



PARTNERSHIPS PROSPECTUS 2024

# 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 ~12km per leg, which may be more palatable. There are also more inclusive options such as the 6km and 40km hike (can also be completed in teams of 2-3 ppl) and the kids dash.



## 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  
Cammerradie  
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 10 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 13 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  
- 15h 54m

- Winner of the 2018 Ultra Tour Monte Rosa 100km

- Winner of the 2018 Feral Pig 100 miler & 50km

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

- Winner of the 231km West Macs Monster

- Larapinta Track 231km, 40h 55m

- Winner of Delirious 200 Miler



# ENVIRONMENT & SUSTAINABILITY

- Car pooling strongly encouraged
- No plastic cups on course
- Mandatory to pick up 5 pieces of rubbish pre event
- Recycled material event shirts
- Option to opt out of event shirt
- Upcycled trophies - refurbished Newcastle Gaol shingles
- Each person has to fundraise a min of \$20 for Aus Wildlife Conservancy
- No finisher participation medals distributed, instead each runner to plant a tree near the finish zone.
- Food vendors to use recyclable or biodegradable food and drink packaging
- Education on flora and fauna at risk due to pests and weeds



# EVENT PROGRAM

## OPENING CEREMONY

Friday 21st June 2024

4:00 - 7:00pm

- Bib & tracker Pick Up
- Acknowledgement to country

Race briefing

- Elite runners Q & A
- Food van carb load

## MAIN EVENT

### START

Saturday 22nd June

2024 65km Ultra & Relay

(Teams 2 - 5 people)

6:30am Walyunga NP

### FINISH

Food & drink vans

Licensed alcohol zone

Games for kids

11:00am - 8:30pm

Cobbler Pool, Morangup

## AWARD PRESENTATIONS

Sunday 22nd June 2024

4:30pm - 5:00pm



# EXPOSURE OPPORTUNITIES

Website

[www.transcendtrails.com](http://www.transcendtrails.com)

Event Program

Track Me Live Progress & Results Page  
<https://live.trackmelive.com.au/transcendultra2021/>

Live Feed of Event

Via Pulse TV and Youtube

Facebook & Instagram

@transcendtrails

Team Transcend (FB Group)

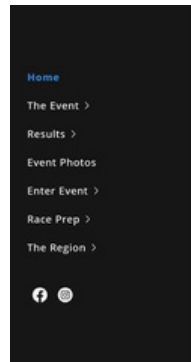
Strava - Team Transcend

E-newsletter

Opening Ceremony

Event Day

Event Shirts & Caps



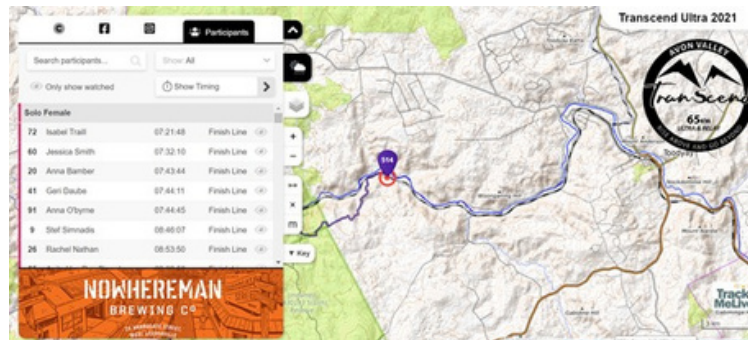
PLATINUM SPONSOR



OUR PARTNERS

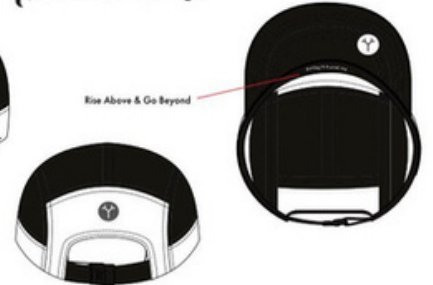


mnfilm :)



FRACTEL

Transcend

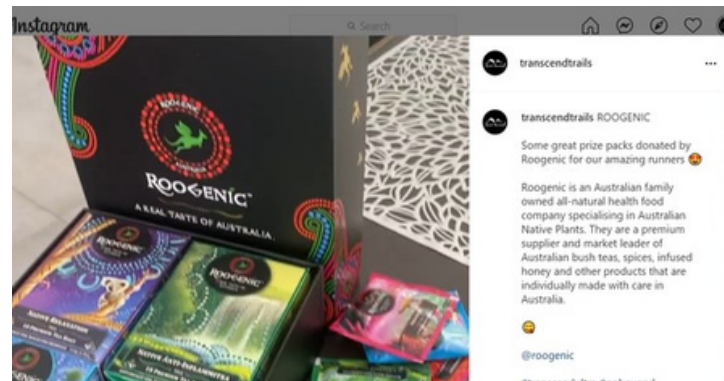
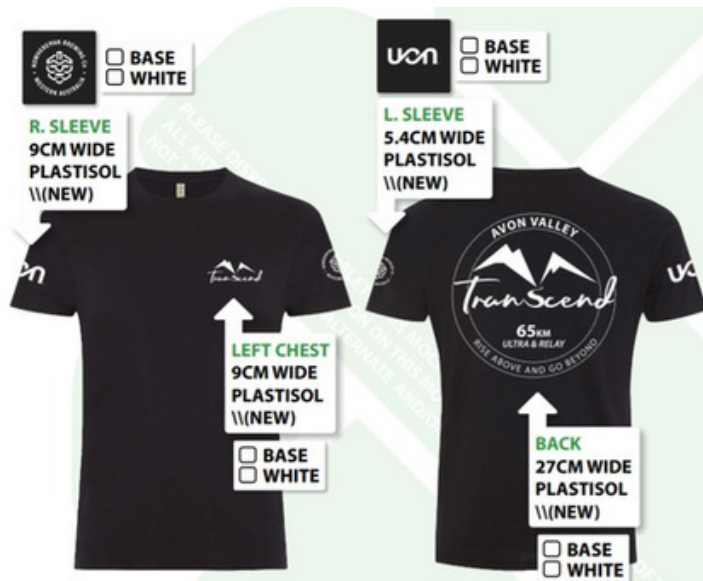


CUSTOM CAP: Option A

Features: Logos Embroidered

Colourway:

Client: Transcend Trails



# STRONG & QUALITY BRANDING IS IMPORTANT TO US

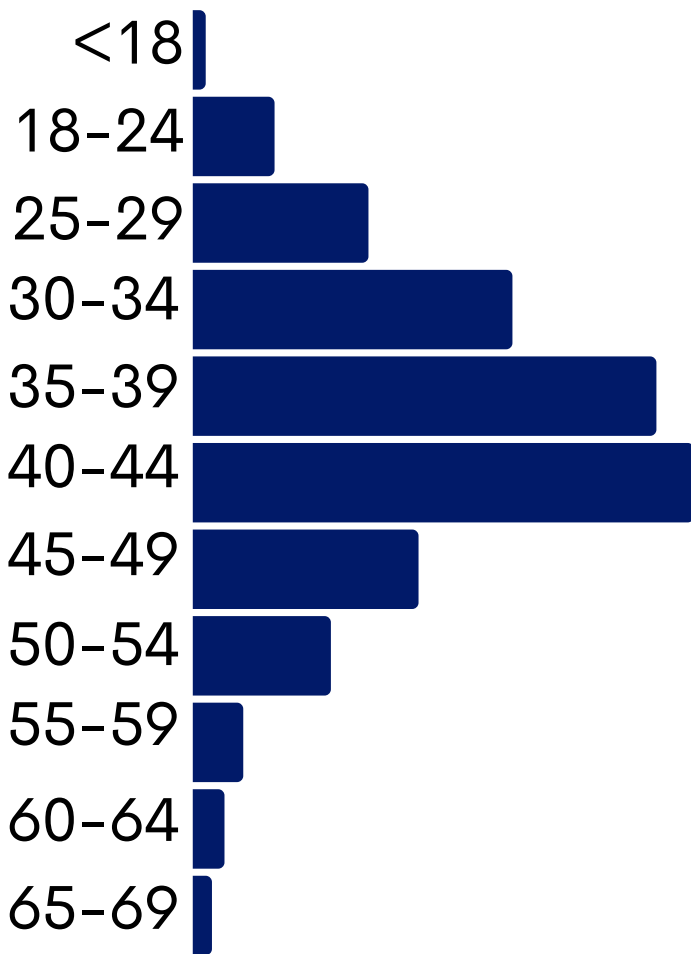




553 Registered Runners

54% 46%

Age Groups



Race Tracking

11,658 Views

Social Media

22,415 Post Reach

61,844 Impressions

For month of event

9,859

Top Video Reach

3,831

Top Reel Reach

18,280

Top Post Reach

Website

22,738

Site Visitors

87,839 Site Social Views

For month of the event

From 2021 to 2022 we had 66% growth!

# PARTNERSHIPS INCLUSIONS

TRANSCEND - AVON VALLEY - 2023

INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE
Naming Rights to Transcend 2024	✓			
Logo to feature on large screen at finish line and media wall	✓	✓	✓	
Logo to feature on LIVE tracking/ results / LIVE Feed of the race	✓	✓	✓	
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.	✓	✓	✓	✓

Please note higher tiers of sponsorships get more volume of exposure for each of the boxes above ticked

# 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 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.



To express partnerships interest please  
contact:

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