



Wall to Wall

RIDE FOR REMEMBRANCE



NATIONAL
POLICE
MEMORIAL

Wall to Wall



What started in 2010 with a handful of motorbike riders traveling to Canberra to pay their respects to fallen mates, has now become one of the biggest events on the Australian policing calendar.

The Wall to Wall: Ride for Remembrance (W2W) marks the important part and fundraising during Police Week. Riders travel from their state memorial to Canberra to meet up with others from across the country, to then journey as one group through the nation's capital to the National Police Memorial.

With over 2,000 riders in Canberra, and satellite rides being held in across the country, 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 **\$1,784,933** to state and territories police legacy organisations.

2025 is the 16th anniversary of the Wall to Wall Ride, and an ever increasing and popular event. 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.



SPONSOR PACKAGES AVAILABLE:

PLATINUM

\$20,000 and above

Benefits:

- Branding on merchandising items and other tailored options that might suit the sponsors marketing strategies
- Opportunity for up to six (6) riders to ride with the VIPs from EPIC to the National Police Memorial
- A stand at EPIC
- Recognition at EPIC with your logo on the banners
- Your company's extra-large logo will feature prominently on the website and merchandise
- Acknowledgement and logo in the Annual Report
- Opportunity to provide marketing material in the mail out to registered riders
- Link from the W2W website to your website
- Recognition made on the W2W Facebook page

GOLD

\$10,000 and above

Benefits:

- A stand at EPIC
- Brand recognition on official merchandise
- Recognition at EPIC with your logo on the banners
- Large logo placement on official merchandise
- Recognition made on the W2W Facebook page
- Link from the W2W website to your website
- Acknowledgement and logo in the Annual Report

SILVER

\$5,000 and above

Benefits:

- A stand at EPIC
- Recognition at EPIC with your logo on the banners
- Medium logo placement on official merchandise
- Brand recognition on official merchandise
- Recognition made on the W2W Facebook page
- Link from the W2W website to your website
- Acknowledgement and logo in the Annual Report

BRONZE

\$2,500 and above

Benefits:

- A stand at EPIC
- Recognition at EPIC with your logo on the banners
- Brand recognition on official merchandise
- Recognition made on the W2W Facebook page
- Link from the W2W website to your website
- Small logo placement on official merchandise
- Acknowledgement and logo in the Annual Report

MINOR

\$1,500 and above

Benefits:

- A stand at EPIC
- Brand recognition on official merchandise
- Recognition made on the W2W Facebook page
- Link from the W2W website to your website
- Acknowledgement and logo in the Annual Report



RIDE

ADVANCE



Wall to Wall