

**ROYCE'S**

PARTNERSHIP PROPOSAL

**BIGWALK**

# Royce's Big Walk 2024

**Penrith Panthers' favourite son Royce Simmons was diagnosed with Alzheimer's disease back in 2021; in early 2022, he undertook his inaugural Royce's Big Walk, where he raised over \$1 million dollars that has been donated to Dementia Research.**

What has now become the annual Royce's Big Walk event, in 2024 over the course of ten days, the itinerary encompasses various destinations across Sydney. Commencing in Penrith, the journey progresses through all Sydney Based NRL clubs, NRL and NSWRL headquarters, before visiting iconic locations like Taronga Zoo, Bondi Beach, Watsons Bay and the new Western Sydney Airport.


Royce plans to cross the finish line at BlueBet Stadium on Sunday, 30 June 2024, just in time for kick-off in the Panthers NRL game against the North Queensland Cowboys.


All donations will support Australian dementia research programs 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



# GREATER SYDNEY

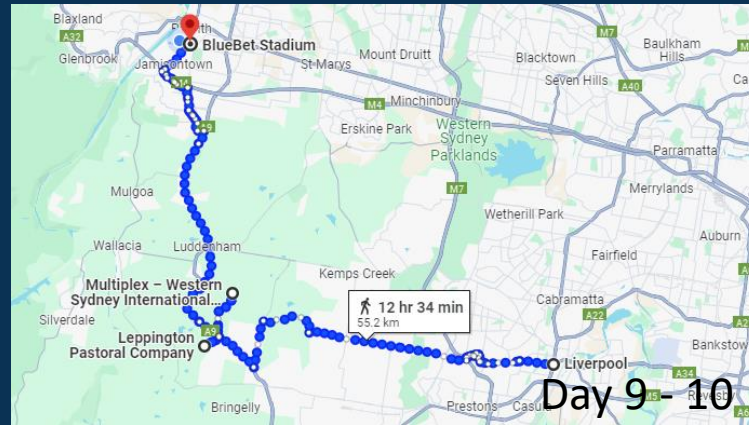
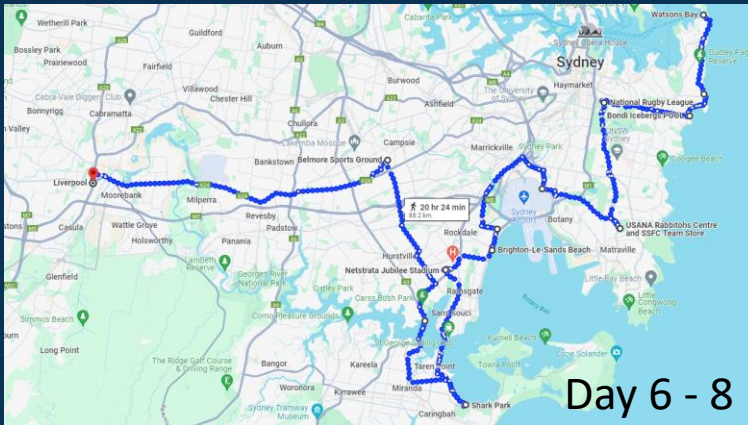
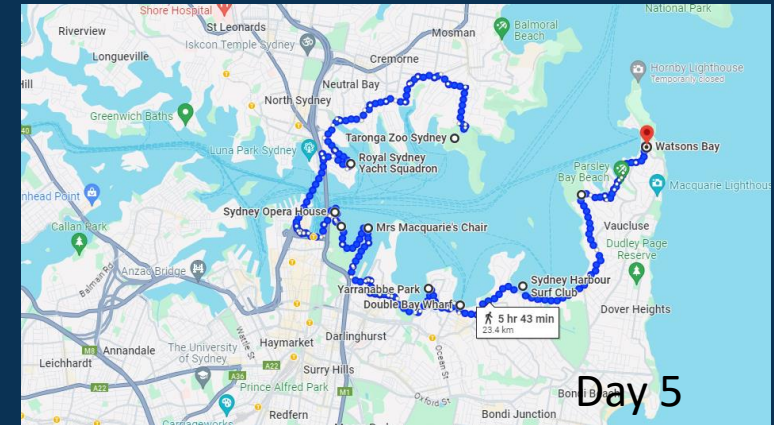
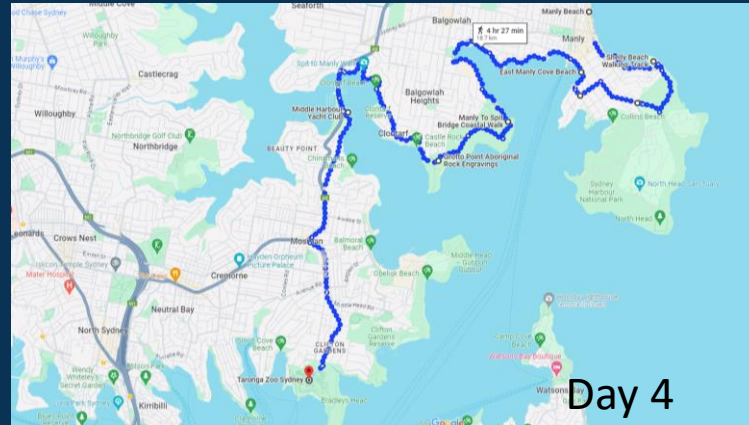
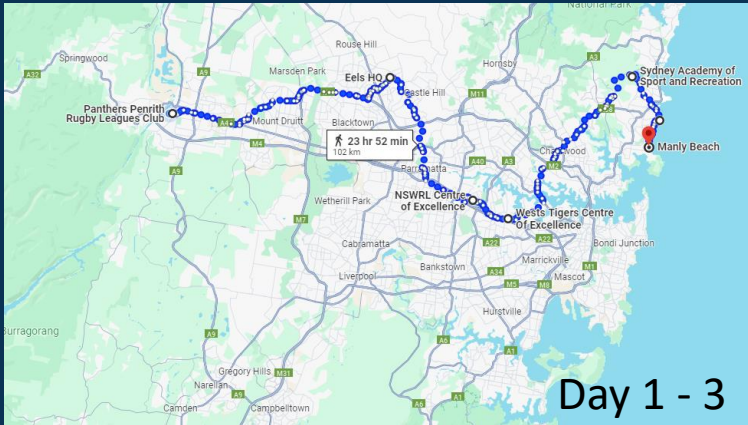
 Greater Sydney, starting at Penrith, heading to the Northern Beaches to the Shire through Western Sydney Airport, all while engaging iconic Sydney locations and Sydney based NRL Clubs along the way.

 Thursday, 20 June to Sunday, 30 June 2024.

 300 kilometres.



# PROPOSED Walking Map



Day	From	To	Leg Distance Km	
Thursday, 20 June	Day -1	JL Sportsman's Dinner @ WSCC (TBC)		
Friday, 21 June	Day 1	Penrith	Eels HQ	32.7
Saturday, 22 June	Day 2	Eels HQ	NSWRL Centre of Excellence	22.1
	Day 2	NSWRL Centre of Excellence	West Tigers Centre of Excellence	5.7
Tuesday, 23 June	Day 3	West Tigers Centre of Excellence	Manly Warringah Sea Eagles, Narrabeen	30.1
Monday, 24 June	Day 4	Manly Warringah Sea Eagles, Narrabeen	Manly Beach	11.9
	Day 4	Manly Beach	Taronga Zoo	18.9
Tuesday, 25 June	Day 5	Taronga Zoo	Watsons Bay	23.4
	Day 5	Watsons Bay	Bondi Beach	7
Wednesday, 26 June	Day 6	Bondi Beach	National Rugby League	5.3
	Day 6	National Rugby League	Roosters	
	Day 6	Roosters	Rabbitohs Centre, Maroubra	8.2
Thursday, 27 June	Day 6	Rabbitohs Centre, Maroubra	Netstrata Jubilee Stadium	19.6
	Day 7	Netstrata Jubilee Stadium	Shark Park	9.9
Friday, 28 June	Day 7	Shark Park	Belmore Sports Ground	20.2
	Day 8	Belmore Sports Ground	Liverpool	18.1
Saturday, 29 June	Day 9	Liverpool	Bringelly	24.1
Sunday, 30 June	Day 10	Bringelly	Western Sydney Airport	4.2
	Day 10	Western Sydney Airport	BlueBet Stadium (Panthers Vs Cowboys)	17.4

# Partnership Tiers

## Platinum Partnership - Major

The Major Partnership will encompass branding on the Royce's Big Walk event for the entire duration.

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

### Benefits:

- Logo inclusions across the Royce Simmons Foundation website with a clickthrough to the partner's website.
- Logo included on branded clothing to be worn throughout the walk by Royce and his team.
- Brand inclusions across the Royce Simmons Foundation and the Royce's Big Walk event social media.
- Acknowledgement in all live and recorded media opportunities.
- Key branding inclusions along the route and a big screen at the final stadium where Panthers take on the North Queensland Cowboys.
- Promotional Collateral at all events facilitated across the duration of the walk event.
- Opportunity to walk one leg with Royce.
- Team building training sessions – a hike with Royce Simmons for a team of 10 to Train as Royce does through the Blue Mountains, followed by a light morning tea at a local café.
- Complementary table of 10 to the 2024 Royce Simmons Sportsman's Luncheon – November.

Investment

\$100,000 + GST



# Partnership Tiers

## Gold Partnership

The Gold Partnership comes with key digital associated with the Royce Simmons Foundation and the Royce's Big Walk event, .

On top of this, Royce will be providing a signed 1991 Replica Penrith Panthers jersey for every Gold partner who joins him on this journey and a team-building training session with Royce for 10 participants of your choice.

### Benefits:

- Logo inclusions across the Royce Simmons Foundation website with a clickthrough to the partner's website.
- Brand inclusions across the Royce Simmons Foundation and the Royce's Big Walk event social media.
- Key branding inclusions on the big screen at the final stadium where Panthers take on the North Queensland Cowboys.
- 1991 Penrith Panthers replica Royce's Big Walk Jersey signed by Royce Simmons.
- Team building training sessions – a hike with Royce Simmons for a team of 10 to Train as Royce does through the Blue Mountains, followed by a light morning tea at a local café.
- Complementary table of 10 to the 2024 Royce Simmons Sportsman's Luncheon – November.

**Investment**

**\$50,000 + GST**



# Partnership Tiers

## Silver Partnership

The Silver Partnership comes with key digital associated with the Royce Simmons Foundation and the Royce's Big Walk event, .

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 the Royce Simmons Foundation website with a clickthrough to the partner's website.
- Brand inclusions across the Royce Simmons Foundation and the Royce's Big Walk event social media.
- Key branding inclusions on the big screen at the final stadium where Panthers take on the North Queensland Cowboys.
- 1991 Penrith Panthers replica Royce's Big Walk Jersey signed by Royce Simmons.

Investment

\$25,000 + GST



# Partnership Tiers

## Bronze Partnership

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

### Benefits:

- Logo inclusions across the Royce Simmons Foundation website with a clickthrough to the partner's website.
- Brand inclusions across the Royce Simmons Foundation and the Royce's Big Walk event social media.

A circular inset image showing three men in a close embrace, smiling and looking at a smartphone held by the man in the center. The image is in black and white with a dark blue border.

**Investment**

**\$10,000 + GST**





**The Royce Simmons Foundation**

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