



2027 Santos Tour Down Under

Sponsorship Prospectus



A safe, sustainable,
vibrant **Community**



CAMPBELLTOWN
CITY COUNCIL



Sponsorship agreement



Between: **Campbelltown City Council**
172 Montacute Road
Rostrevor SA 5073
and

.....
.....
.....

Event: 2027 Gear Up at Cambelltown

Dates: 21 January 2027

Sponsorship amount plus GST

Signed for on behalf of

By
(Insert name of authorised person)

.....
(Signature of Authorised Officer)

Date

Signed for on behalf of the
Campbelltown City Council (ABN 37 379 133 969)

By
(Insert name of authorised person)

.....
(Signature of Authorised Officer)

Date





Partner with power

Sponsorship now open

**Campbelltown
City Council
is thrilled to
announce its
participation in
the 2027 Santos
Tour Down
Under!**

**We will be hosting
the efex Race Day
3 – Men's Stage 3
Finish on Thursday
21 January 2027.**

Ride the momentum. Champion the future.

The **Santos Tour Down Under** returns to South Australia in 2027 – and you can be part of the action. Day three of the men's race is a major test for riders chasing overall victory. Two ascents of the iconic Corkscrew Road will be the defining challenge leading to a fast finish into Campbelltown.

Be the brand behind the moment.

About Stage 3:

Thursday, 21 January – Lobethal to Campbelltown

With a hacksaw-edge stage profile including the return of Mount Lofty, the day's racing is set to illuminate serious contenders across this 166 km stage as the men race through the Adelaide Hills, tackle the Corkscrew Road Climb – twice! – before a fast finish into Campbelltown Council.

Start: 10.40 am Main Street, Lobethal

Finish: 2.41 pm Maryvale Road, Athelstone

Distance: 166.2 km

Highlights: Corkscrew x 2, epic Montacute descent



Sponsorship package

Sponsorship benefits

PLATINUM GOLD SILVER BRONZE

Sponsors will be entitled to a 15 second advert on the TV that is displayed in Council's foyer during January 2027 – content to be supplied.

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Stand alone Facebook advert on Council's page – artwork to be supplied.

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Acknowledgment as 'Proud Supporter of the 2027 efex Race Day Stage 3 Finish on Thursday 21 January 2027.

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Advertising space on Council's event program.

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Sponsor website hyperlinked directly from Council's 2027 Santos Tour Down Under webpage.

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Opportunity to sponsor the Campbelltown City Council Moonlight Markets at a reduced rate (10% off).

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Logo inclusion on 2027 Santos Tour Down Under TV Screen Promotion located in Council's foyer, The ARC Campbelltown and Library (scrolling display) – logo to be supplied.

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Sponsor company listed as event sponsor on Council's 2027 Santos Tour Down Under promotional materials – Council's website, social media and event corflutes.

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Logo placed on corporate VIP Marquee entry ticket.

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Logo inclusion on printed collateral inside the VIP Marquee.

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Opportunity to provide prizes or promotional flyers in VIP Marquee.

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Company acknowledgment on promotional materials sent to local businesses in Campbelltown City Council area in the lead up to the event.

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VIP Hospitality

Tickets to the Campbelltown City Council Official VIP Marquee on the finish line of '2027 efex Race Day 3 – Men's Stage 3 Finish'. VIP guests will have the opportunity to network whilst enjoying the race, food and drinks. Package includes some car parking.

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12

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Additional tickets can be purchased at \$500 per ticket.

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TOTAL INVESTMENT

\$10,000 **\$7,000** **\$4,000** **\$1,500**
+ GST + GST + GST + GST

*All sponsorship opportunities will need to comply with Santos Tour Down Under guidelines and are confined to inside the VIP Marquee and via Council channels unless you are a 2027 Santos Tour Down Under sponsor. Opportunities may be available at the community events.



Why sponsor?

Massive exposure

Your brand across digital and print banners, broadcasts, signage, newsletters, and event programs.

Targeted audience reach

Engage with active lifestyle consumers, cycling enthusiasts, and family-focused locals.

Community impact

Support sporting events, inspire the next generation of cyclists, and help deliver a world-class event to your own backyard.

Custom packages

We'll tailor a sponsorship package to fit your business objectives and budget.

Secure your seat

Get in quick and secure your Santos Tour Down Under sponsorship opportunities.

I hope you will consider partnering with Campbelltown City Council. Please contact us to discuss your sponsorship requirements or for any questions regarding this document.

Paul Di Iulio
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www.campbelltown.sa.gov.au

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