



WELLNESS WALK

Bridge Walk for Mental Health

Become a Sponsor

Wellness Walk 2018

Bridge walk for mental health

Hosted by One Door Mental Health

Sunday 21 October 2018

A MESSAGE FROM OUR CEO

The Wellness Walk & Festival is in its sixth year and on Sunday 21 October more than 1,200 returning participants will gather on the picturesque grounds of Government House Sydney, before taking to the streets for the annual Wellness Walk.

This event raises awareness and much needed funds for One Door Mental Health and charity partners.

As a Wellness Walk sponsor, your organisation is contributing in a meaningful way to supporting people with serious mental illness. You are aligning your brand to a team which brings meaning and purpose to many people's lives. To top it all off, you're also encouraging all members of the community to be active and support people on their journey towards wellness.

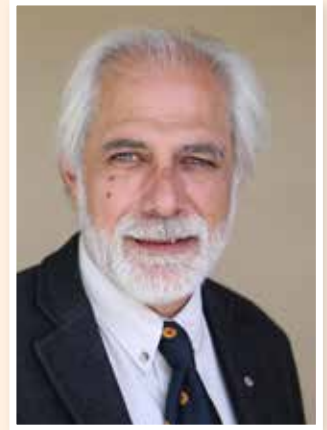
Your support for this event will ensure that the services we provide get to the people who need them most. In the new NDIS environment it is more important than ever that we have the funds to support those who do not have NDIS funding for their support needs.

Your support will go towards giving members of the community the opportunity to connect with each other and, most of all, play an active role in the conversation about serious mental illness; the first step in eliminating the ugly stigma.

We look forward to having you partner with us so we can continue to offer life changing support to those who need a helping hand. Take this opportunity to be next to us as we progress towards a future in which people with mental illness are valued and treated as equals.

Thank you for your consideration.

Rob Ramjan AM - CEO



About One Door Mental Health

Through One Door Mental Health, people living with mental illness and their families can find an inclusive community, innovative services and strong advocacy. For more than 30 years One Door has designed and delivered expert mental health programs now available through the NDIS. Creating a world in which people with a mental illness are valued and treated as equals is at the heart of everything we do.



ABOUT THE WALK

The Wellness Walk is a yearly event taking in the Sydney Harbour Bridge, with the start and finish line at Government House. It's a family friendly walk with an easy route suitable for all ages & abilities. The Walk raises awareness for mental illness & encourages walking as a way to improve mental wellness. This is wonderful event brings together people from all walks of life in a positive, active and fun environment, because together we can make a difference.



Crossing the Sydney Harbour Bridge signifies bridging the gap by moving from stigma to understanding. Gathering together shows community support, union and care to anyone who is suffering. The act of walking reflects that living with mental illness is a step-by-step, one-step-at-a-time process.

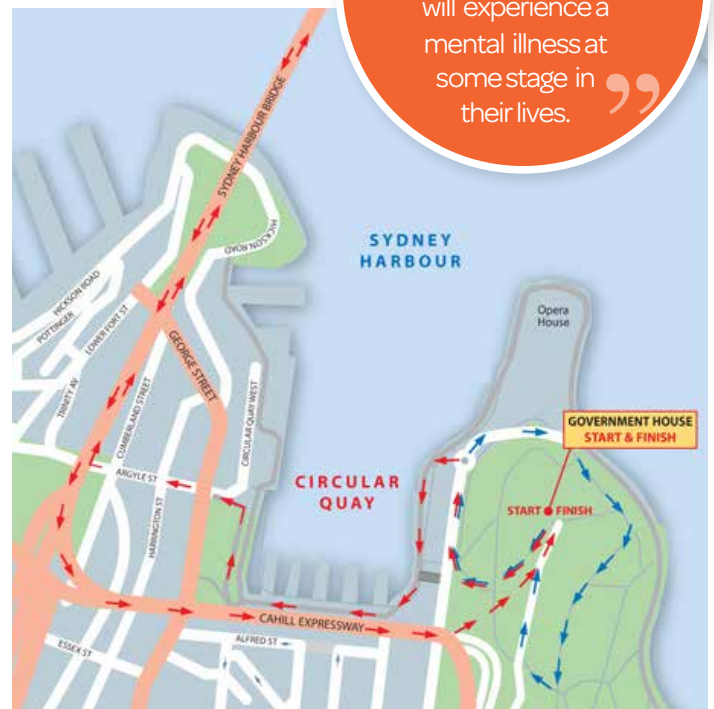
The Wellness Walk is inclusive and all NSW mental health charities are invited to become charity partners and raise funds for their own programs. Last year we were joined by five other organisations including Flourish Australia and Mental Health Carers NSW.

Did you know...

“1 in 5 Australians will experience a mental illness at some stage in their lives.”

5km Walk

The Festival starts from 8am at Government House, Sydney with the walk starting at 10am. As we come out of Government House, we turn down Macquarie Street and head towards Circular Quay. We walk along the Circular Quay pathway past the ferry terminals and head through the Rocks towards the Sydney Harbour Bridge. We walk along the pedestrian path and across the bridge (not over the arches) to Milsons Point and we return back via the Cahill Expressway to Government House Sydney and the finish line.



Mini Walk

The Mini Wellness Walk starts at Government House Sydney and is an accessible route with no steps or stairs, however it does contain one moderate/short hill. The Mini Walk takes you down Macquarie Street to The Opera House and towards the Royal Botanic Gardens, following the pathway back to Government House to the finish line.





BECOME A WELLNESS WALK SPONSOR

Partner with us for the 2018 Wellness Walk on Sunday 21 October 2018

This is a wonderful opportunity to showcase your products or services to the Wellness Walk participants and to show your support for the community.

The 2018 Wellness Walk will have attendees from across Sydney, greater Sydney and NSW coming together to have fun, get active and help create mental health awareness.

Funds raised from this even go to support the work of One Door Mental Health and other services that provide advocacy and support to people living with mental illness, their carers and families.

Wellness Walk – Our participants

The Wellness walk is open to everybody. The event attracts corporates, community groups, individual and families from all walks of life.

Why sponsor this event?

The Wellness Walk 2018 provides your organisation with an exceptional opportunity to gain exposure to people within the community who have an interest in mental health, physical health and wellness. Sponsorship also demonstrates to the broader community your business' support. You can select from a range of sponsorship packages to best suit your business needs. We can tailor packages for your specific business objectives.

The Wellness Walk 2018 will allow you to:

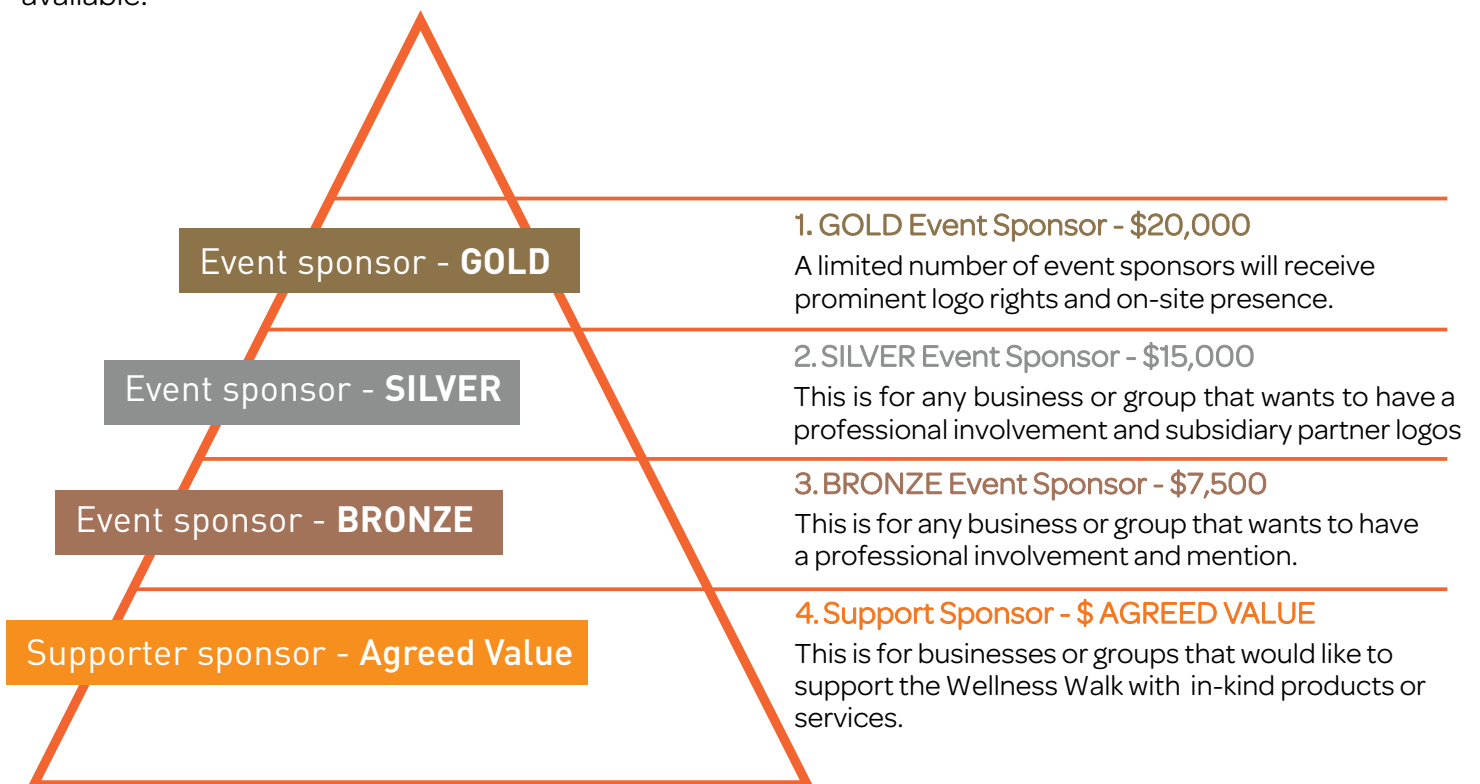
- Demonstrate your company's support for the community
- Provide an opportunity to reach out and connect with your community members through a different, positive platform
- Promote your brand, products and services
- Boost employee morale by coming together to support a cause outside the work environment
- Network and meet other like-minded business people
- Raise awareness for mental illness and break down stigma
- Promote wellness and an active lifestyle



WELLNESS WALK EVENT SPONSORSHIP LEVELS

Sponsorship Levels

We have four levels of sponsorship available:



What you receive as an Event Sponsor

GOLD EVENT SPONSOR

We are offering the opportunity for your company to become a Gold level sponsor for the Wellness Walk. This provides association with the Wellness Walk through print, media and online exposure before and on the day of the event with prominent logo placement.

Media & Public Relations

Media exposure as part of the Wellness Walk marketing and editorial exposure. Exclusive mentions, if applicable and where possible, with all public relations activities. Press releases prepared for your business about the partnership between the Wellness Walk and your company.

Online & Social Media

Your company's logo on the Wellness Walk website, profile/link, logo on electronic direct mail (EDM), to our database of walkers and subscribers, both pre and post event.

- Regular Facebook, Twitter and Instagram posts about your company's involvement

Brand & Marketing

Prominent logo placement on Wellness Walk material including:

- Wellness Walk website
- Wellness Walk newsletter
- Included in communications
- Logo included on brochures and posters
- Signboard messages along the walk
- Logo on walkers bibs

Event

- Recognition and acknowledgment on stage during Introduction, awards and thank you speech from CEO.
- Opportunity to have a 3m x 3m marquee at the event to promote your company and brand. Alternatively there is an opportunity for you to create an experiential installation.
- 20 x Wellness Walk registration passes available to your company's' employees, family and friends. Further registration passes can be purchased at a discounted rate.

Investment - \$20,000

What you receive as an Event Sponsor

SILVER EVENT SPONSOR

We are offering the opportunity for your company to become a Silver level sponsor for the Wellness Walk. This provides association with the Wellness Walk through print and online exposure before and on the day of the event with subsidiary logo placement.

Online & Social Media

Your company's logo on the Wellness Walk website, profile/link, subsidiary logo on electronic direct mail (EDM), to our database of walkers and subscribers, both pre and post event.

- Facebook, Twitter and Instagram posts about your company's involvement

Brand & Marketing

Non-exclusive logo on Wellness Walk material including:

- Wellness Walk website
- Wellness Walk newsletter
- Online communications
- Logo included on printed brochures and posters

Event

- Recognition and acknowledgment on stage during the introduction and awards.
- Opportunity to have a 3m x 3m marquee at the event to promote your company and brand. Alternatively there is an opportunity for you to create an experiential installation.
- 15x Wellness Walk registration passes available to your company's' employees, family and friends. Further registration passes can be purchased at a discounted rate.

Investment - \$15,000

What you receive as an Event Sponsor

BRONZE EVENT SPONSOR

We are offering the opportunity for your company to become a Bronze level sponsor for the Wellness Walk. This provides association with the Wellness Walk through online exposure before and on the day of the event.

Online & Social Media

Your company's logo as a subsidiary logo on the Wellness Walk website, profile/link, logo on electronic direct mail (EDM), to our database of walkers and subscribers, both pre and post event.

Brand & Marketing

Non-exclusive logo placement on Wellness Walk material including:

- Wellness Walk website
- Wellness Walk newsletters
- Online communications

Event

- Recognition and acknowledgement on stage during introduction and awards.
- 10 x Wellness Walk registration passes available to your company's employees, family and friends. Further registration passes can be purchased at a discounted rate.

Investment - \$7,500



WELLNESS WALK
Bridge Walk for Mental Health

THANK YOU

On behalf of One Door Mental Health,
thank you for your consideration in sponsoring the 2018 Wellness Walk &
Festival.

For further information contact jamielee.radburn@onedoor.org.au

www.wellnesswalk.org.au



#wellnesswalk2018 #bridgewalkformentalhealth