BIG YELLOW PIPELINE CHALLENGE

PARTNER WITH US

TO CHANGE LIVES

2027 Sponsorship Packages

Kalgoorlie to Perth Hills
28 April – 2 May 2027



Proudly supporting:

Youth Futures

pipelinechallenge.com.au

The Power of Community

Imagine the vast, rugged beauty of Western Australia's Golden Outback. Now, picture your team there, not just as spectators, but as **vital partners in a journey of endurance**, **community, and profound impact.**

This is the Big Yellow Pipeline Challenge.





Your Impact:
The Benefits of Sponsorship

Partnering with the Big Yellow Pipeline Challenge offers a powerful return on investment, aligning your brand with a cause that resonates deeply while providing tangible benefits for your business and team.

Enhanced Brand Visibility:
Showcase your brand to a wide audience across WA through our event marketing, social media campaigns, media coverage, and on-site branding. We will share your story and celebrate your commitment to our community.

Unique B2B Networking:
Connect with a network of influential business leaders, community figures, and corporate teams who share your values. This event provides an organic and meaningful environment to build powerful professional relationships.

Corporate Social Responsibility (CSR) in Action:
Demonstrate your company's commitment to social impact in a tangible and inspiring way. Aligning with Youth Futures and this iconic WA event sends a clear message to your clients, stakeholders, and employees that you are invested in the wellbeing of our community.

Unforgettable Team Building:
The challenge is a transformative experience that builds resilience, enhances communication, and fosters deep bonds among team members. It's a unique opportunity to invest in your people, boosting morale and creating a shared sense of pride and accomplishment.

Deep Community Engagement:
Connect your brand directly with the Western Australian community. Your support will be recognised as a vital contribution to solving one of our state's most pressing issues, building goodwill and a positive public profile.

SPONSORSHIP TIERS

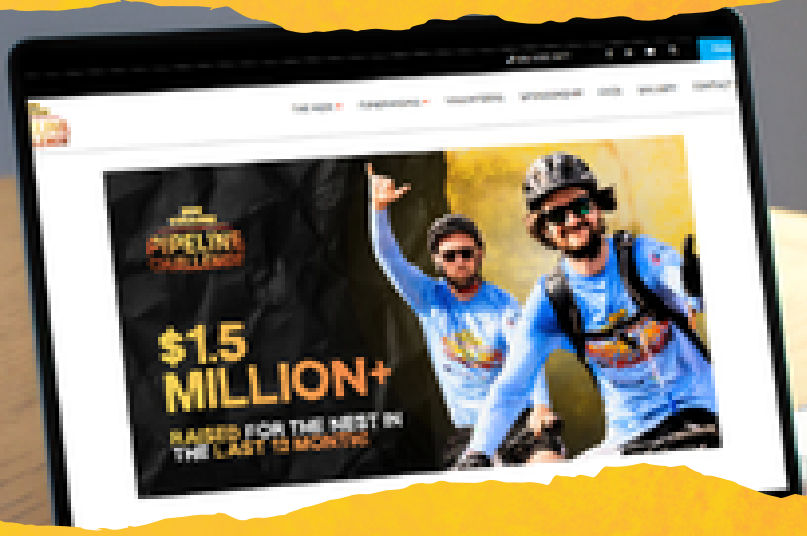
	MAJOR PARTNER	GOLD SPONSOR
Central logo placement on event jersey	✓	X
Speciality jersey category sponsorship	N/A	✓
Prominent logo on event jersey and bibs	N/A	✓
Verbal acknowledgement at launch event	✓	✓
Onsite branding at launch event (signage at own cost)	✓	✓
Verbal acknowledgement at finish line event	✓	✓
Teardrop banners at finish line event (signage at own cost)	✓	✓
Prominent logo placement on all event related materials	✓	X
Prominent social media recognition	✓	✓
Website logo recognition with link through to your website	✓	✓
Opportunity to take part in interview for social media (launch event, riders briefing, or finish line event)	✓	✓
Logo on event promotional EDMs	✓	✓
	$50,000	**$25,000**

SPONSORSHIP TIERS

	SILVER SPONSOR	BRONZE SPONSOR	IN-KIND/ EVENT PARTNER
Speciality jersey category sponsorship	✓	X	X
Logo on event jersey and bibs	✓	✓	X
Verbal acknowledgement at launch event	✓	X	X
Verbal acknowledgement at finish line event	✓	X	X
Social media recognition	✓	✓	✓
Website logo recognition with link through to your website	✓	✓	✓
Logo on event materials	X	X	✓
Tailored recognition package	N/A	N/A	✓
Community impact acknowledgement	N/A	N/A	✓
Logo on event promotional EDMs	✓	✓	✓
	$15,000	**$10,000**	

Brand touchpoints

WEBSITE & SOCIAL MEDIA



EVENT BRAND EXPOSURE



OFFICIAL RIDE JERSEY



The Cause:
The Nest Program

Every kilometre conquered in the Big Yellow Pipeline Challenge directly supports young lives at a critical moment. All funds raised go to **Youth Futures' Nest Program**, a specialised accommodation and outreach support service for young parents and their babies who are facing homelessness.

Homelessness doesn't just mean sleeping on the streets. For many young families, it's a terrifying cycle of instability, couch-surfing, and living in unsafe environments. **The Nest Program offers a safe haven**, breaking this cycle and providing a foundation for a brighter future.

At The Nest, young parents receive more than just a roof over their heads. They find a community of support, where they can access:



- Stable, secure accommodation.
- Parenting skills and child development programs.
- Support to continue their education or find employment.
- Guidance on budgeting, health, and wellbeing.

Your sponsorship gives a young family **a home, a chance to heal, and the tools to build a thriving, independent life**. It is a direct investment in two generations, empowering both young parents and their children to **break the cycle of disadvantage** and reach their full potential.

Join the Journey:
Become a Sponsor Today

Your support can change the course of a young family's life.

By becoming a sponsor of the Big Yellow Pipeline Challenge 2027, you join a powerful movement of compassionate businesses dedicated to ending youth homelessness in Western Australia.

Together, we can ensure that every young person has a safe place to call home.



To learn more about sponsorship opportunities, please contact:
info@pipelinechallenge.com.au

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