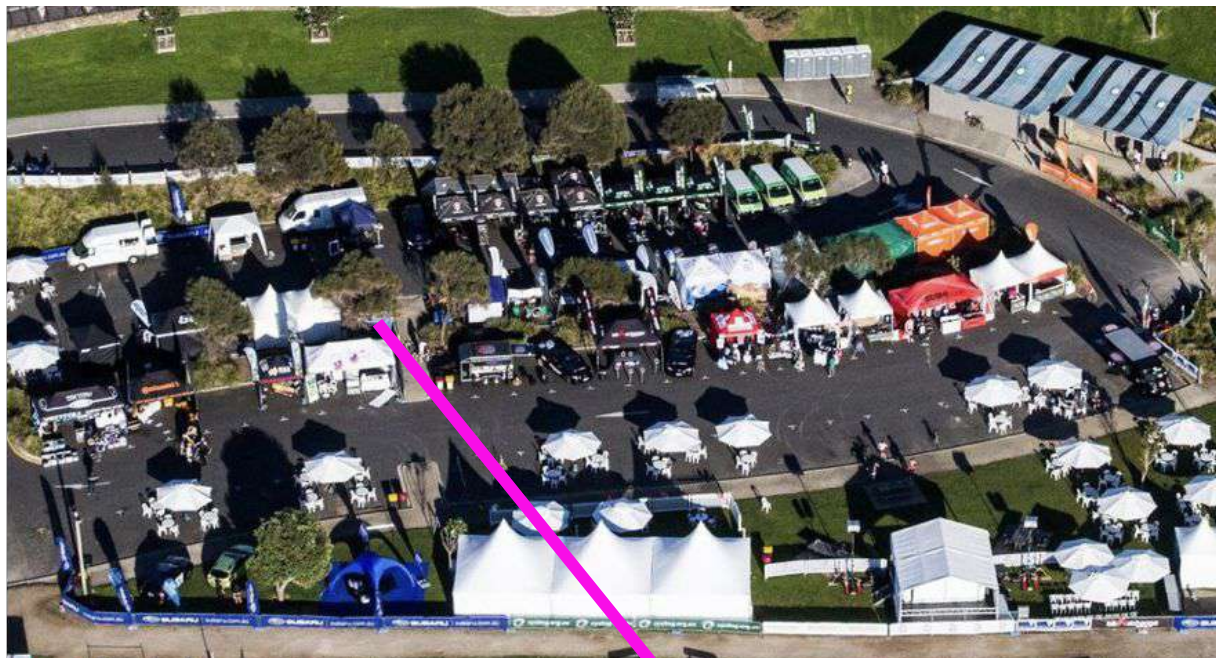


Event Village & Site Locations

This year will see the event village once again in the car park of Lorne Surf Life Saving Club and Lorne Foreshore. Providing the perfect place for all exhibitors to have a site in the Expo and engage with riders and families.

To secure your site and review all the terms and conditions, please visit: amysgranfondo.org.au and click on the 'Exhibitors' tab.

Please be aware that site location preference will be given to Foundation Partners and Suppliers. We will do our best to accommodate your location preference, but it will be first in first served, so don't delay! Site locations will be confirmed closer to the event with an Expo map.



Note: All exhibitors will be required to complete an online safety induction prior to arriving onsite.



2023 Pricing

Lorne Foreshore Expo Site Only
(Saturday & Sunday)

- 3m x 3m \$627.00
- 6m x 3m \$1012.00
- 9m x 3m \$1160.00

Sites do not include marquee or equipment.

These are available separately as per below;

Marquee Hire

- 3m x 3m \$621.00
- 6m x 3m \$1005.00
- 9m x 3m \$1127.00

Furniture Hire

- 1.8m Trestle Table \$27
- White Plastic Chair \$9
- Table Cloth \$20
- 8x 25kg Marquee Weight (2 per leg)* \$55
- Pro Floor \$21 per m2
- Carpet Square \$21 per m2
- Solid Timber Flooring (6m) \$35 per m2

* All marquees will be required to include weights and tie down straps you can bring your own or hire from us.

Marquee Spaces

Setting up in allocated bays of Lorne Foreshore (Lorne Surf Life Saving) Car Park. (Saturday and Sunday exhibiting to riders, families and the public. Riders will finish in their ride Sunday in the Expo where all sites will be set up.

Electrical

- 10 Amp Power Outlet \$140
- 15 Amp Power Outlet \$158
- 3 Phase Power Outlet \$190
- 10m Extension Lead \$22
- Powerboard 4 Outlet \$16
- Test & Tag per item \$13

[Click Here to Register](#)





Event Partnership

Amy's Gran Fondo is a high profile cycling event with national exposure, an event partnership will offer your brand great exposure with a relevant consumer. Benefits you will receive are:

- Brand alignment with Australia's leading bike safety organisation.
- The right to use the Amy Gillett Foundation logo in marketing material published or created to leverage the Partnership
- Recognition as Official Event Partner on all event collateral, website and AGF Smartphone App
- Expo site in prominent location
- Static event signage including logo on the start line - 10% of all signage
- TVC/Content for display within the event's rider tracker app for event day – Consumer promotion opportunities to all riders in rider bags
- Activation opportunities at the event
- Networking and introduction opportunities
- Two(2) feature communication emails to the rider database
- Extensive Social Media exposure
- Access for five(5) people in VIP area
- Amy's Gran Fondo entry for ten(10) participants FOC
- Other benefits available by discussion

Investment

Cash AND/OR
Product/Services In-Kind





Amy Gillett

1976 – 2005

Amy Gillett was a member of Australia's elite athletic community. The nation shared the grief of her family and teammates when she was tragically killed whilst training in Germany in July 2005.

Amy was committed to sport, having had a successful career in rowing that saw her represent Australia at the Atlanta Olympic Games, before becoming a champion cyclist.

But sport was not her only passion. Her commitment to academic endeavours was widely acknowledged.

Amy had a Bachelor of Applied Science (Exercise and Sports Science) with Honours in Human Movement. Amy had commenced her PhD into how women react to life after sport, irrespective of their level, achievements and profile.



Amy Gillett
FOUNDATION
Safe together



Supporting AGF

The Amy Gillett Foundation was established in 2005 following the death of Amy Gillett by her husband Simon Gillett, together with Amy's parents Mary and Denis and friends concerned at the state of safety on Australian roads.

What We Do

The Amy Gillett Foundation has evolved to become the leading bike rider safety organisation in Australia, driven by a core mission to reduce the death and injury of bike riders.

How We Do It

As Australia's leading cycling safety organisation, the Amy Gillett Foundation continues to promote actions to make cycling safer in Australia, such as:

1. A metre matters laws across Australia, to make sure drivers pass cyclists safely
2. Supporting research to improve road safety for cyclists, through our Cycle Aware and research scholarship programs
3. Investing in cycling infrastructure
4. Educating cyclists to respect and obey road laws and be safe and responsible road users
5. Teaching drivers how to share the road safely with bike riders, including during driver education
6. Safer vehicles and safer speeds





Thank you

Everybody deserves to ride in
safety for work, sport and play.

For any questions please contact:

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