



Tandem Armidale is the Armidale branch of Exsight Tandems. The group exists to assist those who wouldn't be able to ride a bicycle by themselves to get out and enjoy cycling, recreationally and in competition.



## About Exsight Tandems

Exsight Tandems was formed in Wollongong in 2008, and incorporated in 2010. The group was formed to help pair vision impaired people with sighted riders and tandems, to allow the vision impaired people to enjoy cycling on a tandem.

The group started with a small core, but has expanded to over 50 members, both able bodied riders and disabled stokers. Exsight tandems are ridden in the Illawarra several times a week.



A small Sydney branch has been started, with a number of bikes and riders around the metropolitan area.

In 2013, Exsight became a charity, all donations over \$2 are tax deductible.

## About Tandem Armidale

When Andrew Devenish-Meaes returned to Armidale in 2012, he brought with him a tandem from Exsight in order to keep riding. After making contact with the Armidale Cycling Club he started riding with Dave Rubie. Later that year he also joined the Cycling Club and began racing periodically.

Andrew started a blog under the name Tandem Armidale in March 2013. The name was later adopted by the team and was eventually registered at a business name.

In the first half of 2014 Cycling Australia run the inaugural National Para-Cycling Series (NPS), which saw Andrew and Dave compete in Toowoomba in February, while new pilot Philip Thomas joined Andrew for the second round in Bathurst in March. Tandem Armidale took silver in both rounds, and secured the series lead in Bathurst, a lead that the held until the end of the series.

The NPS was a learning experience. It showed that the group can ride well, but that their 20 year old recreational tandem was not up to the level of competition in the NPS.



While it was hoped to incorporate Tandem Armidale, it was decided that there would be more benefit in joining the Sydney and Wollongong groups as part of Exsight. As of July 2014, Tandem Armidale is a part of Exsight Tandems. Each branch maintains its own accounts and finances and organises its own equipment and rides.

You can read more about Tandem Armidale on the website: [tandemarmidale.com](http://tandemarmidale.com)

## About Tandem Para-cycling

A tandem bicycle is a great thing for someone who is unable to see enough to ride on their own. With a sighted pilot in front, the blind stoker sits in the rear position. The pilot has control over breaks and gearing, while the two sets of pedals are locked in sync by a chain. The pair then work as a team to move the bike along. The captain calls descents, ascents and other upcoming changes in road conditions, and the pair work in sync to ride or race.



The health benefits of cycling are well known, and those effects are only amplified for those who have problems exercising because of their impairment.

Tandem cycling for the blind and vision impaired has an Australian national championships, world championships and world cup for both Road and Track disciplines. It's a long-term part of the Paralympics and several tandem track events will be run at the Commonwealth Games in Glasgow for the first time in 2014.

Aerobic exercise is difficult for someone who can't see, and it usually has to involve a guide. Tandem cycling is one of the few ways a blind person can get aerobic exercise.

## What is Tandem Armidale Seeking?

Tandem Armidale is trying to raise at least \$10,000 to finance the purchase and initial maintenance of a racing quality tandem bicycle, plus the production of a team uniform.

Tandem bikes are very expensive, and pose a financial equity issue for blind and vision impaired riders. While a basic push bike from a major retailer can be purchased for under \$100, a basic tandem of similar quality is around \$600. A decent recreational bike is a few hundred dollars, the tandem variety ranged from \$1,500 to \$5000. A basic racing bike can be had for a bit over \$1,000 while a similar tandem is at least \$8,000.

As a general rule, people with disabilities live at the lower end of the socio-economic spectrum, and generally face additional costs for specialised equipment that aren't faced by able bodied people. Tandem Armidale, as part of Exsight Tandems, aims to remove the cost of bicycles from the cycling equation for its members.



Your assistance of Tandem Armidale is greatly appreciated, and will not only allow our competitive para-cyclists to race on a more even footing, it will also help more people ride by providing an extra bike.

The production of a uniform (jersey and shorts) will make the group recognisable, and encourage the social aspects of cycling, by solidifying the group identity, both in competition and on more social rides.

## Sponsorship Opportunities

We have devised a number of Sponsorship levels, outlines below, however we're happy to negotiate around these as appropriate, though they show the types of acknowledgment that we can offer your business.

As a not-for-profit organisation, the funds you contribute go to supporting disabled Armidale cyclists by ensuring they have the equipment they need to participate.



Our sponsorship packages are:

### **Ochre Jersey – Your Investment \$250**

Logo Rotation on sidebar of website, plus fixed on “Sponsors” page, plus acknowledgment on social media

### **Red Jersey – Your investment \$500**

A small jersey logo (10cm x 10 cm), logo rotation on side bar of website, fixed logo on Sponsors page and acknowledgement on social media

### **Pink Jersey – Your investment \$1000**

A regular jersey logo (20 x 15cm), fixed logo on side bar of web site, fixed and highlighted logo on Sponsors page and acknowledgment on social media.

### **Yellow Jersey – Your investment \$2000**

Large log on jersey, chest/back + knicks, fixed and highlighted logo on side bar of web site, fixed and highlighted logo on Sponsors page, plus landing page to introduce your business on site, plus acknowledgment of your support on social media.

### **Bicycle Sponsor – Your investment \$5000**

Have your business name, logo and details (by negotiation) painted onto the frame of our bike. On top of that a logo on the jersey and landing page on the website will really get your business noticed, and we will acknowledge your support via social media.

### **Donations**

Tandem Armidale is part of Exsight Tandems, who are a registered charity. All donations to Tandem Armidale and Exsight are tax deductible.

In addition to funds, we're also canvassing for donations which can be used as prizes in other fundraising activities.

### **Get In Touch**

To sponsor or donate to Tandem Armidale, contact Andrew Devenish-Meares via email [sponsorship@tandemarmidale.com](mailto:sponsorship@tandemarmidale.com) or call 0410 616 628.