



**17 - 20 October, 2019**



Variety - the Children's Charity helps South Australian kids who are sick, disadvantaged or have special needs because all kids deserve a fair go.



**Platinum Sponsor:**





# Welcome

The Variety Moto Run, proudly sponsored by Adelaide Brighton Cement, is four days of camaraderie and fun, whilst riding and driving some of our most interesting roads during the day and enjoying the best food and wine the state has to offer in the evenings. The event is open to entrants with touring motorcycles or luxury vehicles. During this event entrants also have the option of scenic helicopter flights or relaxing in the bus, both of which accompany the event.

This year’s route takes in the best of the Riverland.

## Did you know?



### FOOD

All meals included during the event.



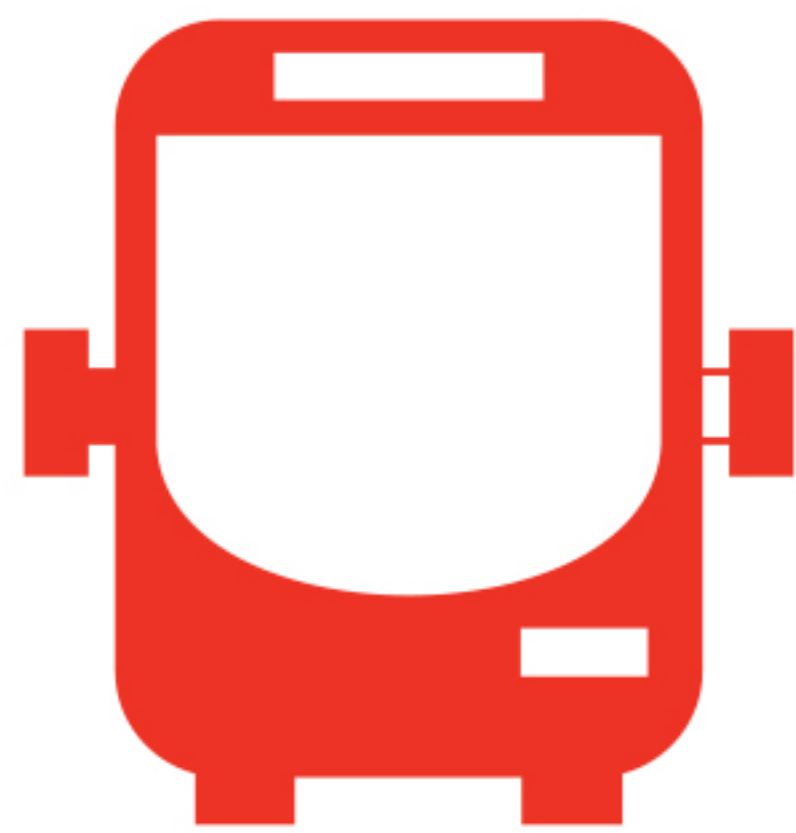
### HELICOPTER

Enjoy a different perspective from the air.



### ACCOMODATION

Booked for you and included in your participation fee.



### BUS

Partners and pillion passengers can travel in the comfort of the bus.



### DOCTOR, MECHANIC, COMMUNICATIONS

Relax knowing that you are supported in any emergency on the event.



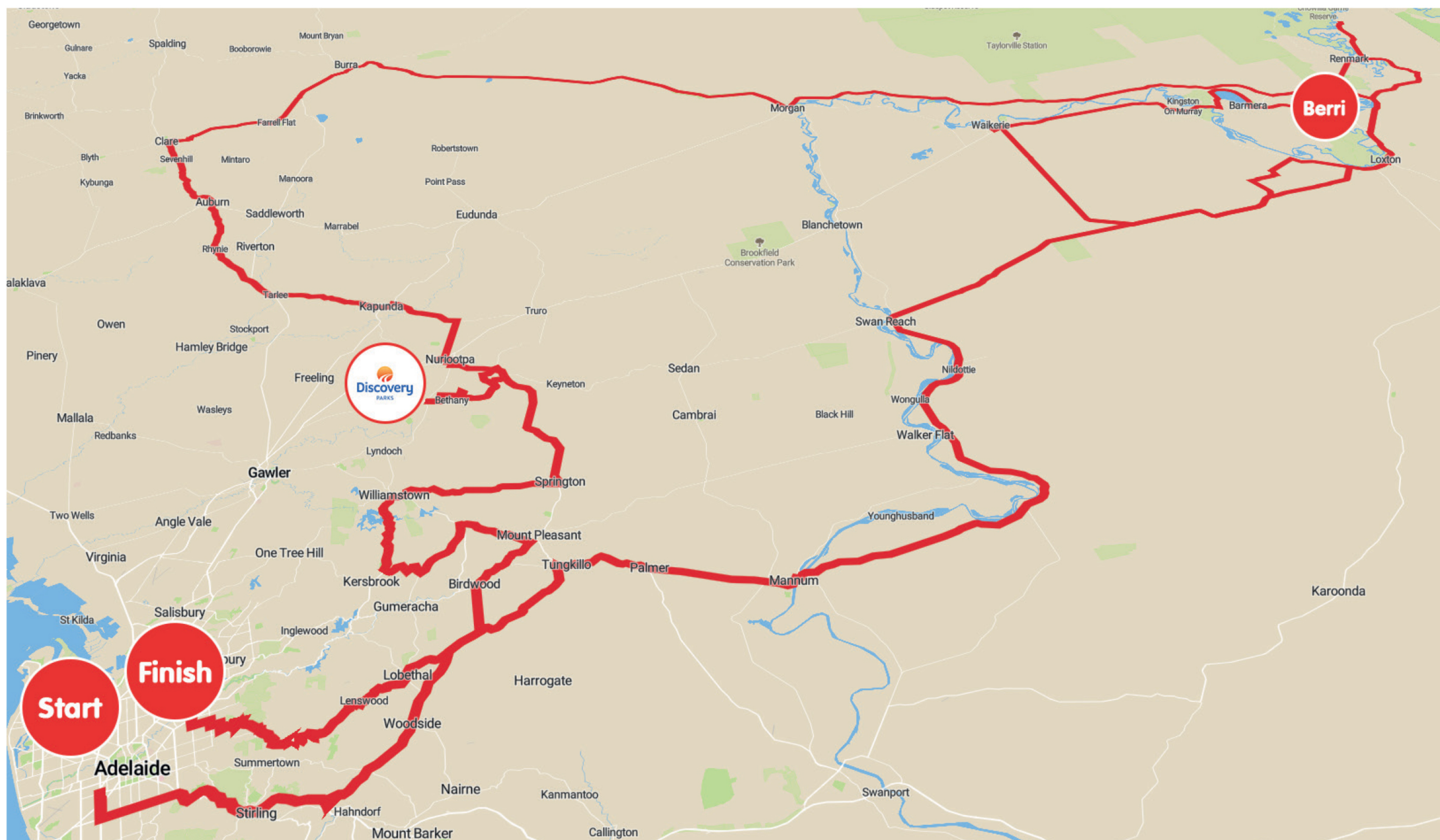
## Grant Story: Max

Max is ten years old. In April 2016 he suffered burns to 91% of his body. His mum Kirsten and three siblings relocated to Adelaide to assist Max in his ongoing recovery and rehabilitation. His dad Damien needed to remain in Penola running the family farm, meaning lots of travel to keep the family together. Max’s injuries mean he is unable to regulate his body temperature. As the result of fundraising from the Variety Moto Run, the family was granted a vehicle with air-conditioning to fit the whole family and a foldable chair for long journeys to and from Adelaide and their farm in Penola.





# Variety Moto Run: Event Route



## DAY 1:

### Adelaide to Berri

- Breakfast and start at Adelaide Harley Davidson Bikeworks
- Lunch at the PIRSA Loxton Research Facility
- Accommodation at Berri Hotel
- Dinner at Mallee Fowl Restaurant

## DAY 2:

### Berri to Woolshed Brewery return

- Ride along the River Murray and Lake Bonney
- Visit Waikerie and the Wunkar Pub
- Lunch at Woolshed Brewery
- Sample the local gin at 23RD Street Distillery
- Berri Community Gala Dinner
- Great auction items up for grabs
- Accommodation at the Berri Hotel.

## DAY 3:

### Berri to Barossa via Clare Valley

- Wonderful roads through the three best wine regions in SA
- Lunch in the Clare Valley
- Luxury Cabins at Discovery Parks Barossa
- Safari Theme Night

## DAY 4:

### Barossa to Adelaide

- Breakfast at the Tanunda Club and grant presentation
- More great scenery and fun on route
- Culminating in lunch at the Glynde Hotel

Full details and entry forms: [www.varietysa.org.au](http://www.varietysa.org.au)



# How to Fundraise

Once you make the commitment to join the Variety Moto Run you will want to start fundraising. Here are a few ideas to help you get started:

- Set up a personal fundraising page - family, friends and supporters can donate online
- Email a letter (available from the Variety office) to your database asking them for support
- Use social media like Facebook and Twitter to spread the word.
- Approach friends who may have their own business and ask them to sponsor your car or bike (you can affix their company logo to your vehicle)
- Ask friends and colleagues to make Variety the beneficiary of casual days, social club events, a special morning tea or BBQ.
- Shaking tins in a high traffic area in your local community (available from the Variety office)
- Pub collections, ask a local bar to collect \$1 for water and donate the money to Variety
- Sell product e.g. chocolates, wine, lamingtons

Variety staff are available to assist with questions and advice regarding your fundraising and can provide marketing material such as banners and corflutes.

## Safety and Support

As with all Variety events, safety on the Variety Moto Run is paramount. Our experienced team will be well equipped with the latest communications equipment and includes a medical official, a fully equipped mobile workshop with a motorbike trailer, a catering team, a helicopter and a bus.

# Entry Fee

Event entry: \$550 (inc. GST) entry fee, along with a minimum of \$5,000 sponsorship or fundraising per vehicle / bike. Of course with all Variety events, we encourage our entrants to fundraise as much as possible over this minimum. In addition there is a participation fee which covers meals, event merchandise, entertainment, quality accommodation and nightly sunset parties. This participation fee of \$850 is a cost payable per person.

## Importance of Sponsorship

Whether it is as an entrant in the Variety Moto Run or support for other events and special projects, it is the sponsors that make the difference. Without the backing of sponsors, there would not be a Variety Moto Run!

There are thousands of kids in South Australia who could benefit from your involvement as a sponsor of a vehicle in the Variety Moto Run.

Many major companies including Adelaide Brighton Cement, Yellow Corporation, Jarvis Toyota, Kennards Hire, Vilis Cakes, Tim Adams Wines, Canon and the Adelaide Convention Centre have chosen Variety as their 'preferred charity' over the years and proudly publicise this. Not only is the company seen as a good corporate citizen, but by investing in Variety, you are investing in over 50 charities and organisations around the state.





# How the money has been spent

In 2017/2018 financial year, Variety SA made available 189 grants to the value of \$3.86 million through our programs, benefiting over 41,100 kids in South Australia.

## EXAMPLES OF MAJOR GRANTS 2017/18

Variety Sprout Fund - \$400,000

- Autism SA • Carly Ryan Foundation • Danny's Place
- Down Syndrome SA • Encounter Youth • Food Bank SA
- Multicultural Youth SA • Still Aware

Zoos South Australia - \$337,469

Contribution towards the new all abilities Variety Children's Zoo

KickStart For Kids - \$200,000

Contribution to new facility

Riding For The Disabled Association - \$140,616

Horse maintenance program

Adelaide East Education Centre - \$125,000

Sunshine Coach 22 seater with rear lifter - 4 to 5 wheelchairs

Time for Kids - \$125,000

Child Support Program (40 Children)

Trinity Gardens School: St Morris Unit - \$125,000

Sunshine Coach - converted to accommodate 5 wheelchairs, with lifter

Operation Flinders Foundation - \$105,500

Operation Flinders Program

Adelaide Crows Children's Foundation - \$100,000

Youth Programs

Power Community Limited - \$100,000

Empowering Youth Program

Raising Literacy Australia - \$100,000

Resources for Read to Me Project

## Important Event Dates

**2019 Variety Moto Run Event Launch**

17 May, 2019

**2019 Annual Themed Ball**

15 June, 2019

**Briefing Night**

9 October, 2019

**Variety Moto Run, 2019**

17 - 20 October, 2019

**Variety Moto Run Event Reunion**

8 November, 2019





# Variety - the Children's Charity

Variety - the Children's Charity helps kids who are sick, disadvantaged or who have special needs because we believe all kids deserve a fair go.

The charity first began in Pittsburgh, Pennsylvania in 1927 when a group of people, working in a theatre, formed a social club they called ... Variety, which took on the task of fostering and caring for an infant girl who was found in the stalls of the theatre.

Variety has been operating in South Australia since 1983 and has alone raised in excess of \$60 million net. Thousands of kids have benefited from funds raised through our events.

## Proudly Supported by

### Platinum Sponsor



**Adelaide Brighton Cement Ltd**

### Gold Sponsors



### Silver Sponsors



## CONTACT

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