

Bega
GROUP



**TATURA
PEDALS
& STEPS**
charity run, ride and walk

3 OCTOBER 2026

TATURA

ABOUT



The Tatura Charity Bike Ride & Walk, was an initiative of the Tatura Milk Industries Board aimed at extending its community support beyond its traditional stakeholders. Participants come together to ride or walk a variety of distances and the event caters to all levels of fitness, so we encourage participants to challenge themselves or enjoy a fun day out!

All sponsorship money raised through the event is donated to local charities and groups within the Goulburn Valley.

*Giving back to the community and spending time with colleagues and friends has always been important to me. I have always been delighted that for **16 years** the staff at Tatura Milk and the broader team at the Bega Group have joined with customers, suppliers, and the Tatura community to celebrate all that we do together raising funds for local causes. **Thank you for your help and support.***



Barry Irvin
Executive Chairman of Bega Cheese Limited

*The **Tatura Pedals & Steps**, formerly known as Tat200, is more than just an event – it's a powerful reminder of what we can achieve when a community comes together for a greater purpose. For **16 years**, we've rallied together to make a difference, raising **over \$1,000,000** to support causes and charities in Northern Victoria, with most recent funds raised being donated to address family violence and mental health.*

*This year, we're excited to continue that tradition under our new name, while honouring the legacy started by Barry Irvin and everyone involved since 2008. From the kids fun run to the family walk and the 120km cycle ride, there's something for everyone to get involved and show their support. And at the finish line, we'll come together to celebrate with music, food, and good company, as a community. Join us, get involved, and **help us continue the legacy of giving back.***



Hamish Reid
Executive General Manager - BNI



WHATS ON 2026



126KM Bike Ride

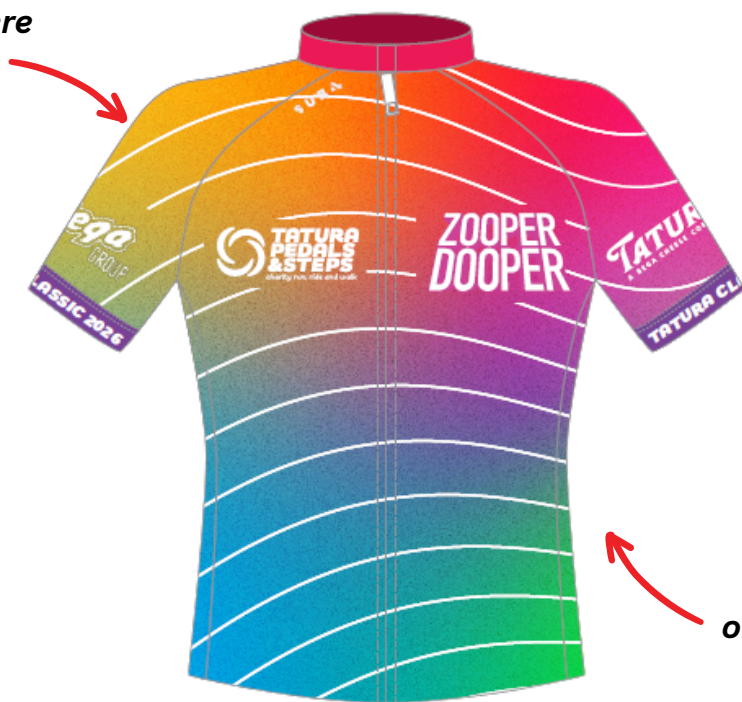
22.5KM Bike Ride

10KM Run or Walk

5KM Walk or Run

Be bold, be bright and go Zooper Dooper fast.

have your logo here



or here

or here

Opportunities are endless! It's not just a sponsorship – it's a chance to celebrate with us, grow your brand visibility, and be part of something truly memorable.

Jersey design to be finalised post sponsorship confirmation



SPONSORSHIP PACKAGES



As we expand the event to include more of our **iconic brands**, sponsors have a unique opportunity to be part of our history, align with well-known, trusted names, and connect with a broad and engaged audience.

	Diamond	Gold	Silver	Bronze
BENEFITS	\$10,000	\$7,500	\$5,000	\$2,500
Logo on website	prime	✓	✓	✓
Acknowledgement across social media platforms	✓	✓	✓	✓
Thank you event	✓	✓	✓	✓
Thank you pack	✓	✓	✓	✓
Registrations to event of your choosing	X 6	X 4	X 2	X 1
Logo on bike jersey and event tshirts	prime	front	rear	
Logo featured on t-shirts for other events	prime	front	rear	
Logo featured on start/finish line barricades	✓	✓		
Logo featured on signed and framed jersey in the corridor at Tatura & Port Melbourne site	✓	✓		
Signage in the registration area and event	✓	✓		
Placement of merchandise or promo material in participant packs (must be supplied)	✓	✓		
Logo featured on inflatable start/finish line	✓			

Want more tickets? Reach out to tatura.pedalsandsteps@bega.com.au and we'll arrange a discount.



Reflecting on the Tatura Charity Event



The TAT200 was a special part of my life from 2008 to 2019, and it holds memories I'll treasure forever. What made it truly meaningful was being able to ride alongside my brother Paul and Danny Civa, crossing that finish line together — year after year. Now, with Paul no longer with us, those shared rides have taken on an even deeper significance.

At every finish line, my wife and kids would be there, cheering not just for me, but for all the riders as they came in — their support was unwavering and filled me with pride every time.

I still remember the buzz on the factory floor back in 2008 when we kicked off that very first ride. There was an incredible sense of excitement and ownership — we were creating our own 200km charity ride. Many of the operators, some who hadn't ridden in years, went out, bought bikes, trained hard, and completed that first TAT 200. It was inspiring.

The TAT Charity Event wasn't just about cycling — it was about community, resilience, and honoring the people we care about. I'm proud to have been part of it, and I carry those memories with me always.

John Liversidge

Production Supervisor, Bega Group.

Volunteering and coming together as a community

Each year, we are proud and humbled to volunteer our time and skills to support the Tatura Charity Event—an iconic event that not only brings people together but also creates lasting benefits for the broader community. For us, volunteering goes beyond simply giving back; it's about learning, growing, and finding real fulfillment in being part of something bigger. The Tatura Charity Event is a perfect example of how community events can create ripples of positive impact, and we encourage everyone to get involved, support local initiatives, and experience the joy of giving back.

Jolene Doller

Ride Coordinator and Admin, GV Social Riders.



A RICH HISTORY

