



SPONSORSHIP PROPOSAL THE ONEBIKE HUB

THE LIGHTFOOT INITIATIVE CHARITABLE TRUST
2024





ONE BIKE... BARRIER FREE BIKING FOR ALL

Equitable access to quality bicycles is the first step in creating the change we all want to see. It's easy to think that everyone has a bike, and knows how to ride it, but this isn't the reality in our community.

The OneBike Project rescues good condition bikes that have been gathering dust, repairs them and finds them new homes. Newcomers to the area, at risk members of the community, those who can't, or choose not to drive... or simply anyone who needs a bike, can apply, or be nominated. The OneBike team work with community volunteers to provide access to safe, sustainable and reliable transport options that create social and economic opportunities. A good quality bike and the right gear opens up unexpected freedom and independence.

But it's not just about giving bikes away, we're creating a community of people who are empowered with the knowledge to maintain and repair their own wheels. By developing a circular economy of bikes, bike gear and parts, we're getting people moving, removing waste from landfill and helping everyone participate in Queenstown Lakes' unique bike culture.

If barrier-free biking can't happen here, where can it happen?

**ONEBIKE IS A COMMUNITY PROJECT.
IT'S BY THE COMMUNITY FOR THE WHOLE COMMUNITY.**





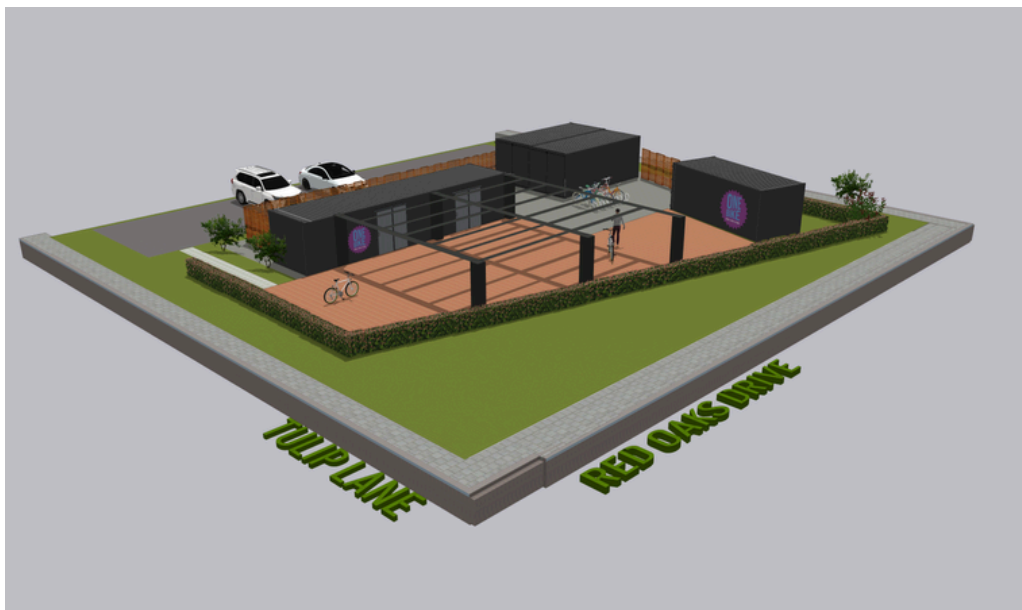
THE ONEBIKE HUB

If barrier free biking is one of the solutions, then the OneBike crew need a base to do their good work and get people rolling. The first stage of our hub can be viewed at our site in Remarkables Park. Several funders have offered support to deliver the full masterplan, but we need the community's help to create something that shows we mean business.

A place to teach, learn and share the benefits of biking, active transport & bike maintenance

A space to salvage, rescue and repair bikes.

A home to lend cycling equipment so everyone can access the benefits of cycling.



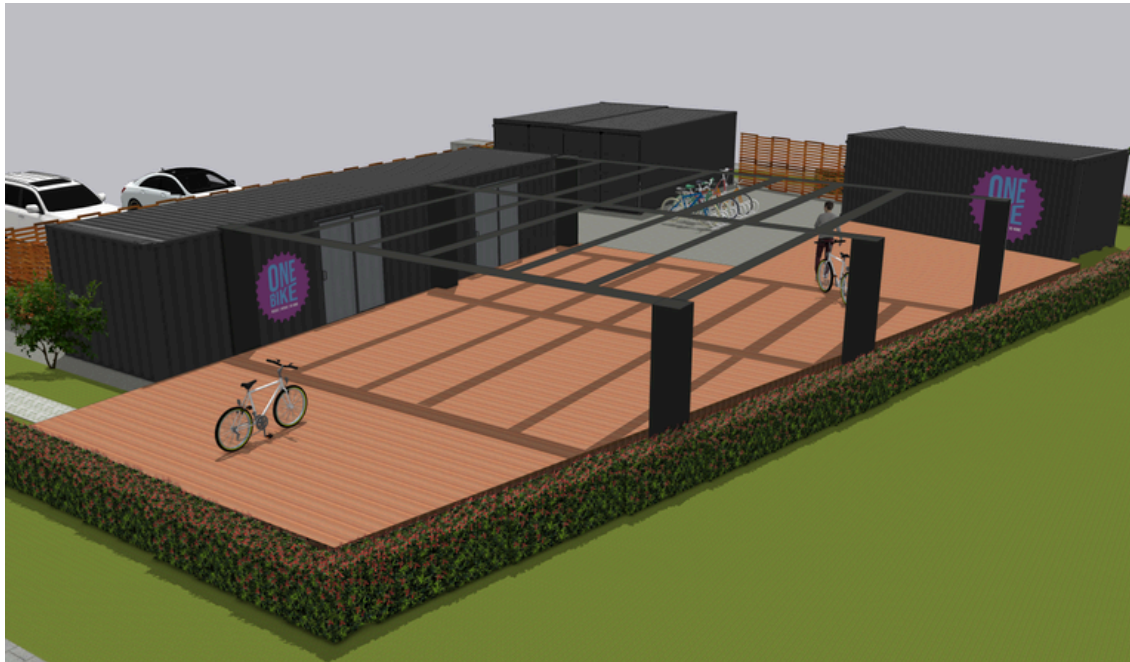
THE ONEBIKE HUB PROJECT OUTCOMES

- Create a year-round education hub, where anyone can drop in and learn how to repair their bike alongside an experienced bike mechanic
- Dedicated space for rescuing, repairing, and donating bikes and equipment, supporting sustainable transport for all seasons.
- Provide 200 high-quality bikes annually to ensure barrier-free access to cycling for individuals and families in our community.
- Deliver 60+ hands-on bike maintenance courses each year, empowering participants with the skills to keep their bikes in top shape and reduce waste.
- Operate CRUNCH, New Zealand's first bike industry metal waste reduction programme, setting new standards for sustainability in the cycling world.
- Offer a community bike tool library, giving everyone from MTB'ers, Roadies and your everyday cyclist access to the equipment they need to maintain their bikes.
- Launch New Zealand's first e-bike lending library, giving families and individuals the opportunity to trial e-bikes and explore sustainable transport options.





THE ONEBIKE HUB - VISUALS





[CLICK TO WALK THROUGH THE HUB](#)





PARTNER WITH ONEBIKE

Lightfoot needs your support to bring the OneBike Hub to life. By partnering with OneBike, your organization can showcase its commitment to community well-being and sustainability. Together, we can ensure that everyone in our region has access to low-emission transport options, fostering a healthier and more connected future. For the journey ahead, we must travel together.

Operating from our temporary hub, the OneBike team has already made a significant impact, rescuing and rehoming over 180 bicycles back into the community. We've launched repair, rescue, and maintenance courses, and delivered cycling training to key groups in Queenstown. The GoGo Electro e-bike library is already rolling, empowering residents to explore sustainable transport.

Now, we're ready to accelerate progress. We have the space, the design, and part of the infrastructure—what we need is a little more support to make this vision a reality, faster.

PARTNERSHIP INVESTMENT

Join us as a Sponsor and be a driving force behind the OneBike Community Hub's success. Your support will directly contribute to a lasting, positive impact on sustainable transport in our region.



Gold (Principal Level)

You're providing the essential support needed to keep the wheel (and the hub) turning...
Annual donation of \$5000 for two years (2 opportunities)



Blue (Secondary Level)

You are the critical connection that keeps the whole system moving smoothly!
Annual donation of \$1500 for three years (5 opportunities)



Purple (Support Level)

You will provide the steady power and adaptability required for forward momentum. Contribute through labour or goods to help develop the Hub and bring our vision to life. Help amplify the OneBike message by promoting our programmes across your networks and channels, showcasing your organisation's commitment to community and sustainability.





PARTNERSHIP BENEFITS

- Involvement in a high-visibility project located opposite The Remarkables Market, showcasing your company's commitment to the local community. We will proudly display your organisation's commitment and logo.
- Be part of a district-wide campaign focused on solving Queenstown's traffic challenges, contributing to less congestion and lower emissions. Gold sponsors will feature in our social media and other marketing materials.
- Demonstrate your commitment to sustainability with a tangible, impactful project that has measurable outcomes. We will provide all sponsors with quarterly impact reports on our KPIs, for you to include in your annual reporting.
- Support barrier-free biking for all members of the community.
- Receive visits from an experienced bike mechanic to service or repair your employees' bikes, promoting active, eco-friendly commuting (Gold: bi-annual, Blue: annual).
- Experience on-site workplace team-building activities, fostering collaboration and well-being through cycling-related events. The hub can host your annual Christmas celebration and provide a hands-on bike repair experience (Gold).
- Lightfoot will provide a suite of creative assets to promote your company's involvement with OneBike, ensuring your participation is recognized.
- Gain exposure through tailored editorial content featured in Lightfoot's newsletter, website, and social media channels, spotlighting your company's contributions.
- Benefit from a 33% tax rebate on all donations made to Lightfoot and OneBike.

LEARN MORE

Enquiries to...
Amanda Robinson - General Manager
e: amanda@lightfoot.org.nz
p: 021 173 7705

Hear our story and meet the team at onebike.org.nz
See bikes and new bike owners on facebook.com/OneBikeWhakatipu and instagram.com/_onebike_/





THE LIGHTFOOT INITIATIVE

Lightfoot are a Whakatipu based charity sparking smart moves to keep the Queenstown Lakes District moving. Lightfoot promotes sustainable modes of transport by delivering innovative projects and events to better connect our local community.

LIGHTFOOT'S PURPOSE:

EQUITY

Everyone should be able to access active travel options

KAITIAKITANGA

Kaitiaki of this district should ensure it is healthy for future generations

GLOBAL RESPONSIBILITY

Local actions protect the global environment

COMMUNITY

Connected people live, work and play better together

CUMULATIVE ACTION

Many small steps create big change

Active travel is the key to creating connected and healthy communities. Congestion, the rising cost of car ownership and the impact of transport on the environment are global problems with huge local impacts. Sustainable transport modes will address future growth challenges in the district and protect our local environment for those who follow in our footsteps.

Lightfoot are committed to making active travel the best and first option for almost everyone. The movement has begun with many successful projects and events delivered, and the community is ready for more. There are challenges ahead, but by walking together, our small steps can make big change.





The Lightfoot Initiative Charitable Trust CC59554