

Surf Coast **TREK**



A Kids Plus Foundation and Give Where You Live Event

2020 Sponsorship Opportunities



surfcoasttrek.com.au

Raising funds for

Kids+
the
KIDS PLUS FOUNDATION

GIVE
WHERE YOU
LIVE
FOUNDATION
Building Better Communities

About the Surf Coast Trek

Welcome to the 2020 Surf Coast Trek - a 40km walk along the Surf Coast Walk from Aireys Inlet to Torquay, whilst raising valuable funds for the Kids Plus Foundation and the Give Where You Live Foundation.

Participants will pass through a diverse range of landscapes including cliff scenery, scenic Ironbark bushland, and long sandy beaches. Bringing together fitness, fun and fundraising for two of the Geelong / G2I region's foundations; the Give Where You Live and Kids Plus Foundations.

The 2019 Surf Coast Trek was our largest yet with over 900 entrants taking part, with the Trek raising in excess of \$256,000 in fundraising, which was distributed equally to the Give Where You Live and Kids Plus Foundations.

Event Date	Saturday, 28 March 2020
Trek Distance	approx. 40 km Coastal Walk
Location	Aireys Inlet to Torquay, Victoria
Entrants	1000 approximately

Fundraising for a Cause—or two!



Since 1954, the Give Where You Live Foundation has aimed to solve one of the most complex and entrenched social issues in our community - disadvantage. It does this through delivering programs and funding grants addressing its focus area in accordance with their Theory of Change: supporting the education journey of children and young people, assisting people through employment pathways and supporting people living with a life crisis.

At the core our mission is creating long-term sustainable change for our most vulnerable community members.

www.givewhereyoulive.com.au



Kids Plus Foundation is a Geelong based community organisation that provides specialist multidisciplinary therapy and support programs for babies, children and young adults with neurodevelopmental disorders. Our focus is on supporting children and their families maximise their participation and engagement in daily life.

Kids Plus Foundation has particular expertise providing support for young people with cerebral palsy, the most common physical disability in childhood.

www.kidsplus.org.au

Sponsorship Opportunities



Finish Line Sponsorship

\$6,500 - one available

Benefits of sponsorship

YOUR ORGANISATION will have the Torquay finish line (Elephant Walk Reserve) area to activate as they wish. This provides the opportunity to expose the YOUR ORGANISATION'S brand and message to a much wider audience as it will be exposed to all participants **and** their support family and friends who congregate at the finish line to cheer on participants.

The Surf Coast Trek events team will work with you to ensure the success of this activation.

- One 3mx3m Marquee, 2 x chairs and 1 x trestle table will be provided for your use at the finish line. Any additional equipment required must be ordered through the Surf Coast Trek events team (in accordance with the Surf Coast Shire permit requirements) at the sponsors own cost. Final orders need to be made by Friday, 21 February 2020. All activation equipment and concepts must be approved in accordance with the Surf Coast Shire permit requirements.
- YOUR ORGANISATION'S logo featured on all Trek *Promotional Collateral* online (including website).
- YOUR ORGANISATION'S logo featured on all Trek *Participant Collateral* (including participant e-newsletters) and correspondence.
- Inclusion of your sponsorship in one *Participant e-newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- YOUR ORGANISATION'S logo featured on participant t-shirts, printing timelines dependant. T-shirts will be printed approximately October 2019.
- Logo to be included on Trek Pack tote bag
- 2 x teams of 4 participants registration fee waived (value \$240 per team = \$480) fundraising of \$1,000 per team still applies.



Sponsorship Opportunities

Rest Stop Sponsorship

\$5,500 each - four available

Benefits of sponsorship

- Allocation of a Trek Rest Stop on the day to 'Activate'. Rest Stops will be allocated at the discretion of the Surf Coast Trek Committee and Event Manager; taking into account your proposed activation plans. All associated costs are at the discretion of the sponsor.
- One 3mx3m Marquee, 2 x chairs and 1 x trestle table will be provided for your use at your allocated rest stop. Any additional equipment must be ordered through the Surf Coast Trek events team at the sponsors own cost. Final orders must be made by Friday, 21 February 2020.
- YOUR ORGANISATION'S's logo featured on all Trek *Promotional Collateral* online (including website).
- YOUR ORGANISATION'S logo featured on all Trek *Participant Collateral* (including participant e-newsletters) and correspondence.
- Inclusion of your sponsorship in one *Participant e-newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- YOUR ORGANISATION'S logo featured on participant t-shirts (printing timelines dependant) T-shirts will be printed approximately October 2019.
- Logo to be included on Trek Pack tote bag
- 2 x teams of 4 participants registration fee waived (value \$240 per team = \$480) fundraising of \$1,000 per team still applies.
- Trek Leg sponsorship add on available (see *page 7 for further details*)



Sponsorship Opportunities



Lanyard Sponsorship

\$4,500 - one available

Benefits of sponsorship

YOUR ORGANISATION will have the opportunity to have their logo printed on all participant Surf Coast Trek completion medal lanyards as well as activate the handing out of the medals to all participants as they cross the finish line.

- YOUR ORGANISATION'S logo featured on all of the participant medal lanyards.
- YOUR ORGANISATION'S logo featured on all Trek *Promotional Collateral* online (including website).
- Inclusion of your sponsorship in one *Participant e-Newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- Logos featured on participant t-shirts, printing timelines dependant. T-shirts will be printed approximately October 2019.
- Logo to be included on Trek Pack tote bag
- 2 x teams of 4 participants registration fee waived (value \$240 per team = \$480) fundraising of \$1,000 per team still applies.



Sponsorship Opportunities

Bus Sponsorship

\$3,500 - one available

Benefits of sponsorship

- Opportunity to activate Bus pick up point from Torquay in the morning and finish line in the afternoon.
- One 3mx3m Marquee, 2 x chairs and 1 x trestle table will be provided for your use at the finish line's Bus Stop collection point. Any additional equipment must be ordered through the Surf Coast Trek events team at the sponsors own cost. Final orders must be made by Friday, 21 February 2020.
- In all collateral referring to bus transportation, it will be referred to as the 'Organisation XYZ Bus'.
- YOUR ORGANISATION can activate the 'bus stop' on the Esplanade prior to participants boarding (please note it will be dark) and the 'bus stop' at the finish line as well as signage on the bus as participants board.
- YOUR ORGANISATION'S logo featured on all Trek *Promotional Collateral* online (including website).
- YOUR ORGANISATION'S logo featured on all Trek *Participant Collateral* (including participant e-newsletters) and correspondence.
- Inclusion of your sponsorship in one *Participant e-Newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- Opportunity to provide participants with a gift on the bus (at sponsors own cost).
- 1 x teams of 4 participants registration fee waived (value \$240 per team) fundraising of \$1,000 per team still applies.



Sponsorship Opportunities

Trek Leg Sponsorship

\$3,500 each - four available

Benefits of sponsorship

- Leg of the Trek referred to as YOUR ORGANISATION leg
- YOUR ORGANISATION'S logo featured on all directional signage on your designated leg of the Trek
- YOUR ORGANISATION'S logo featured on all Trek *Promotional Collateral* online (including website).
- YOUR ORGANISATION'S logo featured on all Trek *Participant Collateral* (including participant e-newsletters) and correspondence.
- Inclusion of your sponsorship in one *Participant e-newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- Logo to be included on Trek Pack tote bag
- 1 x team of 4 participants registration fee waived (value \$240) fundraising of \$1,000 per team still applies.



Sponsorship Opportunities

Support Vehicle

\$2,000- one available

Benefits of sponsorship

- Recognition as the naming sponsor to the support vehicle. The support vehicle will be referred to as 'Organisation XYZ Support Vehicle' in all communication.
- Signage on the bus which will include YOUR ORGANISATION'S name and logo.
- YOUR ORGANISATION'S logo featured on all Trek *Promotional Collateral* online (including website).
- YOUR ORGANISATION'S logo featured on all Trek *Participant Collateral* (including participant e-newsletters) and correspondence.
- Inclusion of your sponsorship in one *Participant e-Newsletter* and a minimum of two social media posts (prior to the Trek and on Trek Day).
- Opportunity to provide participants with a gift in the support vehicle.
- 1 x teams of 4 participants registration fee waived (value \$240 per team) fundraising of \$1,000 per team still applies.



Sponsorship Opportunities

Surf Coast Trek Supporter

\$1,000 each - unlimited

Benefits of sponsorship

- YOUR ORGANISATION'S logo featured on the Surf Coast Trek Website as a supporter of the Trek.





**We hope that your organisation
will be part of this
exciting 2020 Event!**

