



Perth
to

Sydney

FAST

FASTEST KNOWN TIME

**A JOURNEY OF RESILIENCE,
SPEED, AND PURPOSE.**



Brendan "Trekky" Johnston

PROFESSIONAL CYCLIST

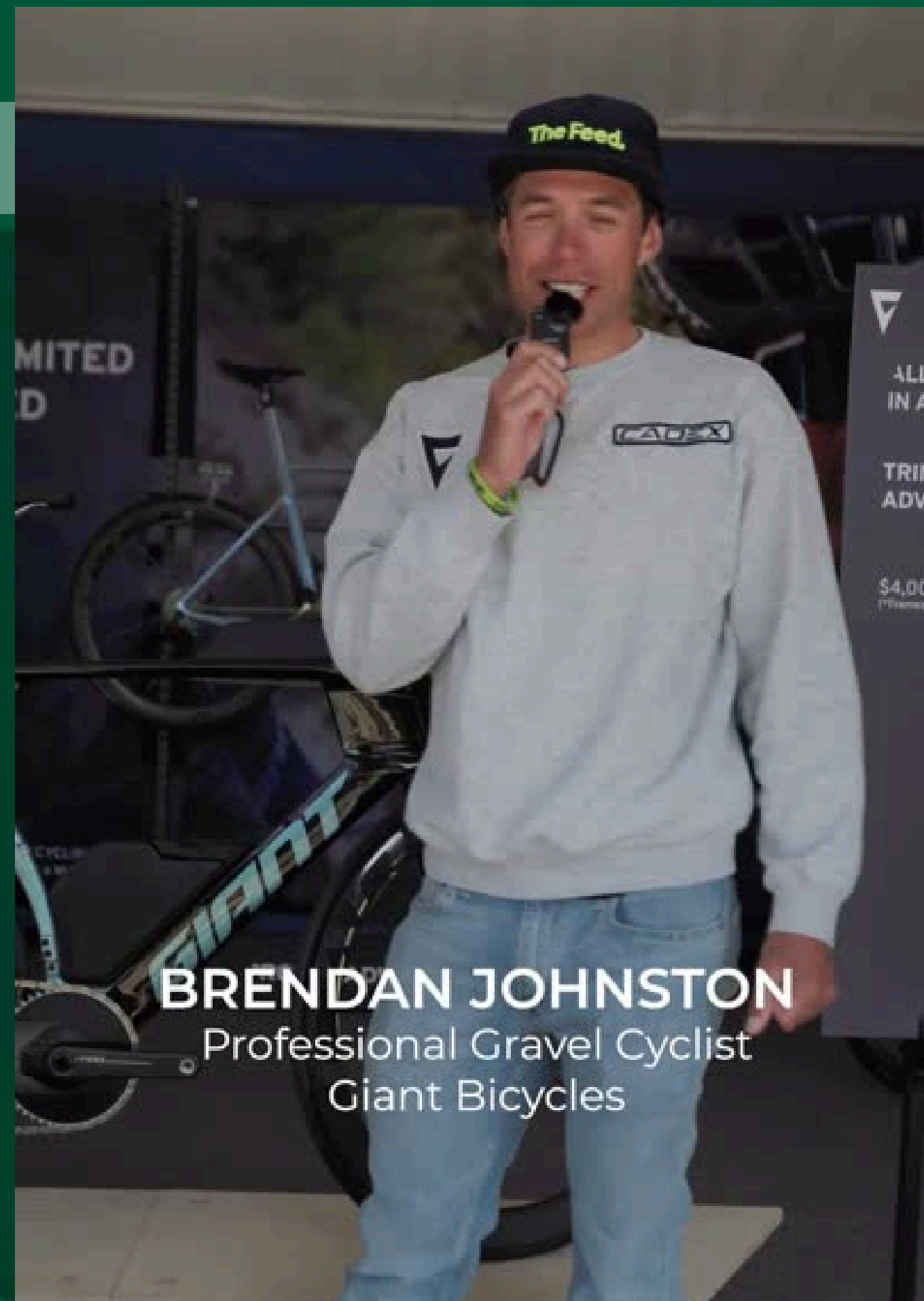


The Rider

Brendan Johnston is a professional cyclist from Canberra, Australia. He is the current and six-time Australian Marathon Mountain Bike National Champion, and the former Gravel National Champion. He competes around the world, focusing mostly on the Life Time Grand Prix offroad series in the United States, and the UCI Gravel World Series.

The Mission

To break the Fastest Known Time for Perth to Sydney. The record for the 4,000km route is currently held by Austrian Christoph Strasser with a time of 6 days, 10 hours, and 58 minutes.



BRENDAN JOHNSTON
Professional Gravel Cyclist
Giant Bicycles



The Route

4,000km across Australia
600+ km per day

This ride is the ultimate challenge of physical and mental limits. The combination of unforgiving terrain and sleep deprivation pushes the limits of what the human body is capable of.





Why This Matters

This is a personal journey for Brendan. At 17 years old, he was diagnosed and battled cancer. Despite the positive outcome, the whole experience was extremely traumatic, and Brendan found himself dealing with PTSD even after remission. Cycling became his outlet for regaining control of his life.

His goal for this ride is not only to break the record, but also raise cancer awareness through Tour de Cure, an Australian charity focused on curing cancer. Tour de Cure helps fund cancer research and cancer prevention campaigns.



Brendan has taken on this challenge to give new meaning to PTSD:
PURPOSE • TRANSFORMATION • STRENGTH • DETERMINATION





Audience Resonance

TRIUMPH OVER ADVERSITY

This challenge speaks to:

- Mental health & cancer communities
- High-performance athletes
- Adventure & endurance fans





Sponsorship Opportunities

Align with courage, purpose, and performance:

BRAND VISIBILITY

(bike, apparel, media)

CONTENT PARTNERSHIPS

(videos, reels)

CAUSE MARKETING TIE-INS

EVENT/MEDIA EXPOSURE





Audience & Reach

TARGET AUDIENCES:

- Cyclists & endurance athletes
- Mental health advocates
- Australian & global media

HIGH-ENGAGEMENT CONTENT STRATEGY:

- Training and preparation reels
- Daily Instagram stories during the ride
- Ride recap reels
- Long-format YouTube video



@trekky91

14.4K Followers



@giantbicycles

721K Followers



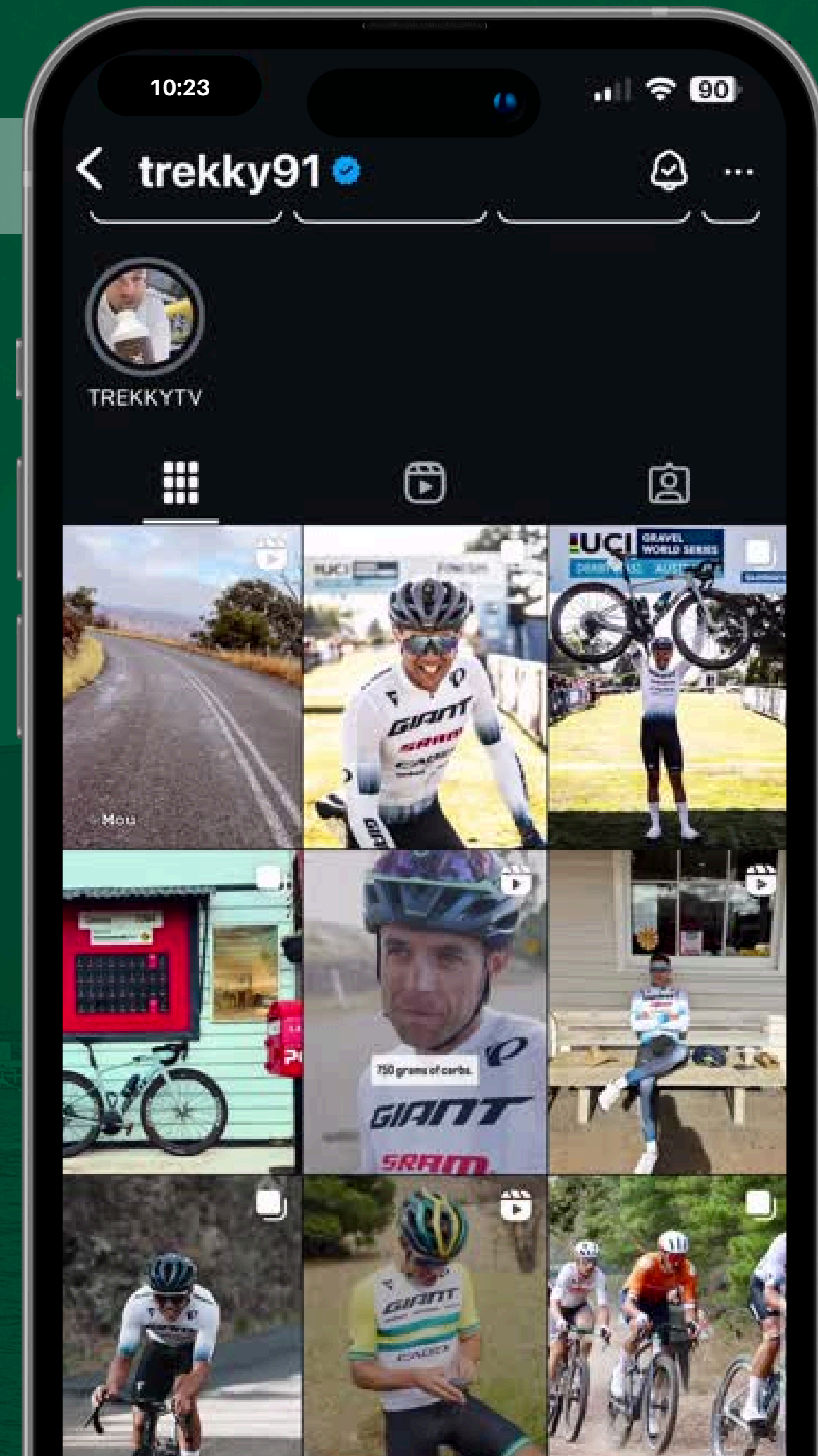
@giantbikesaus

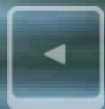
55.7K Followers



@thefeedme

104K Followers





Next Steps

- Custom sponsorship tiers
- Content collaboration options
- Media timeline + availability
- Ride launch planning





Let's Ride Together

“This is more than a ride. It’s a reckoning. A story of pain turned purpose. Join me.”

– Brendan “Trekky” Johnston

For sponsorship opportunities, contact
Inspire Athlete Management:



SIMON WILLIAMS
simon@inspireathlete.com
416 • 566 • 0990



PETER COSENTINO
peter@inspireathlete.com
416 • 937 • 8656



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MANAGEMENT



inspireathlete.com

