What started in 2009 with a handful of riders traveling to Canberra to pay their respects to fallen mates, has become one of the biggest events on the Australian policing calendar.

Now heralding the start of Police Week, riders will travel from their state memorial to Canberra where they meet up with fellow riders from across the country, to ride as one through the nation’s capital to the National Police Memorial.

With over 2,000 riders in Canberra, and satellite rides being held in Western Australia, the Northern Territory and Tasmania, the Wall to Wall is not only a wonderful commemoration of service and sacrifice, but also a fantastic social event for enthusiastic motor cyclists across Australia, celebrating and supporting the police family.

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. Since its inception, the Ride has donated over $800,000 to state and territories police legacy organisations.
Sponsorship Opportunities

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 who love motorbikes.

All sponsors are invited, welcomed and actively encouraged to participate in our evening Riders’ / Sponsors’ gathering held at EPIC, Canberra as part of their involvement.

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.

Prominence and sizing of brand logos are reflective of the level of sponsorship.

Sponsorship packages available are:

**PLATINUM**
Financial assistance and in-kind support of $15,000 and above
Benefits:
- Choice of sole branding rights to the merchandising items (polo shirts etc) and other tailored options that might suit the sponsors marketing strategies
- Opportunity to ride with the VIPs from EPIC to the Memorial
- A stand at the official after-ride function at EPIC
- Recognition on printed promotional material and logo placement on official merchandise including the annual commemorative t-shirt
- Recognition and a link to sponsor’s homepage on the ride’s Facebook page and walltowallride.com

**GOLD**
Financial assistance and in-kind support of $10,000 and above
Benefits:
- A stand at the official after-ride function at EPIC
- Recognition on printed promotional material and logo placement on official merchandise including the annual commemorative t-shirt
- Recognition and a link to sponsor’s homepage on the ride’s Facebook page and walltowallride.com

**SILVER**
Financial assistance and in-kind support of $5,000 and above
Benefits:
- A stand at the official after-ride function at EPIC
- Recognition on printed promotional material and logo placement on official merchandise including the annual commemorative t-shirt
- Recognition and a link to sponsor’s homepage on the ride’s Facebook page and walltowallride.com

**BRONZE**
Financial assistance and in-kind support of $2,500 and above
Benefits:
- A stand at the official after-ride function at EPIC
- Recognition on printed promotional material and logo placement on official merchandise including the annual commemorative t-shirt
- Recognition and a link to sponsor’s homepage on the ride’s Facebook page and walltowallride.com

**MINOR**
Financial assistance and in-kind support of anything between $1,500 – $2,500
Benefits:
- A stand at the official after-ride function at EPIC
- Recognition on printed promotional material and logo placement on official merchandise including the annual commemorative t-shirt
- Recognition and a link to sponsor’s homepage on the ride’s Facebook page and walltowallride.com

For further information contact the Police Federation of Australia:
02 6239 8900     office@walltowallride.com

Wall to Wall Ride
National Police Memorial
2017 Remembering You