



Wall to Wall
Ride for Remembrance
Sponsorship Proposal
National Police Memorial



Wall to Wall : Ride for Remembrance

In 2010, two mates, both police officers and both keen motorcyclists, Assistant Commissioner Michael Corboy from the NSW Police Force and Inspector Brian Rix of the Victorian Police were motivated and inspired by the immense popularity of a American police initiated motorcycle and charity event in Austin Texas, known as the “Ride for the Fallen”, honouring the memory of police officers killed in the line of duty.

Working with friends and colleagues in the other police jurisdictions, Mick and Brian brought together a group of like minded police, serving and retired, to develop Australia’s own memorial ride, drawing attention to National Police Remembrance Day and using the positive image of police in the promotion of motorcycle safety and awareness.

With the National Police Memorial as a focal point, this has now become a much anticipated annual charity event in commemoration of the service and sacrifice of our police and for each of the State’s to raise much needed funds in support of their police charity organisations.

Each of the Australian Police Forces has a dedicated place of remembrance where they honour their fallen policing colleagues. From these sites a very special journey begins with the intention of arriving at the outskirts of our national capital to meet and join the other contingents of riders from across Australia.

In a final gesture of police solidarity and remembrance, the ride travels through Canberra to the National Police Memorial for a short and poignant ceremony to commence the week in honour of our fallen colleagues and mates who’s names are recorded on the touch stones at the memorial wall.





The **Wall to Wall: Ride for Remembrance** is promoted through a national organising committee under the auspice of the Police Federation of Australia and the National Police Memorial. Stringent operational and financial controls are maintained to ensure the charitable status of the event and that funds raised are directly used to support the identified policing legacy organisations and charities.

The ride has now grown into a fantastic commemorative and social event for enthusiastic motor cyclists throughout the country associated with policing; with over 1750 riders last year converging on Canberra, led by the Police Commissioners of the Australian Federal Police, New South Wales, Western Australia, Queensland, the Northern Territory and Tasmania, all of whom share the thrills and excitement found only on a motorbike.

This year's ride is again supported by all the jurisdictions and their Commissioners who are integral role models in demonstrating our message of motorcycling safety and awareness.

The ride is open to serving and retired members (sworn and unsworn) and all other friends and family of policing.

To be part of a truly national motorcycling event, the National Police Memorial is offering a unique opportunity for highly respected national motorcycle and product related companies to be part of our Ride.

Our sponsorship packages are designed to give your organisation maximum exposure to current serving police officers, our retired colleagues and the broader police family across Australia - all motorcycling enthusiasts.

As with all events of this nature, there are a number of significant expenses incurred to ensure the success, safety and professionalism promoted by our organisations.

Sponsorship offers a range of opportunities to support the ride and to be part of a unique motorcycle event in the lead up to National Police Remembrance Day.

Importantly, the generous support of corporate Australia enables all registration fees to be directly donated to the Police Legacy charities throughout Australia.

These charity organisations are charged with the immense responsibility of providing support and services to police families who have suffered the loss of a loved one who had given dedicated and devoted service to their community through policing.

They receive no government financial support and rely on the donations of police officers and community sponsored events such as the Wall to Wall Ride.

With the support of our sponsors, sales of merchandise and registrations, the Wall to Wall Ride provides a much needed boost to these charities ability to continue their work and highlights the many sacrifices of those police officers across Australia who are no longer with us.



Commissioners Batons

In 2011 a very poignant ceremony was added to our ride when each of the Police Commissioners across the country was presented with specially commissioned wooden batons, handcrafted from Australian timber and bearing the insignia of the State's Police Force.

Each baton is hollowed to allow for a parchment to be placed in the baton with the name of any police officers killed on duty, in preparation of the touchstones to be placed on the National Police Memorial.

Carried to Canberra by the Commissioners or their representative, the batons are opened at the conclusion of the ride in the hope that there are no names recorded. Sadly, since 2012, we've placed the names of Senior Constable David Rixon and Detective Inspector Bryson Anderson from NSW and Constable Casey Blain from Queensland in the batons so that their names were added to the Memorial.

The batons are symbolic statements of our shared grief and combined respect for a fallen colleague who we remember and honour through the ride and commit ourselves to support their families into the future.

They are a unique element to this motorcycling charity event and bring true meaning and purpose for the ride.





Join the Wall to Wall Ride

Sponsorship of this special and unique event offers companies the opportunity to promote their products and services, build personal connections and brand loyalty with a community of highly respected, professional men and women associated with policing and all who love their motorbikes.

Sponsor Benefits

Benefits to sponsors are numerous and vary according to the activity and type of sponsorship offered. These include:

- Positive community image associated by linking to a unique national motorcycling and policing event.
- National exposure and awareness as a supportive community focused company
- Opportunities to promote and demonstrate safe and lawful motorcycling across Australia
- Involvement in advertising and promotional activities for the ride activities
- Recognition of sponsorship in the company's publications, advertising and promotions (providing there is no implied or explicit endorsement by any of the Australian policing jurisdictions).

Available opportunities for sponsors to consider:

- Sole sponsorship of merchandising items (Polo shirts, caps, etc)
- Sponsored raffle prizes in support of the identified police charities
- Sponsored motorcycles and/or vehicles included and promoted on the ride.
- Branding on the annual merchandised t-shirt and event signage and banners produced for the ride and functions.
- Branding on promotional material and advertising, including prominent acknowledgements and sponsors links on our event website: www.walltowallride.com
- Branding and acknowledgements on event mail-outs including the Riders Information Packs
- Sponsor acknowledgement in articles appearing in the internal police publications across Australia in support of the event.



Tailored Sponsorship

Levels of sponsorship aren't necessarily limited to direct financial contributions, but are credited in terms of support and assistance provided to the successful operation of the event.

All sponsorship beyond \$1500 and above will be recognised on our website (www.walltowallride.com) with links to the sponsor's home page, our printed promotional material and logo included on the annual commemorative t-shirt.

Prominence and sizing of brands will be carefully considered to ensure proper recognition of each company's level of sponsorship.

Sponsorship of \$2500 in value and in kind support will be promoted as a Silver Sponsor and offered branding opportunities in support of the ride and functions and or individual State contingents.

Sponsorship beyond \$5000 or donations of significant product for use as raffle prizes will be promoted as Gold Sponsor with special recognition and branding on all promotional material, inclusion and acknowledgement in all events and functions and participation in prize draws.

Sponsors providing financial assistance and in kind support of \$10 000 and above will be promoted as the Platinum Sponsors and can choose sole branding rights to the merchandising items (Polo shirts, caps, etc) and other tailored options that might suit the sponsors marketing strategies.

All sponsors are invited, welcomed and actively encouraged to participate in our evening Rider's / Sponsor's gathering held at the National Convention Centre, Canberra. No additional sponsorship is sought to be part of this event

Sponsorship Conditions

- *Sponsorship funds will contribute to the promotion, planning and operation of the event.*
- *Funds will be used to subsidise cost components such as merchandising, printing, promotion and postage.*
- *All profits are donated to each of the State and Territory Police Legacy organisations.*
- *Sponsorship conditions are negotiable with discussion of other sponsor proposals and requirements welcomed.*
- *Sponsorship will not carry any implied or explicit endorsement by any of the Australian policing jurisdictions.*



Contact Us

For more information or to discuss sponsorship proposals, please contact

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