

2026

SPONSORSHIP PROPOSAL

Hastings Deering **CAT**

Run for MI
Life



**Suicide
Prevention
and Mental
Health
Wellness**

**Be
Kind**

WWW.
RUNFORMILIFE
.ORG.AU



SPONSORSHIP OPPORTUNITIES

NOW AVAILABLE

Matthew Ivory



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.



OUR VISION A SUICIDE-SAFE FUTURE FOR ALL

Fundraising from our runs supports free, practical education programs in good mental health and suicide awareness for everyone. Recognising that poor mental health is a result of a whole spectrum of factors that require a holistic approach, we also support partners that provide a variety of programs and services that work to improve the wellbeing of youth, our older citizens, families and the homeless. By supporting us, you are empowering everyone in our community to take charge and make a real difference.

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.

WHY SUPPORT RFML?

Over the last twelve years **Run for MI Life** has raised more than **\$499,000**. 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 2026 is \$60,000.

HOW DO YOU SPONSOR?

Set out on the following pages are the sponsorship packages we have available. These packages are based on Platinum, Gold, Silver and Bronze levels of sponsorship.

Simply complete the form within this document and email it to **vabowden@bigpond.com** by 31 May 2026.

OUR BENEFICIARIES

2024/25

FUNDING BENEFICIARIES

**Australian Street Aid
(Chances Cafe)**

The Held Project

**Community ASIST
Training**



LET'S MAKE
A STATEMENT
ABOUT
SUICIDE
PREVENTION



2023/24

FUNDING BENEFICIARIES

**Australian Street Aid
(Chances Cafe)**

Real Mates Talk

**CASA - Street Swags
for the Homeless**

**Neighbourhood Hub
Christmas Appeal**

Mackay Men's Shed

Project 180 HQ

**My Ascension
Premiere Hosting**

Over the last **TWELVE** years
RFML HAS DONATED FUNDS IN EXCESS OF \$298,000
to local organisations and initiatives

EVENT DETAILS

**SAVE
THE
DATE**

18 OCTOBER 2026

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

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

RUNNERS

Run for MI Life is an inclusive event having over the last twelve years welcomed participants of all ages and from all areas of the community – including many companies, schools and local organisations. Our Walkerston run is a key event in the local running calendar with consistently high participation.

COST

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

Adults - \$30 // Early Bird - \$25

High School Student - \$20

Children 3 to 12 years - \$15

Children 2 years & under - FREE

Virtual Pass - \$20



Register online before 31 July 2026 to take advantage of the early bird adult discount.



**RFML
SHIRTS!!**

Available to purchase for a limited period.

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

THE RFML WELLNESS FAIR

After the Fun Run come and enjoy a variety of stalls and displays to restore your mind, body & soul.

FREE Entry!

SPONSORSHIP LEVELS

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

GOLD

\$5,000

SILVER +

\$3,500

SILVER

\$2,000

BRONZE

\$1,000

ADDITIONAL PERKS FOR EACH SPONSORSHIP LEVEL:

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none">• Logo on back of Runners Shirts and Singlets• 10 entries into the Fun Run | <ul style="list-style-type: none">• Logo on one sleeve/shoulder of Runners Shirts and Singlets• 8 entries into the Fun Run | <ul style="list-style-type: none">• Logo on Runners Bibs• 6 entries into the Fun Run | <ul style="list-style-type: none">• Logo on Runners Bibs• 4 entries into the Fun Run |
|---|---|---|---|



**Sponsorship
Deadline:
31 May 2026**

ALL SPONSORS RECEIVE:

- Your company logo on the official Run for MI Life website
- Social media 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 Events

IN KIND

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.

BECOME A SPONSOR

Get the right option for you...

PAYMENT PLANS AVAILABLE!

Contact us for more details!



OUR BUSINESS WOULD LIKE TO BE A 2026 SPONSOR.

Please complete this form and return by **31 May 2026** to 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.

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 \$3,500]

SILVER SPONSOR PACKAGE
[Investment \$2,500]

BRONZE SPONSOR PACKAGE
[Investment \$1,000]

IN KIND SPONSOR PACKAGE

**Sponsorship
Deadline:
31 May 2026**

SIGNATURE

DATE



MAKE A DONATION

BY MAKING A DONATIONS 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 Number - 845470

COMPANY

NAME OF REPRESENTATIVE(S)

ADDRESS

SUBURB

POST CODE

PHONE

EMAIL

DONATION AMOUNT

\$

Remittance: Email to 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

Hastings Deering



Run for MI Life

*Suicide Prevention and
Mental Health Wellness*

EVENT CONTACT DETAILS

VICKY BOWDEN

M 0418 719 600

E info@runformilife.org.au

facebook.com/runformilife



Be
Kind

WWW.
RUNFORMILIFE
.ORG.AU

