

# Club Clipsal 1000 Kilometres for Kids

Club Clipsal  
proudly  
supporting



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#ClubClipsal1000 | #LifeIsOn



[clipsal.com/clubclipsal1000](https://clipsal.com/clubclipsal1000)

**CLUBCLIPSAL**

**The Hub**

Life Is 

**CLIPSAL**  
by Schneider Electric



Ashley Ralph, General Manager - Partner Programs,  
Clipsal by Schneider Electric

# Club Clipsal 1000

Kilometres for Kids  
February 2017

Support Ashley Ralph as he runs 1,000km for kids in need.

In 2015, Ashley Ralph cycled 2,755km from Perth to Adelaide, raising \$110,000 for Camp Quality. For 2017, Ashley has set himself possibly an even more daunting challenge. To run 1,000km (100km a day for 10 days) from Melbourne to Adelaide, with the aim of raising \$400,000 for Variety - the Children's Charity, and the Julian Burton Burns Trust.

It is a massive challenge, but nothing compared to the challenges faced by burns victims or children facing a life-threatening condition every single day.

By supporting Ashley on this epic run you can really help make a positive difference in many lives.

Club Clipsal  
proudly supporting



Clipsal by Schneider Electric  
proudly supporting



## DATES

February 2017

(Subject to Clipsal 500  
official dates.)

## DEPARTURE

Schneider Electric,  
Melbourne

## ARRIVAL

Clipsal 500 track,  
Adelaide

## DURATION

10 days

## TOTAL DISTANCE

Approx. 1000km

# About Club Clipsal

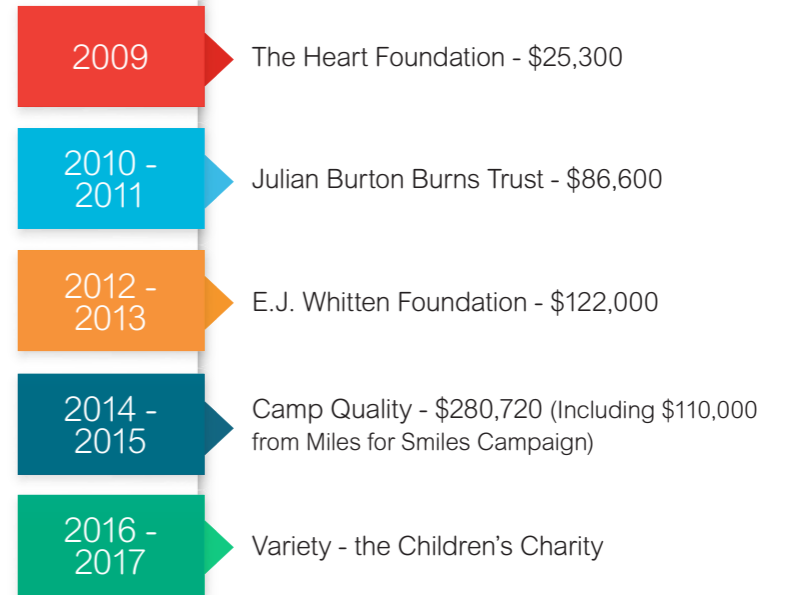
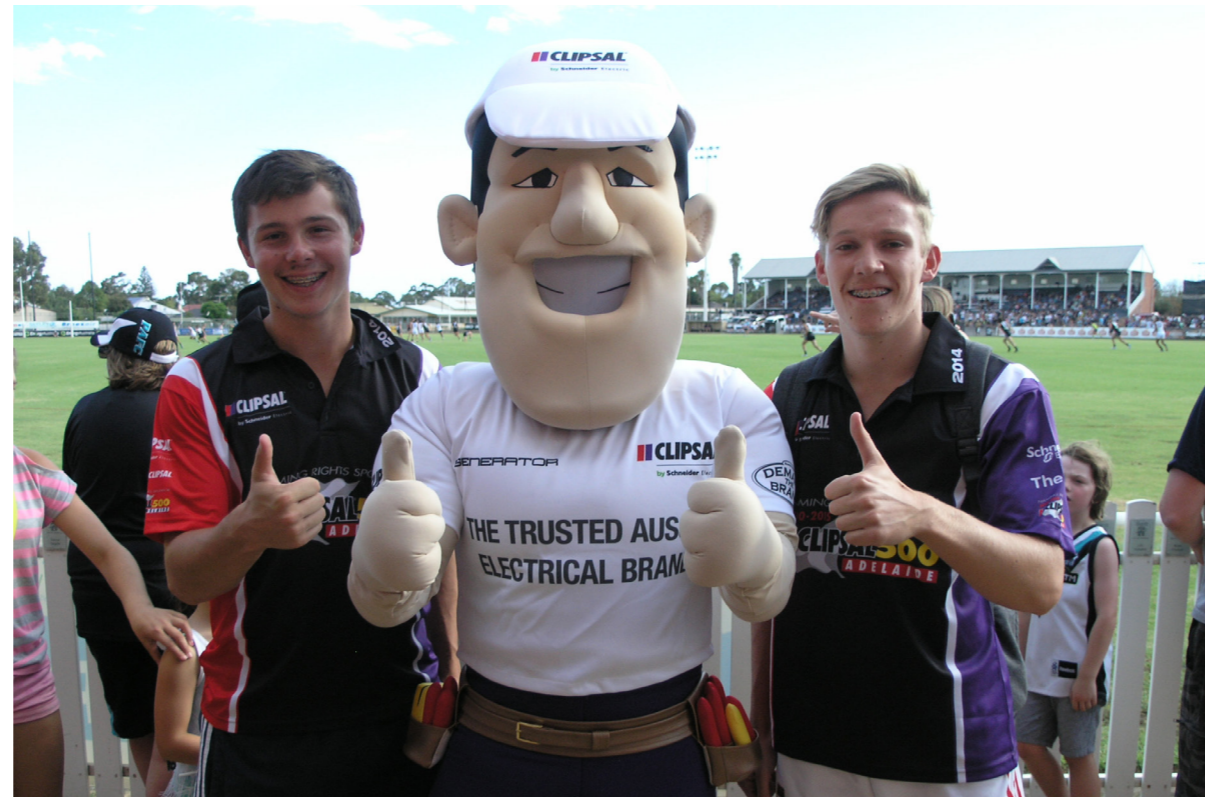
## Australia's largest loyalty club for the electrical industry

Founded in 1995, Club Clipsal currently boasts over 7,000 members across various tiers (Platinum, Gold, Silver, Bronze and Legends). The Platinum and Gold tiers are by invitation only, with set criteria members must meet.

Club Clipsal members are offered a wide range of business, lifestyle and social benefits.

The Club Clipsal Charity initiative commenced in 2009, with the purpose of raising funds for a Club Charity of choice, for a two year duration. To date over \$500,000 has been raised for our chosen charities.

Communication to members is generally via personalised email, the Club Clipsal Facebook page, Club Clipsal website, and "Connected" magazine published in April, August and December every year.



# About Ashley Ralph

## General Manager – Partner Programs, Clipsal by Schneider Electric

Ashley Ralph recently celebrated his eleventh year of employment with Clipsal by Schneider Electric.

With a strong passion for fitness and the heart to want to help kids in need, Ashley successfully cycled 2755km over 14 days, raising over \$110,000 for the Miles for Smiles, Perth to Adelaide bike ride.

In 2016, Ashley has decided to hang up the bike and focus on the running. To prepare for the Club Clipsal 1000, Ashley has scheduled in four training marathons, and will be running on a weekly basis up to 100km!

Ashley Ralph, General Manager - Partner Programs, Clipsal by Schneider Electric



### Fitness achievements:

- **2014 – Miles for Smiles**  
2800km over 14 days, Perth to Adelaide, raised \$110,000
- **2012 - Adelaide Ultra Marathon**  
12-hour event, 3rd place
- **2006 - Brisbane to Adelaide Cycle**  
3000km over 21 days, raising \$85,000 for Make a Wish Foundation
- 8 x Ironman triathlon finisher
- 4 x Half Ironman finisher
- 4 x 42km marathon finisher

# About Clipsal & Schneider Electric

Clipsal by Schneider Electric is part of the Schneider Electric Group. Clipsal is Australia's number one brand of electrical accessories. The product range is truly vast, encompassing more than 20,000 products across a broad range of domestic, data, industrial and automation.

Established in 1920, Clipsal has a long and proud history that was born in 1920 when founder Alfred Gerard developed the first Clipsal product in Adelaide, South Australia. His adjustable conduit fittings could 'clip all' sizes of imported conduit, and so inspired the brand name 'Clipsal'.

In 2003, the Clipsal brand joined French-owned Schneider Electric and now has the backing of one of the world's biggest electrical companies to enter global markets.



Today, Clipsal products are manufactured and based in Gepps Cross, South Australia; and we currently employ more than 3630 people Australia wide. Clipsal's famous brand recognition and reputation for loyalty and service continues to prosper under the direction of David Gardner, Vice President of Clipsal by Schneider Electric.

Clipsal & Schneider Electric proudly support the Julian Burton Burns Trust with 50c from every smoke alarm sale going towards the Bucks for Burns Community Grants programme.



Variety - the Children's Charity is a national not-for-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs to live, laugh and learn. By giving practical equipment, programs and experiences, Variety helps children in need to overcome whatever obstacles they face and live life to the fullest.

Variety's mission is to help these children attain their full potential regardless of ability or background. Variety's work allows children to gain mobility and freedom, to get out and about in the community, be able to communicate, achieve independence and increase self-esteem, and where possible the assistance to help them be integrated into mainstream schools and activities.

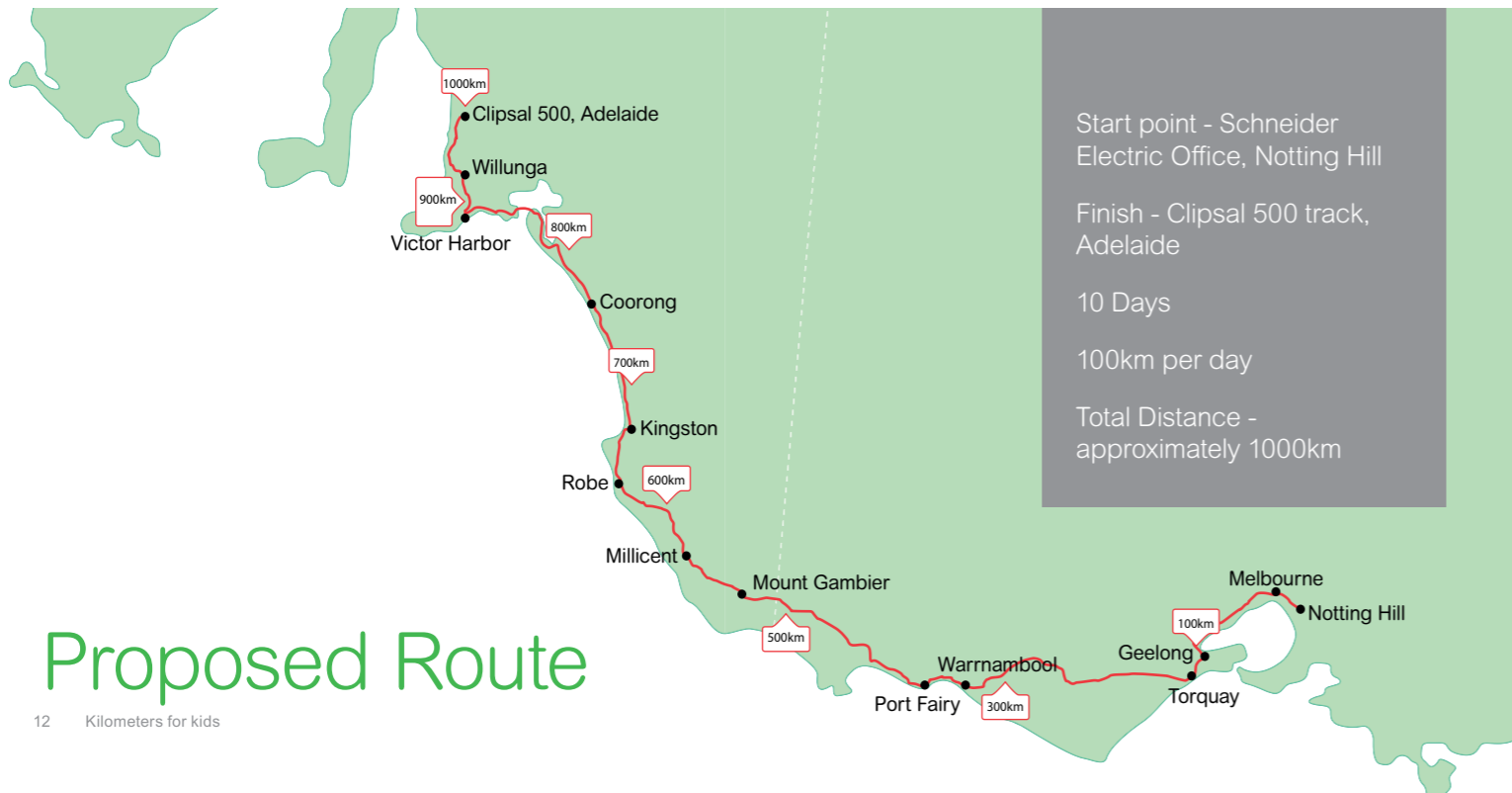


The Julian Burton Burns Trust is Australia's leading non-profit organisation dedicated to burn injury. They are committed to influencing social change to reduce the incidence and impact of burn injury.

Burn injury is one of the top 3 causes of accidental death in children under five years of age and one of the 3 most common injuries suffered by an Australian each year.

The Julian Burton Burns Trust is committed to:

- Implementing school, community and Aboriginal burn **prevention** and first aid programs
- Advancing world class **care** through National Community Grants and patient care services
- Facilitating and enabling **support** programs for burn survivors and their families



## Proposed Route

## Sponsorship Benefits

Sponsorship of this high-profile event will not only assist in the raising of funds for two very worthy causes, it also provides tangible business benefits.

Sponsors will have the opportunity to create, develop and enhance their brand positioning by having access through this event to over 7000 Club Clipsal Members and 3630 Clipsal & Schneider Electric staff Australia wide.

Club Clipsal 1000 will also be offering a 'Commit to get Fit' Australia wide incentive to all staff/anyone interested. We are

inviting all to get behind this great cause by committing to either walk, run, ride, cycle or swim a set distance for the week of the event. Everyone that signs up to Commit to get fit will be invited to collect their own sponsorship and donation with all proceeds going directly to Variety – the Children's Charity and the Julian Burton Burns Trust.

Along with this we

have a fairly large promotional calendar set for 2016. Subject to your sponsorship level, you will be entitled to be involved in some capacity at these functions, creating more brand awareness!

Having access to the above will assist in ensuring your company generates consumer preference and loyalty through community engagement.

# Major Sponsor

Value: \$10,000 (two available)

Our major sponsors will have the opportunity to collaborate with us in the planning of their participation throughout the event.

Major sponsors will receive generous exposure throughout the campaign through various media avenues, dominant logo placement on all literature and merchandise, and website exposure. They will also be invited to address the group at the official launch and at the finish line.

## Media exposure

- Generous exposure as the major sponsor
- Logo on all media releases issued from launch to post-event
- Logo inclusion on all print advertising

## Dominant logo placement

- Running singlet
- Event crew polo
- Support vehicle signage
- Signage to feature at start and finish line
- Onsite recognition at the start and finish line
- Placement of logo on event collateral including posters and flyers

## Website exposure

- Logo and company website link to feature on Clipsal by Schneider Electric, Club Clipsal website, and Facebook page
- Sponsorship mention on live donation page
- Provision of Club Clipsal Charity to feature on your website as an official supporter of the event and two charities

## Sponsor engagement

- Guest speaker from your organisation invited to speak at the official launch and finish line
- Inclusion of marketing material in event show bags
- Positioning at the finish line

## Other

- Plaque recognition of support





# Category Sponsor - Silver

\$5,000 (ten available)

## Media exposure

- Logo on all media releases issued from launch to post-event
- Logo inclusion on all print advertising

## Logo placement on

- Event crew polo
- Support vehicle signage
- Placement of logo on event collateral including posters and flyers

## Website exposure

- Logo and company website link to feature on Clipsal by Schneider Electric and Club Clipsal website and Facebook page

- Sponsorship mention on the live donation page

- Provision of Club Clipsal Charity to feature on your website as an official supporter of the event and two charities

## Other

- Certificate recognition of support



# Sub category Sponsor – Bronze

\$2,000 (unlimited available)

## Website exposure

- Logo and company website link to feature on Clipsal by Schneider Electric and Club Clipsal website and Facebook page
- Sponsorship mention on the live donation page
- Provision of Club Clipsal Charity to feature on your website

as an official supporter of the event and two charities

## Other

- Certificate recognition of support

# Run a Distance (20km)

\$1,000 (limited positions)

- Run the first or last 20km with Ashley Ralph of the event and two charities

## Website exposure

- Logo and company website link to feature on Clipsal by Schneider Electric and Club Clipsal website and Facebook page
- Provision of Club Clipsal Charity to feature on your website as an official supporter

## Other

- Certificate recognition of support.



# Goods Donation

## Various opportunities

To efficiently and effectively roll out an event like this, with all money raised going to the cause, “in-kind” sponsorship is highly valued and sought after.

We will be seeking in-kind donations for items such as, but not limited to:

- Official launch venue hire
- Launch food and drink package
- Various raffle/auction items to use throughout the year
- Running support crew
- Campervan
- Support vehicle
- Running equipment (shoes, hats, etc.)
- Support Crew merchandise

# Contact

If you are interested in getting involved, we would love to talk to you and discuss the many sponsorship opportunities available, and how we can tailor a sponsorship package ideal for your company.

Please contact either:

**Ashley Ralph**  
General Manager – Partner Programs  
0400 202 406  
ashley.ralph@schneider-electric.com

**Cassandra Whittington**  
Program Coordinator  
0427 691 027  
cassandra.whittington@schneider-electric.com

**To download a sponsorship form or donate directly, go to: [clipsal.com/clubclipsal1000](https://clipsal.com/clubclipsal1000)**

\*All donations over \$2 are tax-deductible.  
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