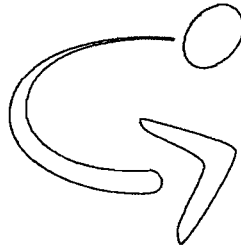


Attachment 3 1

2008 Tour Down Under

4 pages



tour down under

2008 TOUR DOWN UNDER

Stage 'Start & Finish Host' Agreement

From 22 – 27 January 2008, Events South Australia, a division of the South Australian Tourism Commission, will stage the tenth Tour Down Under in key locations throughout metropolitan and regional centres in Adelaide and South Australia

As a condition of involvement in the 2008 Tour Down Under, Start and Finish Hosts hereby agree to the following terms and conditions

- This registration form is to be signed and returned to the Events South Australia office by no later than Friday 25th May 2007
- A contribution fee of \$50,000 plus GST to be paid to Events South Australia for the Start & Finish of Stage 5 on 26th January 2008 (invoices will be forwarded in August 2007)
- All arrangements for local sponsorship activities entertainment, promotion and traffic/infrastructure are to be conducted as per the attached guidelines and approved by Events South Australia

Signed in agreement

Marcia Probert Event Manager

Date ____/____/____

CEO City of Onkaparinga

Date ____/____/____



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2008 TOUR DOWN UNDER

GUIDELINES FOR HOST COUNCILS

SPONSORSHIP

- Official Tour Down Under (TDU) sponsors have exclusive rights to signage on all race barriers, archways and other event infrastructure. If you wish to have additional council signage erected, please seek approval through Operations Manager, Arthur Hodgson.
- Councils will endeavour to use the product of official TDU sponsors. Contacts for the sponsors will be forwarded to each Council.
- Councils may seek secondary sponsors on the understanding that these must not conflict with the event's official sponsors. Before seeking or signing sponsors, approval must be sought by Sponsorship Services Manager, Deb Parsons - parsons_debbie@saugov.sa.gov.au or Marcia Probert, Event Manager - probert_marcia@saugov.sa.gov.au.
- On-site locations of sponsors signage and infrastructure must be approved by both Deb Parsons and Arthur Hodgson.

ENTERTAINMENT

- Host councils are encouraged to coordinate activities and entertainment at and around their race start and finish locations, such as street parties, family carnivals, cultural dance and music, and decorate their towns for the KESAB Best Dressed Towns Competition.
- If Council requires the use of the Tour Down Under Audio Visual equipment, staging etc (outside of the normal Tour Down Under hours of use) Council will need to pay for the extra costs associated in having these suppliers staying onsite for your activities. Fixed quotations can be provided.
- To ensure both council activities and the TDU compliment each other in terms of timing, road usage and infrastructure, all council entertainment and activities must be approved by the Event Coordinator, Sally Heading.



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- Final details including timetables and contact details for the stage start/finish entertainment are to be provided in writing to Sally Heading by Friday 7 December 2007

PROMOTION

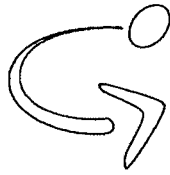
- The full, correct name of the event must be used at all times, in agreed logo type This also applies to sponsored categories such as
 - Leader's Jersey*
 - SA Lotteries Sprint (Jersey)
 - King of the Mountain (Jersey)*
 - Share the Road Young Rider's Jersey
 - Century 21 Most Aggressive Rider
 - Winning Team Jersey*
- *Sponsors to be confirmed

For clarification, please contact Deb Parsons - 8463 4675

- Any promotional materials or merchandise produced for the event featuring the TDU name or logo must be produced through the official event merchandiser, details of which will be forwarded to you shortly
- Any use of the official Tour Down Under logo must be approved by Sally Heading
- Details pertaining to the council's activities for the Stage Start/Finish should be forwarded as soon as possible to Sally Heading for inclusion on the official TDU website - this should include a description, time-table and contact details

INFRASTRUCTURE/TRAFFIC

- All infrastructure requirements and positioning must be approved by Operations Manager, Arthur Hodgson, including any use of the TDU stage pre or post the race
- Traffic coordination, road closures, parking restrictions etc will be managed by Traffic Logistics Manager, Terry Roberts
- Race logistics and race routes will be managed by Race Director, Mike Turtur



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INSURANCE

- All events, activities, entertainment, volunteers, staff etc organised by the host councils at Stage Start and Finishes must be covered by the council's insurance and public liability Events South Australia will not accept liability for these functions

Contact Details

Mike Turtur, Race Director

Ph 8463 4704 Fax 8463 4718 Email turtur_mike@saugov.sa.gov.au

Marcia Probert, Event Manager

Ph 8463 4702 Fax 8463 4718 Email probert_marcia@saugov.sa.gov.au

Sally Heading, Event Coordinator

Ph 8463 4701 Fax 8463 4718 Email heading_sally@saugov.sa.gov.au

Terry Roberts, Traffic Logistics Coordinator

Ph 8463 4703 Fax 8463 4718 Email roberts_terry@saugov.sa.gov.au

Arthur Hodgson, Operations Manager

Ph 8463 4691 Fax 8463 4718 Email hodgson_arthur@saugov.sa.gov.au

Debbie Parsons, Sponsorship Services Manager

Ph 8463 4675 Fax 8463 4718 Email parsons_debbie@saugov.sa.gov.au