

SPONSORSHIP PROPOSAL

Coleman Greig Challenge



FRIDAY, 20 SEPTEMBER 2019



Run Walk Ride *Give...*

IN SUPPORT OF



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What is the Coleman Greig Challenge?

Corporate for Community

The Coleman Greig Challenge is an opportunity for businesses to support organisations making a difference to the lives of children and families in Western Sydney.

Businesses will come together on Friday, 20 September 2019 to run, ride or walk in the Coleman Greig Challenge in beautiful Parramatta Park. It's an opportunity to get fit, have fun and give back - all in one morning.

Afterwards, participants will be treated to a celebratory breakfast at Old Government House to share their achievements and help in reaching our **fundraising goal of \$250,000** for children with special needs and newborn care. We believe that every child has the right to quality health and education services to allow them to reach their full potential.

How does my business benefit from being involved?

Get involved in the community

The Coleman Greig Challenge makes it easy for your business to make a real impact in the local community. In just one morning you and others in the business community can join forces to make an easy and practical difference to the lives of children with special needs and newborn care. All funds raised through sponsorship, individual entries and participant fundraising efforts are donated to our charity partners.

Engage your staff

The Challenge is a great way to get your staff involved in your Corporate Social Responsibility! It's a fun and tangible way to bring staff along for the ride (pun intended) as you support three worthy charity partners.

It's also a practical team bonding exercise - participants only need to choose one of the run, ride or walk options so it's ideal for staff with a range of fitness levels and interests. In addition, exercise is proven to assist with stress relief, and can make you and your staff more productive in the workplace. Grab your colleagues and start training now for a fitter, healthier and more engaged workplace!

Networking with high profile businesses

Your business will be in the company of other businesses with similar values and objectives, providing a great opportunity to raise your profile in this rapidly growing region. Participating in the Coleman Greig Challenge gives you and your staff a chance to build and strengthen your own professional networks, and to promote your commitment to Corporate Social Responsibility.

Networking opportunities occur during the event and the post-event breakfast as well as training sessions in the lead up to the day. In addition, your involvement will be promoted through Coleman Greig Challenge communication materials and channels.

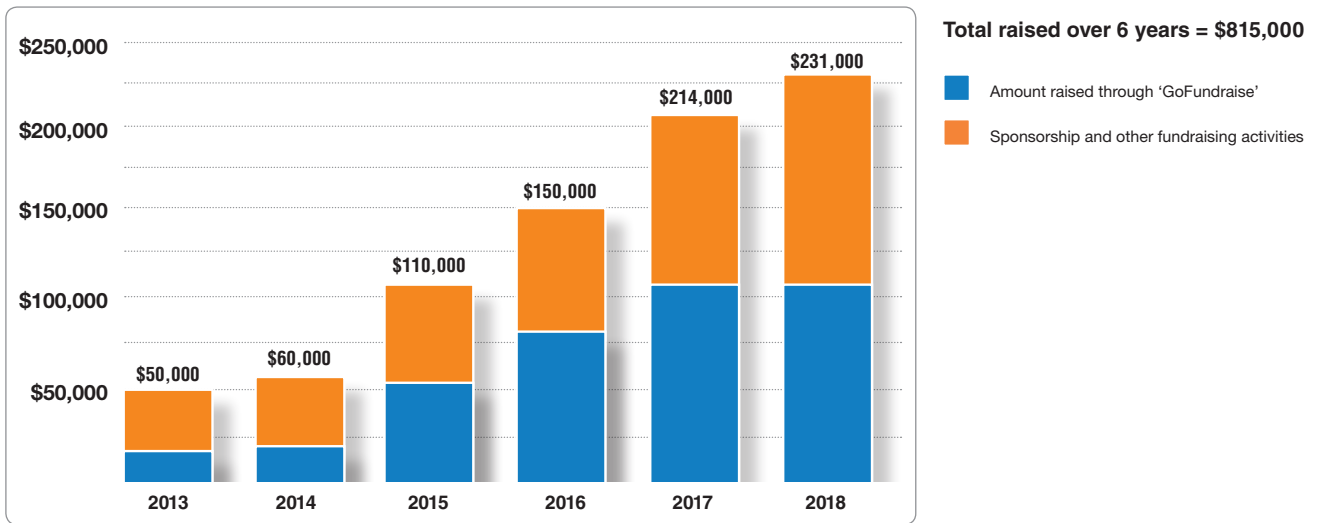
Our success to date

Growth of the Coleman Greig Challenge

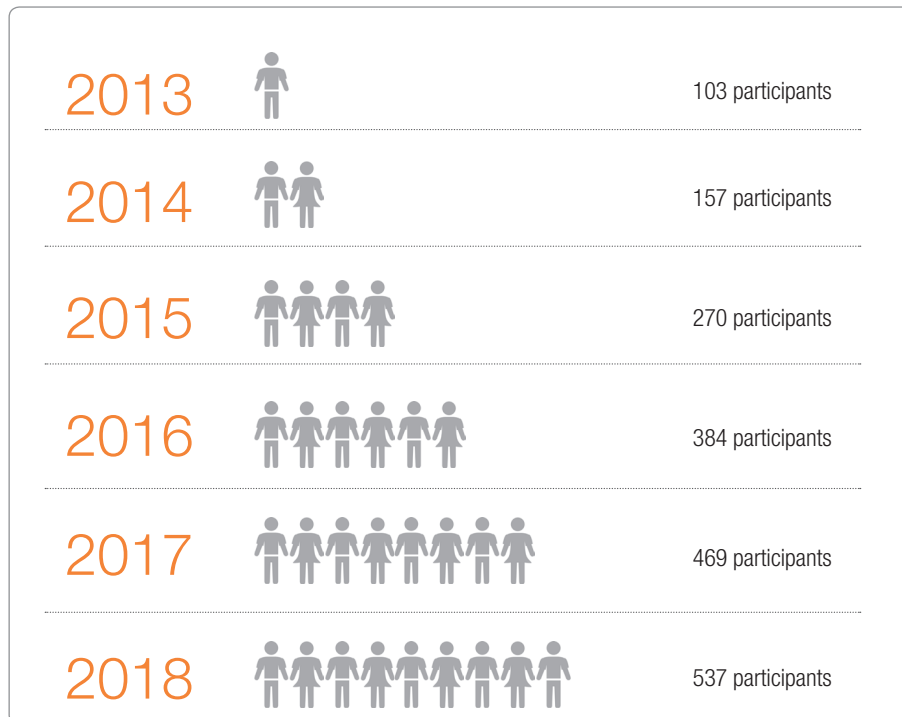
An annual event, the Coleman Greig Challenge began in 2013 with the aim of providing businesses with a quick, easy and powerful way to show their support for the Western Sydney community.

In the past six years the event has raised over \$815,000 for our charity partners and the amazing work they do giving children with special needs and newborns opportunities and support to be the best they can be!

Amount Raised



Participant Growth

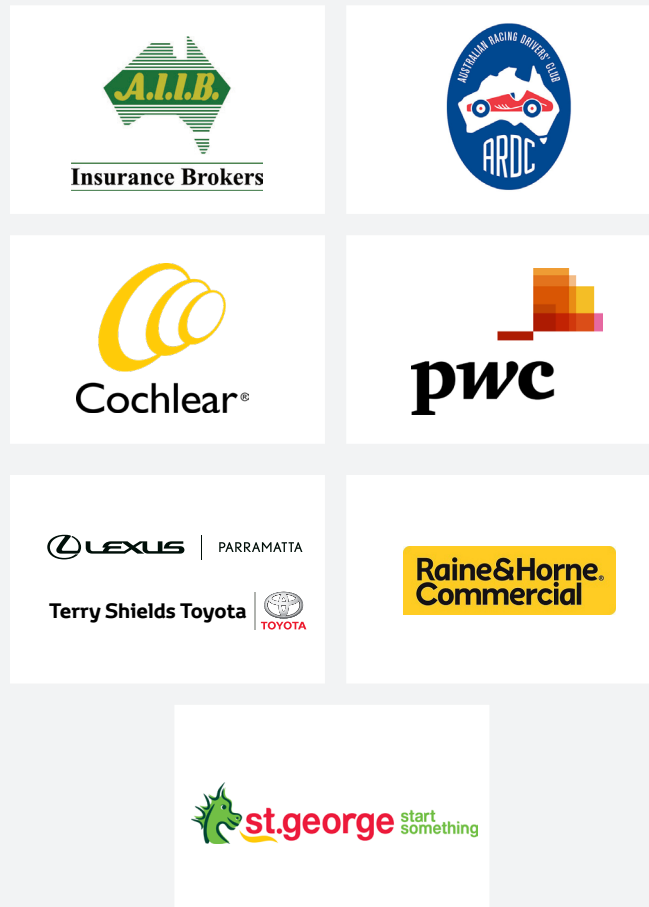


Our generous 2018 sponsors

Join high profile businesses in making a positive difference to the lives of children with special needs and newborn care.

A massive thank you to our generous 2018 sponsors:

Platinum Partners



“The Coleman Greig Challenge is a great opportunity for AIB to engage in a team activity and do something that is beneficial for our health and fitness whilst at the same time giving back to our community by raising funds and awareness for the Charity Partners involved.”

Bradley Lofts, Director, AIB

“St. George Bank have been involved in the Coleman Greig Challenge since it's inauguration and we are proud to align ourselves with an event in Western Sydney that makes a significant difference to the lives of children with special needs and newborn care.”

Matthew Kelly, Executive Manager Western Sydney, St. George Bank

2018 Gold Sponsors



“Having the support of generous sponsors and supporters of the Coleman Greig Challenge means together we are creating lasting impact for future generations.”

Joe Conneely, Head of Development, Westmead Hospital Foundation

Our 2018 Coleman Greig Challenge Champions

Congratulations to all of our 2018 winners! We challenge **your** organisation to support the cause this year and join us at the celebratory breakfast where we acknowledge the athletic prowess of our participants, and most importantly, the impressive fundraising achievements of our sponsors.

Highest Fundraisers

Coleman Greig Challenge Champion

St.George Bank was awarded Highest Fundraising Team and overall Challenge Champion in 2018 and raised a staggering \$27,695.00 for children with special needs and newborn care.



Highest Individual Fundraiser

Matthew Kelly from St.George Bank was our highest individual fundraiser for 2018. His impressive efforts raised an enormous \$13,100.00.

Team Winners

A Grade Cycling Challenge



10km Running Challenge



Who benefits from my involvement?

St Gabriel's School for Children with Special Needs



St Gabriel's
SCHOOL

EXCELLENCE IN SPECIAL EDUCATION K-12

St Gabriel's in Castle Hill is a co-educational K-12 School catering for students with an intellectual disability in the mild to moderate range, sensory impairment and autism. The School is also a registered charity and has a proud history of providing special education for over 95 years.

Excitingly, St Gabriel's is now offering secondary school for students and families seeking the full educational pathway. Our first cohort of Year 7 students have commenced and the School will progress to a fully K-12 offering by 2024.

Our School mission remains and that is to provide students with a caring and dynamic education with programs designed to teach, to nurture and to challenge our students so that they can communicate and fully engage in life. Our specialised programs are effective but costly to run. There is a strong reliance on corporate and community fundraising to assist with the shortfall in government funding and fees.

“Through the efforts of Coleman Greig Lawyers and the Coleman Greig Challenge which provides corporate sponsorship and support, St Gabriel's has afforded many programs and resources including a Speech Pathologist, iPad technology and a sensory playground, all of which directly benefit our students' ability to learn and communicate. This is life changing for our students and their families” Jon Franzin, Principal, St Gabriel's School



Who benefits from my involvement?

Royal Institute for Deaf and Blind Children



Royal Institute for Deaf and Blind Children (RIDBC) is Australia's largest non-government provider of education, therapy and cochlear implant services for children and adults with vision or hearing loss, their families, and the professionals who support them. At RIDBC we rely heavily on the generosity of the community to support us in our goal; that no person with vision or hearing loss gets left behind.

Over the years, RIDBC has provided a range of education and support services to children with vision and hearing impairment, reflecting changes in philosophy of education for children with disabilities.

RIDBC's Alternative Format Publications service (AFP) assists people who need to access printed materials in their choice of alternative format. RIDBC pioneered the production of computerised braille in Australia and has over 30 years of expertise and knowledge in alternative format publications.

AFP provides educational support through books, exam papers, as well as providing standardised assessments for all clients. AFP's Early Learning Support includes providing book packs for pre-school literacy in braille, large print and dual media (large print and braille with tactiles). AFP also provides Tertiary material support for university students. RIDBC is passionate about ensuring that all children and young adults have access to education, and our AFP service ensures that they do not miss out.

By participating in the Coleman Greig Challenge, you ARE helping to change the lives of thousands of children with vision impairments, ensuring that they have access to the same education opportunities as every other child; ensuring the sky is their only limit!

"Your involvement in the Coleman Greig Challenge means that RIDBC can assist more children with vision and hearing loss to live a life unlimited!"

Chris Rehn, CEO, Royal Institute for Deaf and Blind Children



Who benefits from my involvement?

Westmead Hospital Foundation



**WESTMEAD
HOSPITAL
FOUNDATION**

Funds raised through the Coleman Greig Challenge make a real difference to the lives of families at Westmead Hospital. The Coleman Greig Challenge helps provide the newest ante-natal and neo-natal intensive care medical equipment, critical for improving outcomes for our most vulnerable new babies and their families.

With the help of the community and corporate sponsors, Westmead Hospital Foundation can enhance the treatment provided to over 1.6million patients annually, who receive exceptional health care at Westmead Hospital. We invest in research to help the people of our community and beyond, and ensure medical staff at Westmead Hospital can access the very latest equipment and training.

If you and your team would like to know more, Westmead Hospital Foundation can arrange a 'behind the scenes tour', exclusive to Platinum and Gold Sponsors of the Challenge, which provides an insight into the life-saving work of Westmead Neo-Natal Intensive Care Unit.

Westmead Hospital Foundation is proud to be involved in the Coleman Greig Challenge, working alongside local businesses going above and beyond to create real social impact within our community. It is inspiring to see the business community come together!

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The 2019 Coleman Greig Challenge Event Options

There are six run, ride and walk options you can choose to take part in. Participants only need to compete in one of these events so everyone can focus on their strengths and what they can enjoy!

New to this year, we also have the **Coleman Greig Challenge Cartoon Character Competition** for our 2.5km walk and 5km run options. Dress up as your favourite cartoon, superhero or animated character on the day and be in the running to win some fantastic prizes!

Families supported by our charity partners also get involved in these events so you'll have a chance to meet the children you're making a positive impact on.

Walk or Run



2.5km* Walk in the Park

Our Walk in the Park is a great option for participants who prefer a gentle start to the day. Dress up as your favourite cartoon character, raise funds, and most importantly, have fun – no sweat!

5km* Run

Start your Friday morning by giving back to the community with an invigorating 5km run through Parramatta Park (Cartoon Characters welcome!) It's a great option for those who want a challenge that's achievable but will still test your stamina!

10km* Run

Showcase your athletic prowess and challenge yourself with the more ambitious 10km option – a breeze for the serious athletes amongst us.

*Distances are approximate.

Cycle



C Grade Cycle

If you focus on enjoyment over winning, or have a good fitness base but you're new to the world of racing, the C Grade Cycle ticks all the boxes for a stress-free ride. No competitive cycling experience is needed.

B Grade Cycle

Work up an appetite for breakfast with the B Grade Cycle option. The B Grade Cycle is for cyclists with competition experience who ride at a pace of less than 35km an hour.







A Grade Cycle

Test your stamina with the fast-paced A Grade Cycle – ideal for experienced competitors who ride at a pace of 35-45km an hour.

Sponsorship Packages

Join high profile businesses in making a positive difference to the lives of children with special needs and newborn care. Your business can choose from three sponsorship packages and enter staff to run, ride or walk in the event. The many benefits available at each level are outlined on the following page.

The fees you pay for sponsorship and the money raised through GoFundraise will all contribute to fundraising for St Gabriel's School, the Royal Institute for Deaf and Blind Children, and Westmead Hospital Foundation.

| | | |
|---|---|-----------------------|
|  |  | Up to 30 participants |
|  |  | Up to 10 participants |
|  |  | 4 participants |

Participant Fundraising

We encourage participants to get into the spirit of the event and make an even bigger impact for children with special needs and newborn care through their own personal fundraising. Participants can set individual fundraising goals through GoFundraise, buy/sell raffle tickets, and reach out to their own network of contacts to support them.

The highest fundraising individual receives a special prize at the event, as does the highest fundraising business. **The highest fundraising business is also crowned the 'Coleman Greig Challenge Champion'.**

* All applications for Platinum Partnerships will be reviewed by the Coleman Greig Challenge Organising Committee for approval.



| SPONSORSHIP BENEFITS | | | |
|--|----|----|---|
| Industry exclusivity | ✓ | | |
| Limited Packages | ✓ | | |
| Number of participants (up to) | 30 | 10 | 4 |
| Number of places at the breakfast (up to) | 30 | 10 | 4 |
| Additional Participants at special rate of \$150 ea | ✓ | ✗ | ✓ |
| Networking opportunity at Challenge Launch | ✓ | ✗ | ✓ |
| Opportunity to provide prizes for fundraising | ✓ | ✗ | ✓ |
| BRANDING - IN THE LEAD UP | | | |
| Rotating banner ad on Challenge website | ✓ | | |
| Logo on charity partner website | ✓ | | |
| Logo on Challenge website | ✓ | ✗ | ✓ |
| Logo in email correspondence | ✓ | ✗ | |
| Communications kit to promote your organisation's involvement | ✓ | ✗ | ✓ |
| PR – media release mention | ✓ | | |
| Social media mentions | ✓ | ✗ | ✓ |
| BRANDING - ON THE DAY | | | |
| Trade display | ✓ | | |
| Premium signage at the event | ✓ | | |
| Branding on official Challenge media wall | ✓ | | |
| Logo on official Challenge Program | ✓ | ✗ | |
| Listing on official Challenge Program | | | ✓ |
| Social media mentions | ✓ | ✗ | |
| ENGAGING YOUR STAFF IN THE CAUSE | | | |
| Host an internal event for your staff with one of our Challenge ambassadors and their nominated charity | ✓ | | |
| Orientation tour at one of our charities to see the work they do | ✓ | ✗ | |
| Visit from one of our charities to your workplace | ✓ | ✗ | |
| Build comradery amongst your staff by encouraging them to dress as a Cartoon Character and participate in the 2.5km walk or 5km run events | ✓ | ✗ | ✓ |

Other opportunities to get involved

Individual Participation

If you are an individual who would like to walk, run or ride in the Coleman Greig Challenge, you can represent your business on the day and give back to the community. The cost for an individual participant is \$500 which allows entry for one and also a place at the official fundraising breakfast following the event.

Donations in Kind

We also offer an opportunity to a few select businesses who wish to make a substantial donation of goods or services in kind. For more information, please contact the organising committee – see details on page 13.

Further information

For further information on the Coleman Greig Challenge or the sponsorship opportunities in this brochure please contact:

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Charity Partners

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Communication and Development Manager

St Gabriel's School

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Carol Hanna

Corporate & Community Partnerships Executive

Royal Institute for Deaf and Blind Children

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Joe Conneely

Director

Westmead Hospital Foundation

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www.cgchallenge.com.au

**To confirm your participation please email the completed form and your logo (in an EPS or JPG format) to Melissa Keen, Coleman Greig Lawyers
 mkeen@colemangreig.com.au**

SPONSOR'S DETAILS

Company Name: _____ Address: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Platinum Partner Package* (up to 30 participants) **\$7,500**

No. additional participants (\$150 ea)

Gold Sponsorship Package (up to 10 participants) **\$3,500**

No. additional participants (\$150 ea)

Corporate Team (4 places) **\$1,600**

No. additional participants (\$150 ea)

Donations in Kind

Individual Entry \$500

PRIZE DONATION

I would like to offer the following goods or services in kind for consideration by the organising committee.

Signed: _____ Date: _____

The Coleman Greig Challenge is a community fundraising event with good sportsmanship underpinning our philosophy. We look forward to working with sponsors and competitors as they too embrace the spirit of the event.

ADDITIONAL INFORMATION

A Tax Invoice will be issued once this form has been returned.

* All applications for Platinum Partnerships will be reviewed by the Coleman Greig Challenge Organising Committee for approval.

For further information contact Melissa Keen at Coleman Greig on 02 9895 9262.