

# VicSuper Murray Marathon

404km | 5 Days | 1 River

## Opportunities for local business

The VicSuper Murray Marathon is a significant tourism event for the Murray Region bringing at least \$200,000 to the economy in local townships each night, therefore contributing over \$1 Million dollars to the economy in the region annually.

The YMCA aims to ensure the event continues to grow and builds strong local communities. Therefore we would like to offer local traders an opportunity to engage with the marathon by providing commercial goods and services at the VicSuper Murray Marathon such as the following:

### 1. Catering for paddlers and support crews

We are aiming to provide the option for the marathon community to purchase some or all meal requirements. Food, Beverages, ice creams, ice, alcohol (licence required) etc

- Locations would include at official camp site, start / finish line, and major checkpoints.
- Catering for paddlers and support crews would be best suited by focused on dinner and breakfast, as lunch is often taken while in transit. However if a packaged lunch could be offered, we would anticipate support crews could be targeted.
- Although the 1000 paddlers may have a more specialised diet, they represent only 20-25% of the total marathon community. The remaining 75-80% consist of Volunteers and support crews.

### Meal Requirements

As the event runs over a 6 day period we need to ensure we provide a nutritionally balanced diet to meet the needs of our Paddlers, Volunteers and Support Crews. We are not able to rely solely on BBQ type food for the full 6 days of the marathon, therefore meal options should offer:

- Dinner - a balanced diet of high energy foods - pasta, quiche, lean meat, veggies, salads and breads
- Breakfast - A continental type breakfast offering complex carbohydrates - oats, muesli, cereals, toast, fruit and yogurt
- Lunches - Takeaway sandwich, roll or pita bread, fruit, muesli bar and bottle of water etc.

The key success of these opportunities relies heavily on communicating to the paddlers and their support crews prior to the commencement of the marathon. All relevant details will be promoted in our lead up newsletters and included in the event booklet distributed to paddlers.

These services could be set up within each of the official camp sites (relevant permits may be required) or alternatively promote the opportunity for the marathon community to come to you.

### 2. Professional services

Although as part of the VicSuper Murray Marathon we provide some health and wellness support (First Aid & Massage) we are not able to fully cater for all paddlers and support crews.

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Therefore there is an opportunity to set up a clinic at each camp site or have a referral system in place that caters for services such as: Physiotherapy, Chiropractic, Massages / Natural Therapies and Doctors etc. We believe these services could be beneficial to both paddlers and local businesses.

### 3. Promotional opportunities

Local business may be interested in promoting their goods and services to the marathon community via offering special marathon offers.

It's our intention to ensure the VicSuper Murray Marathon has as little of an environmental impact as possible, therefore we are not planning on handing out excess amounts of paper materials. It's our intention to promote the majority of these offers via electronic means and displaying information on notice boards etc.

We would be promoting these offers to the 4000 + people who will be attending the marathon via:

- Web Site promotions ([www.murraymarathon.ymca.org.au](http://www.murraymarathon.ymca.org.au) )
- E- newsletters which are distributed to all paddlers and land crews
- Event Newsletters – Each day a newsletter is distributed to event participants and will remind people to support their local communities.
- Event Notice Boards & information centre– At each camp site an information centre is set up and will have a notice board promoting local township offers etc.

Notice boards will be located in close proximity to our results area to maximise exposure of local community activities and offers.

We plan on providing all business with a small poster which can be displayed in their shop / office windows

**Information can include anything local business wish to offer** such as promotional materials, return visit offers, discount vouchers (10% off, Buy one get one free etc) or bulk booking discounts etc.

Attached you will find our marathon background briefing document that outlines some of the events key information and includes **demographical data from 2008 participants.**

**Express your interest today** by contacting your local council / shire representative or the YMCA VicSuper Murray Marathon event manager Lee Conway on: T: 9403 5082 M: 0409 205 219 or email [murraymarathon@ymca.org.au](mailto:murraymarathon@ymca.org.au)