

GRIFFITH
SPORT

Toohey TRAIL RUN



2024 SPONSORSHIP PROPOSAL

SUNDAY 22 SEPTEMBER 2024
GRIFFITH UNIVERSITY NATHAN CAMPUS

IT'S TIME TO UNITE IN THE FIGHT FOR CHANGE.

Diabetes Australia is the national peak body for the approximately

1.5 million

people diagnosed with all types of diabetes (and their carers)

the estimate

500,000+
undiagnosed

as well as more than

3 million
considered high risk

Diabetes Australia works in partnership with diabetes health professionals and educators, researchers, healthcare providers and industry to minimise the impact of diabetes on the Australian community.

It's through your support that Diabetes Australia works to raise the awareness about the seriousness of diabetes, promoting prevention and early detection strategies, advocating for better standards of care and significantly contributes to research into better treatments for diabetes and the search for a cure.

Find out more at diabetesaustralia.com.au



 diabetes
australia



ABOUT GRIFFITH SPORT

Griffith University is one of Australia's leading sports universities. Our teaching, research and community engagement programs span all aspects of sport, from performance to health to management.

Griffith Sport, a section of Campus Life, provides a range of sport and recreation activities, services and facilities for students, staff and the external community on each of the Brisbane and Logan campuses. Promoting active and healthy communities and creating opportunities for social interaction are key objectives for Griffith Sport.

The establishment of major sporting events has been identified as a key part of the Griffith Sport strategy, helping to deliver our promise of promoting active and healthy communities.



GRIFFITH SPORT

TOOHEY TRAIL RUN

Sunday 22 September 2024

The Griffith University Nathan Campus with the adjoining Toohey Forest is an ideal location to create a unique and enjoyable forest run that can be appreciated by novice and experienced trail runners. With an established and growing competitor base, this event has become a staple in the South-East Queensland running calendar.

Participants have the option to challenge themselves on the 5 km, 10 km or 21.1 km half marathon course. These are fun and challenging for all ages and abilities. These mixed terrain courses are a great choice for anyone looking to begin trail running or take their running to the next level.

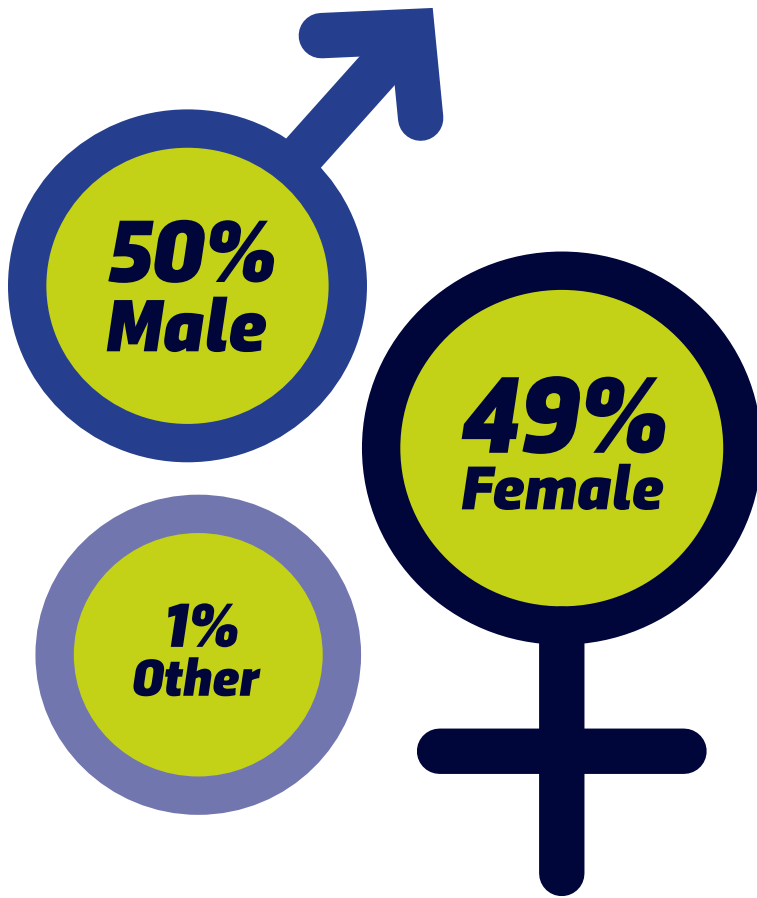
WE NEED YOUR SUPPORT

Sponsorship of the Griffith Sport Toohey Trail Run will help you maintain your organisation's brand and positioning within the local community, and align yourself with a reputable event that helps to build healthy communities.

You will be raising awareness of your organisation, engaging your employees in an activity to benefit their own health all while supporting the community and helping to raise funds for our Official Charity Partner.

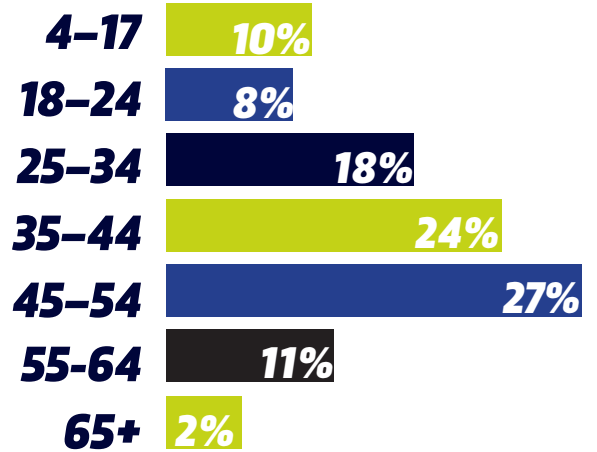
Partnering with Griffith Sport offers a low-cost yet effective way for you to promote your organisation. With a wide range of promotional opportunities, each of our sponsorship packages provide a selection of pre, during and post event benefits.

- » association with a socially responsible and community-focused event
- » be seen as a good corporate citizen within the community
- » receive positive exposure in the local and wider communities
- » build team spirit among staff members by entering a team into the event
- » unique opportunity to align with leading tertiary institution



FUN FACTS

- 2023 had the largest number of half marathon runners in the history of the event
- The youngest runner was 6 years old & the oldest runner was 83 years old



WE RAISED
\$7,284

In support of



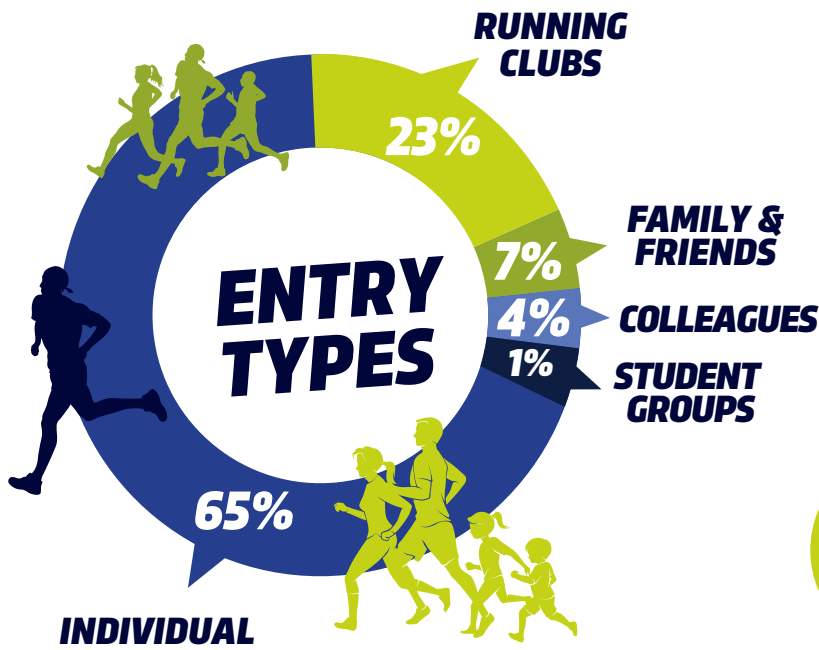


FUN FACTS

25 TEAMS

took part in this year's event

5 Griffith University Sustainable Development goals were achieved:

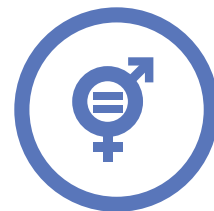


Good Health & Well-being



Quality Education

44 students gained valuable work experience through their volunteer shifts with the Toohey Trail Run



Gender Equality

60% of student volunteers were female identifying

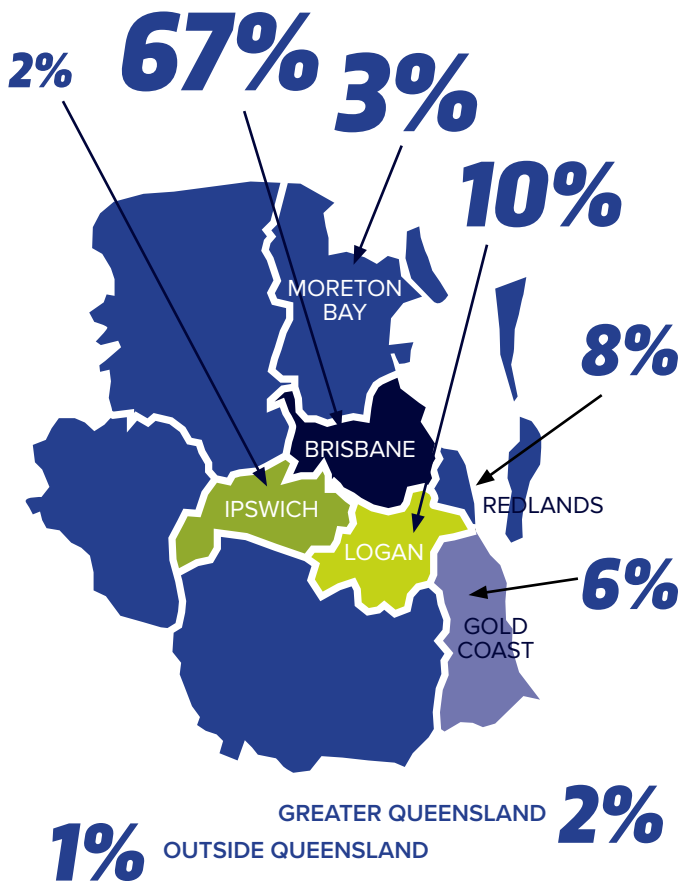


Responsible Consumption & Production



Life On Land

280L of recycling and 200L of food waste and compostable waste saved from landfill through our waste sorting initiative.



MARKETING REACH



944
REGISTRATIONS
Largest year post Covid.

FACEBOOK/ INSTAGRAM ADVERTISING

68,688 REACH

2,205 LINK CLICKS

5,686 were communicated to
VIA OUR EDM
DATABASES

156,678

Website & Facebook Retargeting Impressions

130 POSTERS | 1,600 FLYERS

EMAIL OPEN RATES

79.59%
COMPETITOR
ENGAGEMENT
EMAILS



50.27%
CAMPAIGN
EMAILS

*20.51% open rate is the industry average for events.

10,000 FACEBOOK POST
ORGANIC IMPRESSIONS

1,900 INSTAGRAM FEED
POST IMPRESSIONS

10,445 ORGANIC
REEL VIEWS



@GRIFFITHSPORT
@TOOHEYTRAILRUN

6,576

WEBSITE VISITORS

in campaign period April to September 2023

DATA COLLECTED FROM APRIL TO SEPTEMBER 2023

FINANCIAL SPONSORSHIP OPPORTUNITIES

The following details outline the range of sponsorship opportunities that are available; we encourage you to consider how your organisation can benefit from becoming part of this exciting event. Our sponsor partners are very valuable to the event, and we will liaise closely with you to best maximise your investment no matter which level you choose.

\$7,500	Presenting Partner One Opportunity Only! This is our premier event partnership; your organisation's name will be prominent on all promotions and references to the event. You will be showcased in print and digital publications, featured on the event website, and provided an opportunity to speak at the event and on the wrap up video. You will have naming rights of an event race, and logo inclusion on the race bibs and finishers' medals. You will be given prime space onsite to promote your business, and the unique opportunity to have a presence within the awards presentation ceremony.
\$6,000	Platinum Partner This partnership represents excellent value as your organisation will be included on print and digital promotional material, featured on the event website as well as during the award presentations. You will have naming rights of an event race, and your logo will be prominent on the race start/finish arch and race singlets. You have the opportunity to prominently showcase your business by branding a water station, along with many other benefits.
\$3,000	Gold Partner This partnership provides excellent inclusions including your organisation logo on event merchandise and the start/finish arch, inclusion on the event website and participant emails, and the opportunity to promote your brand with signage in the event precinct. You can also prominently showcase your business by branding a water station, along with many other benefits.
\$1,500	Silver Partner This partnership provides great inclusions at an affordable price, your organisation logo on event merchandise and the start/finish arch, the event website and participant emails, and the opportunity to promote your brand with signage in the event precinct. Your organisation will also receive social media promotion and verbal promotion during the event along with other benefits.
\$750	Bronze Partner This package has been designed for organisations looking to get on-board with an entry-level sponsorship. Your company logo will be featured on the event website, participant emails and acknowledged on social media. Your logo will appear on the race start/finish arch, and with signage in the event precinct. You have the opportunity to include branded promotional items in the entrants' race packs, along with other benefits.

Note: Please review the full listing on the Sponsor Partner Matrix before deciding (page 10).



IN-KIND PARTNERSHIPS

This package is perfect for those organisations looking to support our events with goods or services. Options include providing prizes for our participants, supplies for our water or recovery stations or services to enhance the delivery of the event. Benefits include your company's logo on the event website, verbal recognition during the event, and signage in the event precinct.

PROMOTIONAL PARTNER

We are seeking local schools and community groups that would be interested to partner with us to promote our events. Organisations who choose this partnership would be asked to display posters, include the event in their newsletters (between now and the event date), distribute flyers, and include posts on their social media accounts.

Note: Please review the full listing on the Sponsor Partner Matrix before deciding (page 10).

SPONSORSHIP MATRIX

Presenting Partner (\$7,500) Platinum Partner (\$6,000) Gold Partner (\$3,000) Silver Partner (\$1,500) Bronze Partner (\$750) In-Kind Partner Promotional Partner

	Presenting Partner (\$7,500)	Platinum Partner (\$6,000)	Gold Partner (\$3,000)	Silver Partner (\$1,500)	Bronze Partner (\$750)	In-Kind Partner	Promotional Partner
Logo Recognition Benefits							
Logo on promotional event poster, event flyer, and event signage							
Logo in participant eDMs (newsletters)							
Acknowledgement on event website	Logo and bio	Logo and bio	Logo and bio	Logo	Logo	Logo	Listing
Logo on start/finish arch							
Logo on race bib							
Finishers medal	Logo on ribbon						
Logo on race singlet							
Logo in Wrap Up Video							
Logo presence at awards ceremony							
Marketing and Public Relations Benefits							
Race Naming Rights							
Highlighted and featured in social media posts about the event	4 [^]	3	2	1			
Promotion space in email marketing	3	2	1				
Opportunity to include print collateral/branded gift in the race pack							
Opportunity to brand/host a Recovery/Water Station							
Interview in Wrap Up Video							
Featured banner on event registration website (linked)							
Verbal recognition during the event	5	4	3	2	1	1	
Activation and Event Day Benefits							
Opportunity to display signage on event day	10	8	6	4	2	1	
Free Race Entries	10	8	6	4	2	2	2
Race Entry Discount Code (10%) for your audience							
Company Official/Ambassador helps to start the event							
Opportunity to speak/present an award at the Awards Ceremony							
Site allocation (for an Info/Promo Stall or Team Retreat)	2						
Post-event Benefits							
Professional event images							
Certificate of Appreciation							
Additional Benefits							
Discounted stall fees at O-Week events for Trimester 1 or 2	50% off	25% off	20% off	15% off			
Opportunity to activate at an on-campus event aligning with your business*	4	3	2				
Free entries to Logan Fun Run (26 May 2024)	7	6	5	4	3		

[^] 1 x post on Griffith Sport Facebook page or Instagram, 3 x posts on event Facebook page

*Activation and event must be approved by the Event Manager

#At the discretion of the Event Manager, an In-Kind sponsorship may be eligible for the benefits of a cash sponsorship

~Only event signage printed yearly



NEXT STEPS

Griffith Sport looks forward to creating a partnership that meets your marketing objectives, maximises your positioning and delivers on the long term outcomes of your organisation.

All the details and benefits of each package have been listed. We are also happy to work in partnership with you to develop a tailor-made package that best suits your specific business needs.

Thank you for considering this request for sponsorship. Please feel free to contact us with any questions or comments you may have. Your time and interest is greatly appreciated, and we look forward to working with you.

FOR MORE INFORMATION

Caitlin Sippel, Event Coordinator

Griffith Sport

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griffith.edu.au/sport-events