



**M.R.A. PROMOTIONS PTY. LTD.** (Inc. Vic.)  
**P.O. BOX 389, CAULFIELD EAST. 3145**  
**TEL. (03) 211 5127**

14 January 1987.

Linda Fleet  
Marketing Manager.  
Budget Rent A Car  
21 Bedford Street,  
North Melbourne. 3051.

Dear Linda,

regarding our meeting this morning. MRA Promotions Pty. Ltd. introduced Toy Runs to Australia in Melbourne in 1978. Toy Runs are charity / road safety events that help underprivileged children at Christmas through the Salvation Army.

For further information on Toy Runs please contact Colonel Ian Begley (Salvation Army 698 7222).

Toy Runs are supported by the Melbourne City Council (Cr. Trevor Huggard, The Lord Mayor 658 9800), the VACC Motorcycle Industry Division (Stewart Strikland 328 1798) and the Military Police (Sgt. Chris Bromage 697 3900).

I have organised all of Melbourne's Toy Runs and each year they have become more successful. In 1985 and '86 two 4 tonne truck loads of toys, clothes, tinned food and blankets were collected for the Salvation Army in Melbourne alone.

Toy Runs also promote the MRA / Red Cross Blood Challenge increasing the number of donors over the holiday season when there is a shortage of blood donations (Peter Carolin, Publicity Officer. 616 0111).

The growth of the MRA to a national organisation has seen the Toy Runs become a national event. We plan to increase promotion for the 10th. Anniversary Toy Run, on December 12th. covering Melbourne, Sydney and Canberra. This would take the form of releases to the general media and the motorcycle press, a poster to be released by April '87 and a TV Community Service Announcement to be released by November throughout Victoria, N.S.W. and A.C.T.

The poster would be a full colour image of Wayne Gardner and Kevin Magee with Santa. It would be prepared by Australian Motorcycle News (Alan Peck 605 4274). The poster is likely to become a collectors item since it would feature 2 of this country's top motorcycle sportsmen who are becoming increasingly well known internationally.

The logos of the sponsors of the event would appear on the poster and, although we cannot advertise in a CSA for TV, we can include logos in the images for the small screen.

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We estimate the costs associated with promoting the 10th. Anniversary Toy Run will be:

Press releases and mailing to clubs and organisations	\$1000
Posters	\$3000
TV Community Service Announcement for all stations in Victoria, N.S.W. and the A.C.T.	\$4000
Leaflets	\$2000

Of these costs the posters are the most urgent since we feel it will be popular and to gain the maximum exposure within the motorcycle community we would like to begin distribution to clubs and businesses in the first half of 1987.

Production of the CSA must begin by July and we have requested colour material from the N.S.W. and A.C.T. MRA Branches. It is anticipated that another road safety CSA will be produced at the same time but funded separately, for the National Motorcycle Month which will probably be in November '87.

We would also appreciate it if sponsors would place leaflets on Toy Run '87 in their outlets in Victoria, N.S.W. and A.C.T., Customers often have toys and clothing that their children have grown out of. If possible we would like selected Budget Offices in the 3 States to act as collection depots for donations in November and early December. These donations would be collected by local MRA members and brought to the nearest Toy Run.

We believe that Budget Offices receiving donations would gain a lot of positive media coverage and we would encourage this. It would increase the number of donations significantly.

The Victorian Branch of the Association has rented Budget vehicles for many years. In 1983 Budget South Melbourne donated a Volvo prime mover to lead the Road Safety Ride. It was photographed with Opposition Leader Jeff Kennett for the Sun newspaper. Budget rented MRA Promotions a truck at  $\frac{1}{2}$  price for Toy Run '86 and it appeared in publicity photos.

We appreciate these and other efforts to support our work in the past and feel that Budget's sponsorship of the 10th Anniversary Toy Run this year would be a major contribution to the less fortunate in our community and to road safety.

The potential sponsors we will be approaching are Budget, Western Underwriters insurance, Australian Motorcycle News and the Victorian Automobile Chamber of Commerce Motorcycle Industry Division.

Sincerely,

Damien Codognotto  
Director.