PARTNERSHIP PROPOSAL · 2026

Cobbled Nights

An unforgettable night. An unstoppable mission.

Thursday 3rd September 2026 | 7:00 PM | Hyde Place Melbourne | 300 guests

WINNER — Best Australian Community Fundraising Event

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ABOUT TOUR DE CURE

World-class cancer research, real-world impact

Through inspirational, challenging and fun cycling and walking tours, gala dinners and community events, Tour de Cure funds world-class cancer projects that make a BIG impact.

Since 2007, Tour de Cure has reached more than 275,000 school children through its Be Fit, Be Healthy, Be Happy program — educating the next generation on healthy lifestyle choices.

Funding research · fuelling support · fast-tracking the cure

$164M

RAISED FOR CANCER RESEARCH

1,228

CANCER PROJECTS BACKED

250

MAJOR BREAKTHROUGHS FUNDED

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OUR STORY

Passionate TDC Supporters

In 2022, we set out with a simple vision: an annual Melbourne community fundraiser to help Tour de Cure raise vital funds for cancer research. That was the beginning of Cobbled Nights.

Across four sold-out events we've raised over $492,000 — and in 2026 we return with even greater ambition: a new venue, an elevated programme of entertainment and inspiration, and a target of 300 guests.

We're proud of the legacy we've built, and we'd love you to join us as a partner of Cobbled Nights 2026.

$492,000+

RAISED ACROSS FOUR EVENTS

2024 Winner

Best Australian Community Fundraising Event



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WHERE THE MONEY GOES

Deeply respectful of every dollar raised

Funds raised at Cobbled Nights directly support ground-breaking cancer research projects selected for funding by Tour de Cure. In 2025 alone, we donated $65,000 to the Walter and Eliza Hall Institute for a breast cancer research project.

$65,000 donated to the Walter & Eliza Hall Institute for breast cancer research (2025)

74%

of funds raised flow directly to research



TOUR DE CURE

PARTNERSHIP OPPORTUNITIES

Many ways to get involved — from cash sponsorship and value-in-kind, to table gifts and auction items. Don't see the right fit? We'll happily tailor a partnership to your brand's goals.

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GET INVOLVED

Four ways to make a difference



Promote

Help us promote the event so it's fully attended — and pledges and support are realised.



Contribute

Provide a financial contribution toward venue, AV, food and beverage to help us host the night.



Connect

Introduce us to people in your network who'd love to attend and make a difference.



Donate

Donate auction items — experiences or products that generate buzz and drive bidding.

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WHY PARTNER WITH US

Purpose that performs for your brand

Influential audience

Reach business owners, executives and sports personalities with the resources to make a difference.

Brand visibility

Increase exposure and engagement and build loyalty by aligning with a cause your market cares about.

CSR & differentiation

Fulfil your CSR goals and stand apart from competitors who don't actively support a cause.

Client entertainment

Activate experiential marketing and host key staff, suppliers and clients in style.

60% of Australians will pay more for socially responsible brands

50%+ say they'll switch to brands that support a cause

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IN GOOD COMPANY

A growing community of partners

Brands and businesses already making an impact through Cobbled Nights and Tour de Cure.

On Running	Torbrek Wines	Bild Group
Giant South Yarra	Marramarra Gallery	Lamaro's Hotel
Pizzini Wines	Smarter Bathrooms+	ABC Bullion
Melbourne Racing Club	Team 18	776BC

...and many more.

Cobbled Nights for Cancer · Proudly supporting Tour de Cure



PRESENTING PARTNER · EXCLUSIVE

Presenting Partner

$30,000
ONLY ONE AVAILABLE

- Premium logo placement across all collateral — showcased as Presenting Partner on the official invite
- Opportunity for you or a representative to speak on the night
- Drew Ginn & Reg Crawford deliver their 'Gold & Grit' storytelling session at your workplace
- Once-in-a-lifetime guided tour of the Olivia Newton-John Cancer Research Institute (up to 10 people)
- MC live mentions throughout the night
- 15 tickets to the event
- Social media mentions pre and post event, including a branded video
- Presenting Partner announcement in the lead-up and post event
- Opportunity to activate a branded space / display at the event (at your cost)

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CASH PARTNERSHIP PACKAGES

Choose the level that fits

GOLD

Major partner

$15,000

- Opportunity for brand activation
- Logo across event collateral, pre & post
- ONJ Cancer Research Institute tour (up to 10)
- MC acknowledgement throughout the night
- 10 tickets to the event
- Social mentions pre & post, incl. branded video
- Provide volunteers for staff engagement

SILVER

Supporting partner

$5,000

- Logo across event collateral, pre & post
- MC acknowledgement throughout the night
- 5 tickets to the event
- Social media mentions pre & post event
- Video highlights special thanks
- Provide volunteers for staff engagement

BRONZE

Community partner

$2,500

- Logo across event collateral on the night
- MC acknowledgement on the night
- 2 tickets to the event
- Social media mentions pre & post event
- Video highlights special thanks
- Provide volunteers for staff engagement

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AT A GLANCE

Partnership inclusions

Inclusion	Presenting $30k	Gold $15k	Silver $5k	Bronze $2.5k
Tickets to the event	15	10	5	2
Logo on event collateral	All, incl. invite	Pre & post	Pre & post	On the night
MC recognition	Live mentions	Throughout	Throughout	On the night
Social media (pre & post)	✓ + video	✓ + video	✓	✓
ONJ Research Institute tour (up to 10)	✓	✓	—	—
Brand activation / display space	✓	✓	—	—
Speak on the night	✓	—	—	—
'Gold & Grit' workplace session	✓	—	—	—
Staff volunteering opportunity	✓	✓	✓	✓

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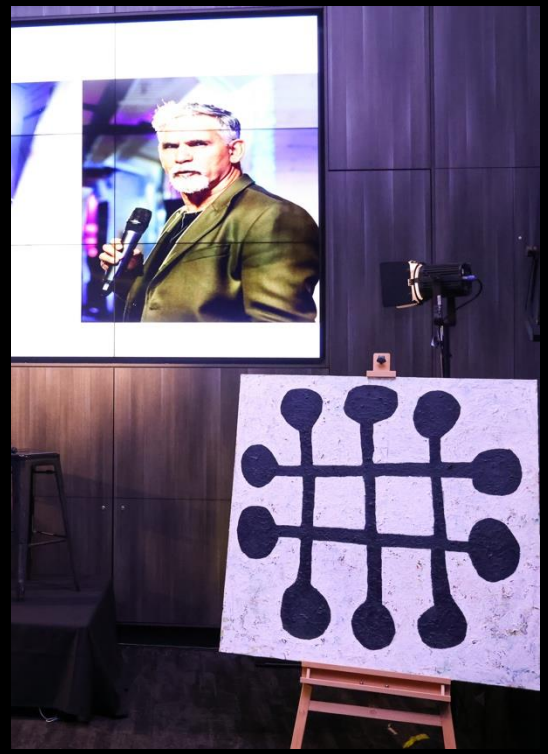
ON THE NIGHT

Cobbled Nights, in pictures



Live entertainment

Music, comedy & energy



Live & silent auctions

Curated, high-value lots



Extraordinary guests

Olympians & changemakers



A moment to reflect

Why we're all here

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BEYOND CASH SPONSORSHIP

Value-in-kind support

Provide products and services that gain significant exposure with our 300 guests.



Auction items

Donate an experience or product for our silent or live auction — seen by thousands as we launch online at least 14 days before the event.



Guest gifts

Showcase your product to all 300 guests, front and centre on the night, with a tagged social post pre and post event.



Raffle prizes

Contribute a standout prize to fuel raffle excitement and bidding on the night.

2025 auction highlights: Giant gravel bike · Extraordinary Olympians Dinner · Pizzini food & wine escape · ONJ research-lab tour. *(Wine & beer sponsorship for 2026 is already taken.)*

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Join us on the journey

Thank You

No matter how big or small your contribution, we'd love to have you involved.
To discuss the opportunity, please contact:

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