



SPONSORSHIP AGREEMENT

Dear Prospective Sponsor,

East Coast Heritage Rail (ECHR) is Australia's premier heritage rail operator. We operate some of Australia's great rail experiences including our Cockatoo Run, Blue Mountaineer and Hawkesbury River Express.

ECHR is totally managed by volunteer staff, all of whom tirelessly provide their skills, time and assistance to ensure the safe operation of our trains in a fun and family-oriented environment.

As a not-for-profit registered charity organisation, our major source of revenue is generated from our tours and donations, received from generous individuals & businesses. These funds are then reinvested into the locomotives and carriages so we can continue to operate for the benefit of current and future generations.

From humble beginnings as a Bicentennial project in 1988, we have gradually amassed a collection of locomotives and carriages which we operate and maintain.

We would very much welcome your business to join current long-term donors such as Dulux Paint, Polyflor and Bluescope.

Warm Regards,

Guy Matheson
Director/Hon. Chairman, ECHR
Mob: 0408 609 359

Background

ECHR have come a long way since our inception in 1985 for the operation and maintenance of steam locomotive 3801. Since then, we have diversified to include a fleet of carriages to support our operations.

Our mission is the promotion of railway tours using our historic locomotives and rolling stock, and collaboration with kindred rail heritage organisations including the sharing of heritage rolling stock and undertaking joint activities.

Our people are central to our ongoing success. We enjoy a stable foundation of people who are skilled professionally in all aspects of our business activities. We are always striving to encourage and foster younger generations to be involved to carry ECHR into the future.

Although we are a small operator, we are very proud to be able to share our train and operations with the public. Our aim is to provide an experience of the highest standards, bringing a relaxed and safe experience of heritage rail travel to the public.

Key Objectives over the Next Five Years

- Continuing the upgrade of toilet and water services in our historic rolling stock to meet modern health and safety standards
- The consolidation of our branded operations, including the Cockatoo Run, Hawkesbury River Express and Blue Mountaineer
- Diversification of our funding streams to enhance our operation's sustainability
- Encouragement of younger generations to support our organisation and ensure its longevity
- To continue to provide a high level of customer service and satisfaction

Sponsorship Proposal

ECHR understands that in the current economic climate, organisations require value for any sponsorship money. Thus, the ECHR Board has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of ECHR, we guarantee to promote your brand/product/service throughout the company and wider community at every opportunity.

12 MONTH SPONSOR PACKAGE - \$5,000

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|-----------------------|--|
| Signage | <ul style="list-style-type: none">• Sponsor signage in key locations within our train• Sponsor logo displayed at major events |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on East Coast Heritage Rail website |
| Events | <ul style="list-style-type: none">• 4 tickets available on one of our tours |

IN KIND SPONSORSHIP – To be negotiated

The purchase of an IN-KIND sponsorship can be made in the following ways:

- East Coast Heritage Rail Uniform Sponsor
- Souvenirs Sponsor
- Goods and Services Sponsor
- Tools and Equipment Sponsor
- Certification of Electrical Equipment Sponsor

ECHR is open to any and all types of IN-KIND SPONSORSHIP, and will endeavour to offer options for all interested parties. Please let us know how you are able to assist!

Donations

If you would like to donate to ECHR in ways other than the sponsorship categories listed above, please feel free to contact us and discuss ways in which you or your business can assist.

Financial and in-kind donations are always welcome, and ECHR are a registered 100% tax deductible charitable organisation. We can put your donation towards a specific project if desired, and are happy to give public acknowledgement of your contribution.

SPONSORSHIP FORM

For further information about sponsorship, please contact:

Guy Matheson
Director/Hon. Chairman, ECHR
Email: chairman@3801limited.com.au
Mob: 0408 609 359

Company Name: _____

Representative: _____

Title: _____

Address: _____

Mobile: _____

Signature: _____

Date: _____

ECHR APPROVAL (for internal use only)

Signed: Guy Matheson
Chairman
East Coast Heritage Rail

Signed: Daniel McQueeney
General Manager
East Coast Heritage Rail

Signature: _____

Signature: _____

Date: _____

Date: _____