

# 2023 SPONSORSHIP PROPOSAL



**Be  
Kind**

**Suicide Prevention and  
Mental Health Wellness**



**WWW.RUNFORMILIFE.ORG.AU**

# SPONSORSHIP OPPORTUNITIES *now available*

## WHY SUPPORT RFML?

Over the last nine years **Run for MI Life** has raised more than **\$300,000**.

Our main focus is to keep funds local to the area from which they were raised, by providing training in suicide prevention and supporting good mental health initiatives and programmes. RFML promotes and supports two evidence-based Livingworks education programs, safeTALK and ASIST. Our fundraising goal for 2023 is \$100,000.

## HOW DO YOU SPONSOR?

Set out on the following pages are the sponsorship packages we have available. These packages are based on Gold, Silver and Bronze levels of sponsorship. Simply complete the form within this document and email it to **vabowden@bigpond.com** by 31 May 2023.



## WHAT IS RFML?

Run for MI Life is held in the name of our brother, uncle and friend, **Matthew Ivory**, who sadly took his own life on the 19th October 2012. Matt was a fun-loving, kind hearted person who enjoyed a joke and relished making others laugh. His death was both unexpected and devastating to those who knew him. We, as his family, intend on using his name to change the perception of mental illness and suicide in our community and take away the negative stigma attached.

Matthew Ivory



## OUR VISION A SUICIDE-SAFE FUTURE FOR ALL

To reduce the incidence of suicide, by removing the stigma attached to mental health conditions, and through the creation of well-informed, mentally healthy communities.

Through thoughtful promotion and branding our Events reinforce our message of the importance of connection and how this can create long term change in reducing suicide and addressing mental health issues in our communities.

Our events are just the starting point for that change. Fundraising from our runs support free, practical education programs in good mental health and suicide awareness for everyone - empowering our communities to take charge and make a real difference in their families, social groups and workplaces.

Thank you for your time and consideration. We know that our events are having a positive impact on the community. We hope you will consider being a part of this worthy cause and continue to help us shed some light on this issue.

# OUR BENEFICIARIES

OVER THE  
LAST NINE  
YEARS

RFML HAS  
DONATED  
FUNDS IN  
EXCESS OF  
\$167,000

TO LOCAL  
ORGANISATIONS  
AND INITIATIVES



## *2021/22 Funding Beneficiaries*

Australian Street Aid  
(Chances Cafe)

Selectability -  
Real Mates Talk

CASA - Street Swags  
for the Homeless

Neighbourhood Hub  
Christmas Appeal

Mackay Men's Shed

Project 180 HQ

My Ascension  
Premiere Hosting





# UPCOMING EVENTS 2023

Run for MI Life has an exciting program of events offering sponsors a range of business exposure.

26/27  
AUG

## THE REEF MARINE 'DON'T LET A MATE GET AWAY' FISHING COMP

*auspiced by Run for MI Life*

Held in memory of Jack Evans who sadly lost his life to suicide in 2021.

15  
OCT

## SIGNATURE FUN RUNS

*Wests Leagues Club, Walkerston  
& Eastern Sporting Field, Moranbah*

3km Dash // 5km Fun Run // 10km Challenge

**RFML  
SHIRTS!!**  
Available for  
purchase until  
19 August

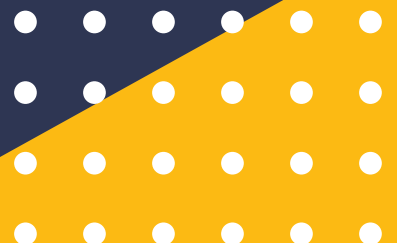
15  
OCT

## THE RUN FOR MI LIFE WELLNESS FAIR

*Free entry*

Come and enjoy a variety of stalls and displays to restore your mind, body and soul.

Sponsor one of our events and you automatically get sponsorship in the other! Packages detailed on the following pages.



# EVENT DETAILS

# 15 OCTOBER 2023

**3KM DASH // 5KM FUN RUN // 10KM CHALLENGE**

**In 2023 we will hold events throughout QLD, making a statement about suicide prevention.**

Join in as Queensland bands together to celebrate life, show community, display mateship and set the ultimate example for how to 'Be Kind'.

## **RUNNERS**

Run for MI Life is an inclusive event having over the last eight years welcomed participants of all ages and from all areas of the community – including many companies, schools and local organisations. Our Walkerston event alone has consistently attracted in excess of 1,100 registrants.

## **COST**

Participants can register online for the run and will be required to pay a registration fee.

**Adults \$25**

**High School Student \$20**

**Children \$15 - 3 to 12 years // Children 2 years and under - FREE**

**Family Pass \$70 - 2 Adults & 2 Children**

## **RUNNERS SHIRTS**

Runners shirts will be available as an additional purchase until August 19, when you register for the Fun Run.







auspiced by  
Run for MI  
Life



# DON'T LET A MATE GET AWAY

## IN-SHORE FISHING COMPETITION

**26 & 27 AUG  
ILLUKA PARK**

**REGISTRATION:  
26 AUGUST**

**WEIGH IN:  
26/27 AUGUST**

Fishing shirts will be an  
optional purchase on  
registration

### ENTRY PRICES

Adult \$25

High School  
Student \$20

Child \$15  
(3-12 years)

Family \$70  
(2 Adults & 2 Children)

For more  
information  
call Jo on  
0408 079 471



**DON'T LET A MATE GET AWAY** is our story for Jack, who sadly lost his life to suicide on 16 November 2021. Jacko was all about fishing with his mates, especially catching the biggest "Barramundi" in his special secret spots. To keep Jacks memory alive, we hope to promote suicide prevention and awareness throughout the community, and that it's okay not to be okay.



# SPONSORSHIP

To reward our returning sponsors for their loyalty we are offering a 5% discount!

## SILVER SPONSOR

**\$2,500**

- Logo on Fun Run runner bibs
- Your company logo on the official Run for MI Life website
- Facebook and Instagram post dedicated to thanking your business
- Radio airplay (details to be finalised)
- Inhouse TV advertising of your logo at Wests Leagues Club
- Your business logo on all print material
- Signage and opportunity to hold a stand at the Events
- 6 entries for the 2023 Fun Run and 6 entries for the Fishing Competition

## BRONZE SPONSOR

**\$1,000**

- Logo on runner bibs (fun run only)
- Your company logo on the official Run for MI Life website
- Facebook and Instagram post dedicated to thanking your business
- Radio airplay (details to be finalised)
- Inhouse TV advertising of your logo at Wests Leagues Club
- Your business logo on all print material
- Signage and opportunity to hold a stand at the Events
- 4 entries for the 2023 Fun Run and 4 entries for the Fishing Competition

## ONE SPONSORSHIP – THREE EVENTS

This year we are streamlining our Sponsorship to give you more value for money.

**Sponsor one event, sponsor all!**

**What does this mean?**

When you sponsor RFML in 2023, your sponsorship covers all three of our events – Our Fun Runs in Walkerston and Moranbah, and our Fishing Competition. No extra costs, no catches, just more exposure for your business. That's it!

**Sponsorship  
Deadline:  
31 May 2023**

## GOLD SPONSOR

**\$5,000**

- Logo on runners shirts and Fishing Comp Shirts
- Your company logo on the official Run for MI Life website
- Facebook and Instagram post dedicated to thanking your business
- Radio airplay (details to be finalised)
- Inhouse TV advertising of your logo at Wests Leagues Club
- Your business logo on all print material
- Signage and opportunity to hold a stand at the Events
- 10 entries for the 2023 Fun Run and 10 entries for the Fishing Competition

## IN KIND SPONSOR

In Kind Sponsorship is a donation of goods or services that service and benefit the event. The dollar value is at your discretion and advertising will be in proportion to this.

Get the right  
option for you...

**PAYMENT PLANS  
AVAILABLE!**

Contact us for  
more details!

# BECOME A SPONSOR

Our business would like  
to be a 2023 sponsor.

COMPANY

NAME OF REPRESENTATIVE(S)

ADDRESS

SUBURB

POST CODE

MOBILE

PHONE

EMAIL

We are interested in securing a: *[ Please tick appropriate box ]*

☐ **GOLD** SPONSOR PACKAGE  
*[ Investment \$5,000 ]*

☐ **SILVER** SPONSOR PACKAGE  
*[ Investment \$2,500 ]*

☐ **BRONZE** SPONSOR PACKAGE  
*[ Investment \$1,000 ]*

☐ **IN KIND** SPONSOR PACKAGE

**Sponsorship  
Deadline:  
31 May 2023**

SIGNATURE

DATE

Please complete this form and return by 31 May 2023 to [vabowden@bigpond.com](mailto:vabowden@bigpond.com).  
For further sponsorship or donation enquiries please feel free to  
contact Jo Shanks on 0408 079 471 or Vicky Bowden on 0418 719 600.



# MAKE A DONATION

By making a donation you are helping us  
to create suicide safe communities.

You can donate to RFML  
in the following ways:

**1. Sending a cheque/money order along  
with the form below:**

Please make your cheque or money order  
payable to Run for MI Life and post to:  
12 Neill Street, East Mackay QLD 4740

**2. By direct deposit to:**

Run for MI Life Ltd  
BSB - 034195    A/C No. - 845470

We want to raise awareness, reduce  
stigma and educate people on the  
warning signs of suicidal ideation.  
Your donation helps us to achieve all  
of this!

COMPANY

NAME OF REPRESENTATIVE(S)

ADDRESS

SUBURB

POST CODE

PHONE

EMAIL

DONATION AMOUNT

\$

Remittance: Email to [info@runformilife.org.au](mailto:info@runformilife.org.au)

When you email your remittance details, please supply  
your name and address so we can send you a tax  
deductible receipt and letter of thanks.

Be  
Kind

## EVENT CONTACT DETAILS

JO SHANKS

**M** 0408 079 471

**E** [info@runformilife.org.au](mailto:info@runformilife.org.au)

[facebook.com/runformilife](https://facebook.com/runformilife)



[WWW.RUNFORMILIFE.ORG.AU](http://WWW.RUNFORMILIFE.ORG.AU)