

KELL'S RIDE FOR THE FUTURE:



TURNING THE SPOTLIGHT ON YOUNGER ONSET DEMENTIA

SPONSORSHIP PROSPECTUS

Diagnosed with a rarer form of dementia known as **Frontotemporal Dementia (FTD) at just 59 years old. Greg, an ex-Financial Services Executive is one of **25, 938 Australians** living with dementia **under the age of 65**....**



....“ I am not taking this lying down ... I will fight this disease with my remaining skills and experience. I’m determined to shine a light on FTD and younger onset dementia.”



Greg Kelly



Kell's Ride

12/8/2017 - 23/10/2017



Proudly supported by
Telstra Store Robina

ALL ORGANISATION SPONSORS WILL HAVE THE OPPORTUNITY TO:

Have their logos on the Sponsor's banner which will be displayed at each event throughout Greg's tri-nation ride.

In this way your organisation can gain exposure through media coverage of the ride and be acknowledged on Greg's social media pages.



OTHER SPONSORSHIP OPTIONS FOR GLOBAL COMPANIES

Riders like their beer and their motorcycle jacket patches, which they wear proudly. These items below will give this cause and your brand exposure for years to come.

Stubby Coolers

Have your Global organisation's logo displayed on Kell's Ride fundraising stubby-holders that will be sold and raffled at each event.

Your investment:

5000 stubby holders at a cost of \$2.95 per unit = \$14,750



Motorcycle Patches

Invest in the 'Wow Factor' of sponsoring Kell's Ride fundraising motorcycle patches that will be sold and raffled at each event.

Your investment:

5000 patches at a cost of \$2.00 per unit = \$10,000



Donations In Kind

Donations other non-perishable items for raffles will be warmly received.



FUEL COSTS

OTHER WAYS TO SUPPORT KELL

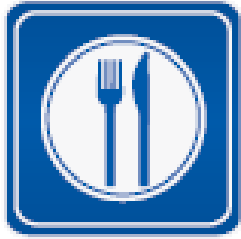
In order to keep travel expenses low and thereby maximize donations, Greg is also still seeking corporate sponsorship and assistance with some of the costs for his journey.

Seeking support with fuel cards suitable for use in Australia, US and NZ or a debit or travel card from a major financial institution.

Budgeted costs for Bike and support vehicle

\$750/pw x 11 weeks = \$8,250





MEAL COSTS

It's critical that Greg stays healthy and eats good 'brain healthy' food throughout this journey.

Seeking support from healthy eating cafés and restaurant chains, and or supermarket chains to provide non-refrigerated snacks that can be carried in the support vehicle or vouchers suitable for use in all locations outlined in the itinerary.

Alternatively a meal and entertainment card or debit card from a major financial institution or travel card for overseas destinations.

Greg is also open to invitations to dine with host organisations and other families affected by FTD/younger onset dementia who may live in the towns and cities he is visiting. This may reduce budgeted costs of eating out for other sponsors.

Budgeted costs

Based on 5 stops: 3 meals and 2 snacks per day for 2 people =

\$150/day . \$1050per week = \$11,550



TRAVEL COSTS

Seeking support with the travel expenses tied to the journey.

Ferry to Tasmania

Costs for return trip for 2 plus support 4WD and Motorcycle

Return Domestic Flights for support team

1 person Darwin to Brisbane return – dep 10/8/17; return 24/10/17.

1 person Gold Coast to Canberra return – dep 17/8/17; return 19/8/17.

1 person Gold Coast to Adelaide return – dep 04/9/17; return 8/9/17.

1 person Brisbane to Darwin return – dep 3/10/17; return 9/10/17.

1 person Brisbane to Darwin return – dep mid Jan; return approx. late February, 2018

Overseas Return Flights for Greg and his wife

2 persons Gold Coast to Auckland return; dep mid-January 2018; return late Feb. 2018

2 persons Gold Coast/Brisbane to USA return; dep late April 2018; return mid- Sept. 2018



ACCOMMODATION

Wyndham Hotel Group, Accor, Best Western and Dial an Exchange (DAE) are proudly supporting Greg with accommodation throughout the Australian leg of his journey.

Greg is still seeking accommodation support from other hotel/motel chains for the dates/locations highlighted on the travel itinerary, including chains that may also operate in the US and NZ.

Alternatively, a major financial institution may be willing to provide a travel Visa Card or debit card for accommodation costs.

Greg is also open to being hosted by other families affected by younger onset dementia/FTD.

If you would like to host Greg or offer your B&B or holiday home in support of Kell's Ride, please contact Greg at:
kellsride@gmail.com



ITINERARY

Date	Town	Accommodation Provider	Room Type	Overnight Stay Dates Needed
12-Aug	Gold Coast Dep 9am	Not Required		
12-Aug	Coffs Harbour		2 bedroom	12,13 Aug
14-Aug	Port Macquarie			
14-Aug	Newcastle		2 bedroom	14-Aug
15-Aug	Sydney		Twin	15,16 Aug
17-Aug	Wollongong		Twin	17-Aug
18-Aug	Canberra		2 bedroom	18, 19, 20 Aug
21-Aug	Wodonga		Twin	21-Aug
22-Aug	Melbourne		2 bedroom	22-Aug
23-Aug	Ferry to Launceston		Twin	23-Aug
24-Aug	Hobart		2 bedroom	24,25,26,27 Aug
28-Aug	Glenorchy		Twin	28-Aug
29-Aug	Devenport Ferry to Melbourne		Twin	29-Aug
30-Aug	Melbourne		Twin	30-Aug
31-Aug	Geelong		2 bedroom	31-Aug
01-Sep	Warrnambool		2 bedroom	1,2,3 Sep
04-Sep	Mt Gambier		Twin	04-Sep
05-Sep	Adelaide		2 bedroom	5,6,7 Sep
08-Sep	Port Augusta		Twin	08-Sep
09-Sep	Ceduna		2 bedroom	9,10 Sep
11-Sep	Eucla		Twin	11-Sep
12-Sep	Norseman		Twin	12-Sep
13-Sep	Perth		2 bedroom	13,14,15 Sep
16-Sep	Dunsborough/Margaret River		2 bedroom	16,17 Sep
18-Sep	Albany		Twin	18-Sep
19-Sep	Esperance		Twin	19-Sep
20-Sep	Eucla		Twin	20-Sep





ITINERARY

Date	Town	Accommodation Provider	Room Type	Overnight Stay Dates Needed
21-Sep	Streaky Bay		Twin	21-Sep
22-Sep	Port Lincoln		2 bedroom	22,23,24 Sep
25-Sep	Whyalla		Twin	25-Sep
26-Sep	Adelaide		2 bedroom	26,27 Sep
28-Sep	Cooper Pedy		Twin	28-Sep
29-Sep	Alice Springs		2 bedroom	29,30 Sep
01-Oct	Tennant Creek		Twin	01-Oct
02-Oct	Katherine		2 bedroom	2,3 Oct
04-Oct	Darwin		1 Family Room	4,5,6,7,8 Oct
09-Oct	Daly Waters		Twin	09-Oct
10-Oct	Barkly Homestead		Twin	10-Oct
11-Oct	Mt Isa		2 bedroom	11,12 Oct
13-Oct	Hughenden		Twin	13-Oct
14-Oct	Townsville		2 bedroom	14,15,16 Oct
17-Oct	Mackay		Twin	17-Oct
18-Oct	Rockhampton		2 bedroom	18-Oct
19-Oct	Bundaberg		2 bedroom	19-Oct
20-Oct	Maroochydore		2 bedroom	20,21,22 Oct
23-Oct	Brisbane	Ride Completed		
23-Oct	Gold Coast	Ride Completed		



DEMENTIA KEY FACTS AND STATISTICS 2017

There are more than 413,106 Australians living with dementia (184,868 (45%) males and 228,238 (55%) females), with more than 77,633 living in Queensland.

By 2025, the number of people with dementia is expected to increase to 536,164 and 105,170 in Queensland.

Without a medical breakthrough, the number of people with dementia is expected to be almost 1,100,890 by 2056 and 233,298 in Queensland.

Currently around 244 people are joining the population with dementia each day. The number of new cases of dementia will increase to 318 people per day by 2025 and over 650 people by 2056.

In 2017, there is an estimated 25,938 people with younger onset dementia, expected to rise to 29,375 people by 2025 and 42,252 people by 2056.

Dementia is the second leading cause of death of Australians contributing to 5.4% of all deaths in males and 10.6% of all deaths in females each year.

THANK YOU FOR SUPPORTING

KELL'S RIDE FOR THE FUTURE



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OUR BENEFICIARIES





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