



**EVENT SPONSOR PROPOSAL
- 2017 COASTAL CHARITY WALKS -**



**Fundraising Events for the Northern NSW Helicopter Rescue Service Ltd,
trading as Westpac Life Saver Rescue Helicopter**

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OVERVIEW

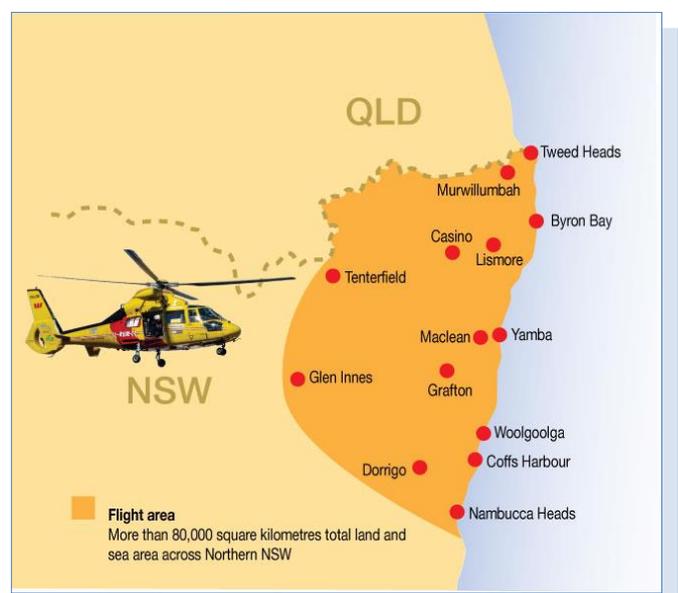
Westpac Life Saver Rescue Helicopter operates 24 hours a day, 365 days a year. Our life saving missions have saved over 8000 lives in the northern region of NSW and covers an area of 80,000 square kms - from the Queensland border in the north to Nambucca Heads/Macksville in the south, west to Tenterfield and Glen Innes and east beyond the coastline. We rely on the generous support of the community and business/corporate sectors to help fundraise over \$5m of our annual operating budget.

Events are a major source of revenue and receive strong community support. Our media partnerships enable broad reach and high exposure into our communities. Sponsorship of our events has benefits to business unequalled in our region.

WESTPAC LIFE SAVER RESCUE HELICOPTER AND YOU

Westpac Life Saver Rescue Helicopter values our partnership with event sponsors. It is important for us to develop a mutually beneficial relationship. Our message is clear - by supporting our events, you are helping us to save lives in your local community.

All monies raised within our flight path stays in our region and goes directly towards ensuring the Service can be on standby at all times to respond to emergencies within our region.





EVENT DETAILS

Westpac Life Saver Rescue Helicopter hosts two Coastal Charity Walks annually
Byron Bay to Ballina in May and Coffs Coast in June

| | BYRON BAY TO BALLINA COASTAL CHARITY WALK | COFFS COAST CHARITY WALK |
|----------------------------|---|---|
| Overview | <p>The 2017 Byron Bay to Ballina Coastal Charity Walk will be the sixth consecutive year for the Charity Walk.</p> <p>Winner of the 2013 Byron Shire Community Event of the Year and finalist in 2014, the Charity Walk's presence and popularity has grown since inception with participant numbers increasing from 600 at the inaugural event 2012 to 1200 in 2014 & 2015 and 1600 in 2016.</p> <p>Coastal Charity Walks are set to dates that tide exposes the beauty of the landscape and provides access to walkers not offered all year round.</p> | <p>Now approaching its fourth event, the Coffs Coast Charity Walk has maintained its initial success with over 600 participants registering each year since its inception in 2013. In 2016 due to a severe weather event the Charity Walk was unable to run.</p> <p>The all-terrain event is a challenge for even the fittest walkers, with the 14km distance ample for most competitors. Many runners take advantage of the additional 7km extension to complete the 21km half marathon distance.</p> <p>The event ends with a family fun day including music, massage, BBQ & children's activities at Lower Park Beach Reserve.</p> |
| Date Time | Sunday 21 May 2017 0700 – 1500 | Sunday 18 June 2017 0800 - 1400 |
| Location | <p>The Byron Bay to Ballina Coastal Charity Walk starts at Denning Park in Byron Bay, heads around Cape Byron Lighthouse and follows the coastline south.</p> <p>The route is mixed terrain with stunning scenery from Byron Bay to Broken Head (12km), Lennox Head (24km) and finishing at Ballina Surf Life Saving Club (35km).</p> | <p>The Coffs Coast Charity Walk starts at Moonee Park Reserve in Coffs Harbour and follows the Solitary Islands Walk through to Lower Park Beach Reserve – a distance of 14km.</p> <p>A 21km half marathon distance is also offered with an extended route continuing to the bottom of Mutton Bird Island and back to Lower Park Beach Reserve.</p> |
| Attendees | 2017 is limited to 2000 participants | 2017 is limited to 1200 participants |
| | Participants can enter Individually or in teams of 2-20 people Minimum age is 12 years old (accompanied by a paying adult) | |
| Target demographics | Our primary target demographic target is 30YO – 50YO who enjoy outdoor physical exercise, working in teams & who are community minded. Based on previous years, a large percentage of our participants are female. | |
| Participant Costs * | <p>Byron Bay to:</p> <p>Broken Head (12km) \$50pp Lennox Head (24km) \$65pp Ballina (37km) \$75pp</p> | <p>Moonee Beach Reserve to:</p> <p>Lower Park Beach Reserve (14km) \$50pp Add Mutton Bird Island Loop (21km) \$60pp</p> |
| | * All participant fees include a \$25 tax deductible donation to the Westpac Life Saver Rescue Helicopter | |



| 2017 Coastal Charity Walk Sponsor Benefits | Major Sponsor | Gold Sponsor | Silver Sponsor | Product Sponsor |
|---|----------------------|----------------------|----------------|--|
| INVESTMENT | | | | |
| Byron Bay to Ballina Coastal Charity Walk | \$10,000 + GST | \$6,000 + GST | \$2000 + GST | In-kind Donation max 2000 Items for participants |
| Coffs Coast Charity Walk | \$8,000 + GST | \$4000 + GST | \$1500 + GST | In-kind Donation max 1200 Items for participants |
| Both Coastal Charity Walks | \$16,000 + GST | \$8,000 + GST | n/a | In-kind Donation max 3200 Items for participants |
| BRAND EXPOSURE | | | | |
| Logo on Charity Walk Cap | X | X | | Sponsorship benefits match the value of the product donation |
| Logo on event signage at start /finish line | X | X | | |
| Logo on event shuttle bus signage | X | | | |
| Marquee (supplied by your business) | Start & Finish Lines | Start & Finish Lines | One Checkpoint | |
| Banner placement (supplied by your business) | | | | |
| Product Placement (supplied by your business) | Start & Finish Lines | Start & Finish Lines | One Checkpoint | |
| Logo on participant e-newsletters | X | X | X | |
| Logo on the following websites: www.heli Rescue.com.au www.coastalcharitywalk.com.au www.facebook.com/heli Rescue | X | X | X | |
| EDITORIAL & MEDIA | | | | |
| Business name mentioned on TV advertising for the event | X | | | From date of sponsorship |
| Logo on television advertising for the event | X | X | | |
| Logo on event print advertising | X | X | | |
| CORPORATE HOSPITALITY | | | | |
| VIP entries to the event for your staff or business associates | 10 Entries | 8 Entries | 6 Entries | 4 Entries |
| VIP Helicopter Base Tour for 10 staff | X | X | | |
| OTHER | | | | |
| Framed Appreciation plaque | X | X | | |
| Framed Certificate | | | X | X |
| Priority option for continued sponsorship | X | X | X | X |
| Use of WSLRH logo to promote your sponsorship | X | X | X | X |