



ROYCE'S

PARTNERSHIP PROPOSAL

BIG WALK

Royce's Big Walk



Penrith Panthers' favourite son Royce Simmons was diagnosed with Alzheimer's disease back in 2021, in early 2022 he undertook his inaugural Royces Bug Walk where he raised over \$1 million dollars that has been donated to Dementia Research. Typical of the man known only as 'Simmo', the footy legend wants to continue to help enhance the lives of everyone impacted by the disease.

What has now become the annual Royce's Big Walk, in 2023 will depart Dubbo, Central NSW on Tuesday 18 April 2023. Along the 313 kilometre journey Royce and his team will be joined by many high profile names who are just as committed as he is to helping everyone who's lives have been changed by a dementia diagnosis.

Royce plans to cross the finish line at Carrington Park, Bathurst Saturday 29 April 2023, just in time for kick-off in the Panthers NRL game against the Wests Tigers where the teams will be playing for the Royce Simmons Cup.

All donations will support innovative Australian dementia research to:

- Better understand the causes of dementia
- Develop strategies to reduce dementia risk and slow the progression of the disease
- Provide accurate and timely diagnoses
- Improve treatment and care options for people living with dementia
- Find a cure



Central West NSW



Dubbo to Bathurst via Parkes & Eugowra



Tuesday, 18 April to Saturday, 29 April 2023



313 kilometres



Partnership Tiers

Gold Partnership - Major

The Major Partnership (Gold Tier) will encompass the entire Royce's Big Walk event, all the way from Dubbo to Bathurst and everywhere in between.

The major partner logo will be included across media opportunities, digital channels, clothing, and throughout the Big Walk route itself, along with additional exclusive opportunities available to only the Gold level of partnership.

Benefits:

- Logo inclusions across all content, marketing material, website and on the Royce's Big Walk media wall
- Logo included on branded clothing to be worn throughout the walk by Royce and his cowalkers
- Acknowledgement in all media opportunities
- Key branding inclusions along the route, on the bigscreen at Carrington Park, Bathurst
- Keynote speaker opportunity at launch cruise
- Promotional Collateral at all events facilitated across duration of the walk
- Opportunity to walk one leg with Royce
- Team building training sessions – Hike for a team to 10 to Train with Royce in the Blue Mountains

Investment

\$100,000 + GST



Partnership Tiers

Silver Partnership

The Silver Partnership comes with key digital and event benefits to go along with attendance to the match

On top of this, Royce will be providing a signed 1991 Replica Penrith Panthers jersey for every Silver partner who joins him on this journey.

Benefits:

- Logo inclusions across website with clickthrough to partner site
- Brand inclusions across foundation social media
- Key branding inclusions on the big screen at Carrington Park, Bathurst NSW @ Panthers Vs Wests Tigers match
- 1991 Penrith Panthers replica jersey signed by Royce Simmons

Investment

\$25,000 + GST



Partnership Tiers

Bronze Partnership

The Bronze Partnership will see your brand associated with Royce's Big Walk across digital channels from start to finish.

Benefits:

- Logo inclusions across website with clickthrough to partner site
- Brand inclusions across social media



Investment

\$10,000 + GST



The Royce Simmons Foundation

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