



PARTNERSHIPS PROSPECTUS 2022

ABOUT TRANSCEND

At the heart of Transcend is two mates Shane and Mitch. Over the years having travelled together for hikes and endurance events, they gained a taste for high quality trail races. However, with them both having a strong sense of place they were left wondering; why cant this work at home?

The original mission seemed clear; to bring the quality and experience of international trail events right to our doorstep in Perth. Organising events and completing them is something they knew, but they needed a unique, challenging and picturesque course within an hour's drive from Perth.

The Avon Valley had never been traversed in its entirety via a foot race . The route required athletes to get from Walyunga National Park to Cobbler Pool (near Toodyay), it crossed a number of privately managed properties, two national parks, a regional park, wildlife sanctuary and two LGA's. Special access permissions have been granted for Transcend which places it in a league of its own; Never before has WA had running event of this scale with absolute exclusivity. All other Trail Running events in Perth can be ran any day of the week. The region truly comes to life in winter with rivers, rapids, water falls, lush green flora and wild fauna. The region also has a strong cultural association with the Whadjuk and Ballardong natives and a historical background with early settlers in Toodyay, including iconic figures such as Yagan and Moondyne Joe. Transcend Ultra aims to connect and educate its participants with all aspects of the region.

There is a large shift in event demands towards to outdoor, experience based events rather than inner city outcome based events. The Transcend Ultra offers the ultimate challenge of a ~65km course with 2,700m of elevation that solo competitors can endure or relay teams of 2-5 people can be formed, making distances approximately ~10km per leg, which may be more palatable.



The logo for Transcend, featuring a stylized white mountain range above the word "Transcend" written in a white, cursive script font.

OUR MISSION

To provide the ultimate
adventure through
Perth's picturesque
Avon Valley

OUR VISION

To be West Australia's
marquee Trail Running
event

OUR VALUES

Safety
Environment
Health
Culture
Cammeradie
Quality

OUR OBJECTIVES

Give - back to the community and land

Gain - knowledge and appreciation for the region,
culture and history

Grow - As a person



EVENT DIRECTORS



MITCHELL CRAIG

Director of Valetudo Health & Transcend Trails
Accredited Exercise Physiologist 9 years
Bachelor of Science (Exercise Science)
Bachelor of Science (Exercise Rehab)

7 years Managing Anglicare's "OP Shop Ball"
-Crown/Burswood Grand Ballroom (800pax)
-Volunteer Co-ordinator
-Sector Manager
-Event Co-coordinator

3 Years on Management Team of "A Bright Night" for Brightwater WA
-Team Manager
-Event Co-coordinator

3 Years on Management Team of "Perth Longest Lunch" for Asthma WA
-Team Manager
-Event Co-coordinator

5 Years on Ironman WA Busselton Event (2012-2016)
-Transition Manager
-Bike Leg Manager
-Volunteer Co-ordinator
-Logistics & Construction Organiser

SHANE JOHNSTONE

Director of Valetudo Health & Transcend Trails
CEO of Be Inspired Foundation
Accredited Exercise Physiologist 12 years
Bachelor of Science (Sport Science)
Bachelor of Business (Sport Management)
Master Workplace Management & Occupational Rehabilitation
Cert IV Safety
Cert IV Healthcare (Pre-ambulance)

Bibbulmun Track 1005km
- 11d 7h 8m

Cape to Cape Track 135km
-Fastest Known Time holder 15h 54m

- Winner of the 2018 Ultra Tour Monte Rosa 100km

- Winner of the 2018 Feral Pig 100 miler

- 2nd Place of the 2019 Margaret River Ultra 80km

- Winner of the 231km West Macs Monster
- Larapinta Track 231km, Fastest Known Time 40h 55m



COVID-19 STRATEGIES

The event has considered Covid-19 in its comprehensive risk register. There are a number of different mitigation strategies that have been outlined depending on the level of risk in the community.

Transcend is confident that it can deliver a safe and quality event despite the possibility of Covid-19 being present in the community. There are a number of large scale international events that have been able to successfully deliver their event i.e. UTMB.

However, If the risk was identified as too great by the government or Transcend Trails at that point in time we will endeavour to postpone the event until a more suitable date.



ENVIRONMENT & SUSTAINABILITY

- Car pooling strongly encouraged
- No plastic cups on course
- Runners issued with a reusable cup at race finish
- Mandatory to pick up 5 pieces of rubbish pre event
- Take what you bring philosophy
- Recycled material event shirts
- Option to opt out of event shirt
- Upcycled trophies - refurbished Newcastle Gaol shingles
- No finisher participation medals distributed
- Each runner to plant a tree near the finish zone
- Food vendors to use recyclable or biodegradable food and drink packaging
- Education on pests and weeds



EVENT PROGRAM

OPENING CEREMONY

Saturday 25th June 2022

12:00 - 3:00pm

- Bib & tracker Pick Up
- Boodjar Bidji Performance & acknowledgement to country
- Race briefing
- Elite runners Q & A
- Food van carb load

MAIN EVENT

START

Sunday 26th June 2022

65km Ultra & Relay

Teams 2 - 5 people

6:30am Walyunga NP

FINISH

Food & drink vans

Licensed alcohol zone

Games for kids

11:00am - 9:00pm

Cobbler Pool, Morangup

AWARD PRESENTATIONS

Sunday 26th June 2022

4:00pm - 4:45pm



EXPOSURE OPPORTUNITIES

Website

www.transcendtrails.com

Event Program

Track Me Live Progress & Results Page

<https://live.trackmelive.com.au/transcendultra2021/>

Instagram

@transcendtrails

Facebook

@transcendtrails

Team Transcend (FB Group)

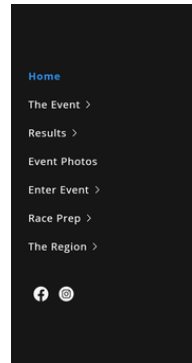
Strava - Team Transcend

E-newsletter

Opening Ceremony

Event Day

Event Shirts & Caps



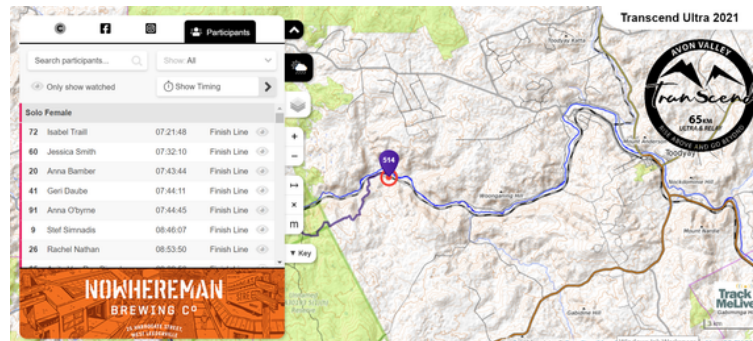
PLATINUM SPONSOR



OUR PARTNERS

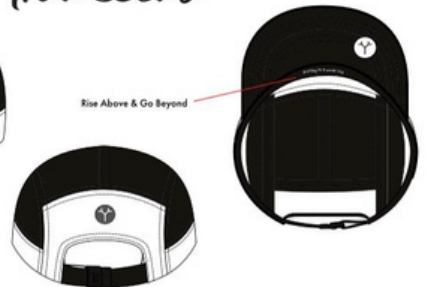


mnfilm :)



FRACTEL

Transcend

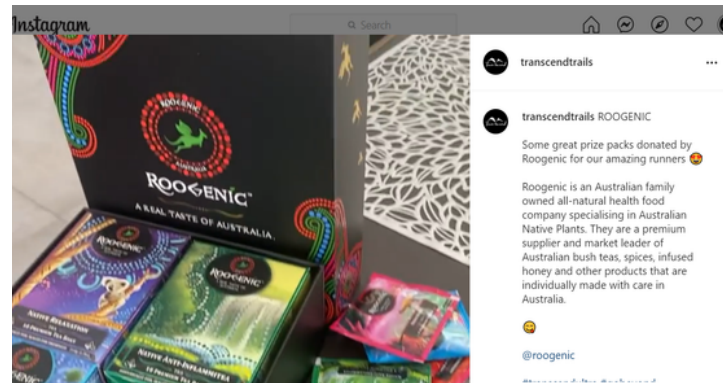
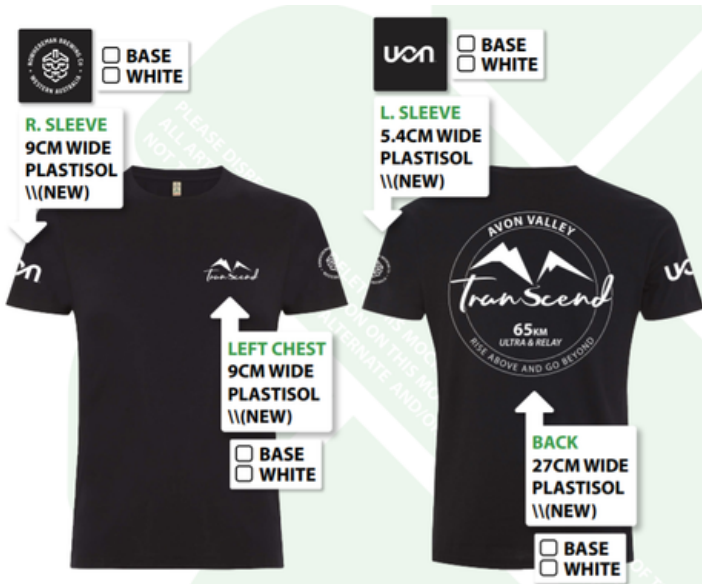


CUSTOM CAP: Option A

Features: Logos Embroidered

Colourway:

Client: Transcend Trails



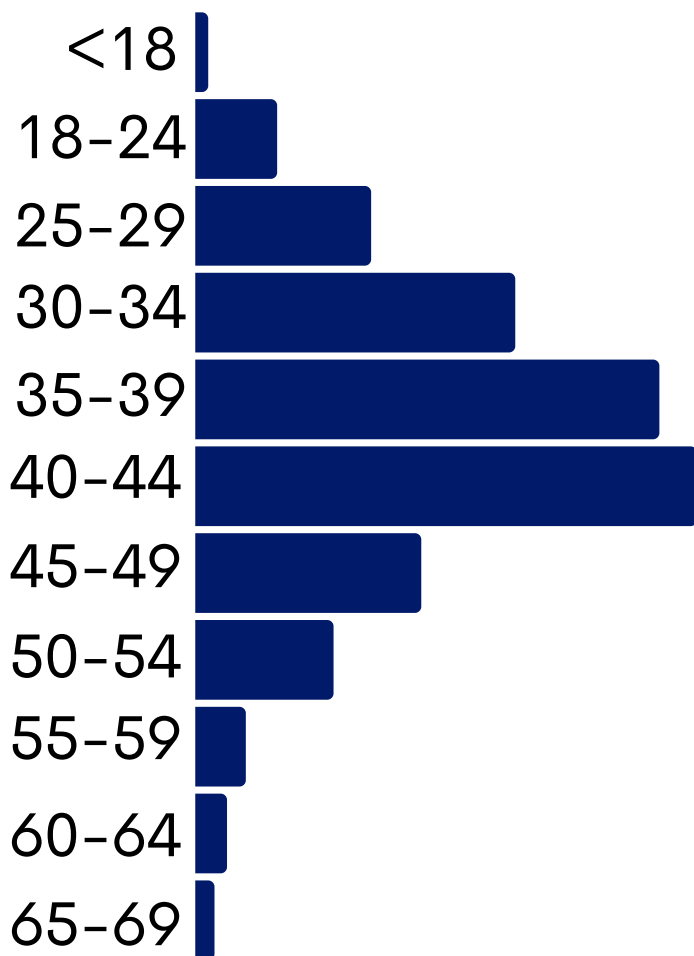
STRONG & QUALITY BRANDING IS IMPORTANT TO US



381 Registered Runners

 **41%**  **59%**

 **Age Groups**



 **Race Tracking**

10,465 Views

 **Social Media**

 **8,223** Post Reach

 **45,516**
Impressions
For month of event

1,166 
Top Video Reach

 **Website**

15,323 
Site Visitors

17,107 Site Social
For month of the event Views

PARTNERSHIPS INCLUSIONS

TRANSCEND AVON VALLEY 65KM ULTRA & RELAY 2022

INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE
Naming Rights to Transcend 2022	✓			
Logo to feature on large screen at finish line	✓	✓		
Logo to feature on LIVE tracking/ results	✓	✓		
Supplied branding to feature at Opening Ceremony & Presentations	✓	✓	✓	
Supplied branding to feature at start or finish line	✓	✓		
Supplied branding to feature at specific aid station	✓	✓	✓	
Logo to feature on event shirt	✓	✓		
Specific brand awareness post done on social media and mentioned in event program	✓	✓	✓	✓
Tagged in social media posts	✓	✓	✓	✓
Feature on website homepage. Size of logo depends on level of sponsorship	✓	✓	✓	✓

Event Feedback



Josh Chugg 1st Place Male Solo: The little touches were brilliant right across the day. The vibe was great!



Phil Flower (NSW): In a positive way I will forever have the memories of this race etched into my mind!



Isabel Traill 1st Place Female Solo: A highly organised event born through dedication and passion for the trails.



Ally Willcox: Transcend was a stunning run that is different to every other run in Perth and had a festival atmosphere at the finish.



David Turnball (SA): That was a brilliant event!! Top marks - so so good. Lots of interest brewing from SA.



Geri Dorbee: Transcend was a meticulously organised and well-run event providing each runner an epic adventure in the amazing Avon Valley!



Carl Douglas: The course was epic! Challenging but fun throughout and the navigation of the route was stress free due to the phenomenal job they had done marking the course.

A man with short brown hair, wearing a black Salomon t-shirt, black shorts, and a black watch, is crouching on a large, mossy rock in a forest. He is looking down and reaching out with his right hand towards the rock. The background shows trees and a clear sky.

To express partnerships interest please
contact:

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