

SPONSOR PROPOSAL

Imagine the impact you can make.

12-14 February 2021

Events have the power to inspire and change people's lives in a number of different ways, some events leave a long-lasting legacy, others wider engagement opportunities, some provide quality time with an audience and the benefits of greater brand association.

More than ever companies want to align themselves with brands that have a true social conscience and who are actively contributing to the community. Sponsorship of the Krazy Kosci Klimb puts your brand in your desired context, assimilating your brand messages.

Krazy Kosci Klimb is a unique event hosted by Cerebral Palsy Alliance (CPA). It has engaged over 1,000 corporate partners and members of the community helping over 100 young people living with cerebral palsy achieve the unimaginable of reaching the summit of Australia's highest peak. The funds raised from the event go towards purchasing of customised gym equipment and providing professional support to deliver sports programs and specialised camps for almost 400 families.

Every 20 hours an Australian child is born with cerebral palsy. It is a permanent life-long condition caused by damage to the developing brain. It is the most common physical disability in childhood, there is no pre-birth test and there is no known cure.

We rely on the generosity of our donors and corporate partners to fund events like the Krazy Kosci Klimb, to turn dreams into a reality.



A multi-faceted marketing tool

The Krazy Kosci Klimb is a powerful marketing tool, allowing your organisation to achieve a number of objectives at once.

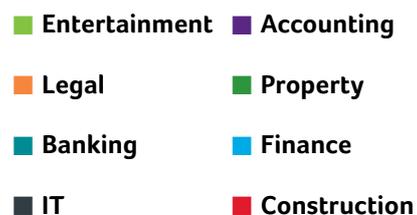
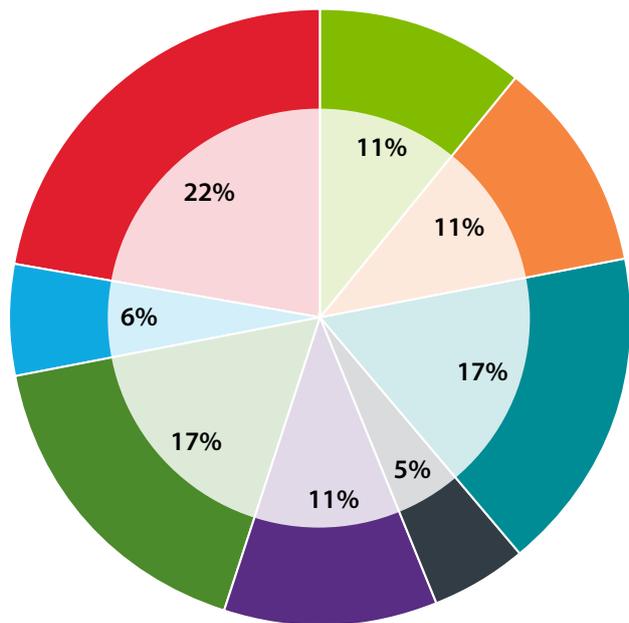
Audience/Reach

The 2020 event, will consist of up to 200 people, made up of approximately 20 teams, all travelling the summit track from Charlotte Pass to the top of Mount Kosciuszko. Each team consists of a lead participant who is a teen or young adult living with a disability, together with their support crew of family members, corporate champions, and CPA team leaders.

The reach of the Krazy Kosci Klimb goes beyond the challenge itself, extending messaging to:

- Up to 20 corporate organisations with an average of 3,000 employees each, equating to 60,000 individuals
- Up to 20 individual community groups, assuming an average personal network of 750 people, equating to 15,000 people
- Social presence and influencer network of 50,000 touches for each organisation, equating up to a possible 1 million touch points
- Align your brand with other highly engaged corporate partners, your company and staff will enjoy the benefits of shared principles and purpose.

Corporate Partners in 2019





Positive Image and Brand Association

- A tangible demonstration of your brand proposition. Association will support your brand positioning as a community focused brand
- Demonstrate corporate social responsibility (CSR), and align with your CSR policies and objectives around inclusivity and diversity
- In a commoditised and crowded market place the Krazy Kosci Klimb can be used to help explain your brand story and demonstrate values differentiate yourself from your competitors
- Customers like to be associated with companies that have a social conscience and visibly support worthwhile causes





Principal Sponsorship

As the Principal Sponsor of the Krazy Kosci Klimb, you are actively and positively impacting the lives of people living with disabilities, benefiting directly through:

Exposure

- Premium branding on the Krazy Kosci Klimb website
- Acknowledgement of your Principal Sponsorship promoted via Cerebral Palsy Alliance social media channels with exposure to over 66,000 Facebook, 6,000 Instagram and 6,000 LinkedIn followers
- The 8 month pre-event marketing campaign and at-event branding opportunities result in your brand becoming top-of-mind among the audience
- Your brand will be aligned with the event through printed collateral, signage and digital advertising
- The provision of approved event logos and copy for your use in promoting the event to your customers, employees and stakeholders
- Joint media release to promote your support of the event
- Logo recognition as the Principal Sponsor on up to 20 email communications sent to all event attendees in the four months leading up to the event. Over 4,000 touch points

Event Presence

- Onsite branding opportunity and management of Checkpoint 1
- Enable people to experience what your brand stands for, both physically and emotionally
- Signage and branding throughout the event and Presentation Dinner
- An opportunity to address all participants at the opening and closing of the event and present certificates to Lead Participants at the Presentation Dinner
- Logo recognition as Principal Sponsor on the 'thank you' video distributed to all event attendees, posted on Cerebral Palsy Alliance's Facebook page, on the Cerebral Palsy Alliance YouTube channel and on the event website

Activity	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Launch												X
Events			X				X					
Website Promotion	X	X	X	X	X	X	X	X	X	X	X	X
Training Event				X								
EDMs	X	X	X	X	X	X	X	X			X	X



Principal Sponsorship

Employee Engagement

- Socially responsible companies like yours know how important it is to get staff involved in giving back to the community
- Sponsorship of one (1) team for each year of the partnership. Enabling you to nominate four employees to join the experience with a Lead Participant together with four of their family members to reach the summit of Mount Kosciuszko
- An additional 4 places for your staff to theme and manage Checkpoint 1 for the day. Providing respite and entertainment for all those on route to the summit
- All teams will be accommodated in a lodge together. Accommodation and meal costs are included for up to eight (8) members of your organisation
- These nominated team and checkpoint positions could be utilised
 - > Within your organisational employee recognition and reward programs
 - > As a standalone team building exercise
 - > To provide tailored leadership programs providing your staff with the opportunity to practice effective leadership, diversity and inclusion
- An opportunity to engage the wider company in your partnership journey through fundraising initiatives to boost company morale

Relationship Building

- Develop deeper relationships, through inviting important stakeholders or key customers to the event





Base Camp Sponsorship

As a Base Camp Sponsor, your brand will be associated with Krazy Kosci Klimb for 1 year.

Exposure

- Branding on the Krazy Kosci Klimb website and team fundraising page
- Acknowledgement of your Base Camp Sponsorship promoted via Cerebral Palsy Alliance social media channels with exposure to over 66,000 Facebook, 6,000 Instagram and 6,000 LinkedIn followers
- Your brand will be aligned with the event through printed collateral, signage and digital advertising
- The provision of approved event logos and copy for your use in promoting the event to your customers, employees and stakeholders
- Logo recognition as Team and Base Camp Sponsor in related media releases
- Logo recognition as a sponsor on the 'thank you' video distributed to all event attendees, posted on Cerebral Palsy Alliance's Facebook page, on the Cerebral Palsy Alliance YouTube channel and on the event website
- Acknowledgment and thanks at the event launch function, event meeting and during speeches at the event

Event Presence

- Your brand will appear on Base Camp Marquee, Banners and fence wrap and will be seen by over 200 participants and volunteers as well as general public that will be walking the Summit path on the day
- Opportunity to hold Base Camp activities throughout the day to build on the atmosphere of the event
- Host the Finish line BBQ
- An opportunity to address all participants at the closing of the day at Charlottes Pass

Employee Engagement - give your staff something to feel good about

- Socially responsible companies like yours know how important it is to get staff involved in giving back to the community
- Sponsorship of one (1) team. Enabling you to nominate four (4) people to join the experience with a lead participant together with four of their family members to reach the summit of Mount Kosciuszko
- An additional three (3) places for your staff to theme and staff Base Camp for the day.
- All teams will be accommodated in a lodge together. Accommodation and meal costs are included for up to seven (7) members of your organisation
- These nominated team and Base Camp positions could be utilised
 - > Within your organisational employee recognition and reward programs
 - > As a standalone team building exercise
 - > To provide tailored leadership programs providing your staff with the opportunity to practice effective leadership and develop a deeper understanding of diversity and inclusion



Team Sponsorship

Exposure

- Branding on the Krazy Kosci Klimb website and team fundraising page
- Acknowledgement of your Team Sponsorship promoted via Cerebral Palsy Alliance social media channels with exposure to over 66,000 Facebook, 6,000 Instagram and 6,000 LinkedIn followers
- Your brand will be aligned with the event through printed collateral, signage and digital advertising
- The provision of approved event logos and copy for your use in promoting the event to your customers, employees and stakeholders
- Logo recognition as a Team Sponsor on the 'thank you' video distributed to all event attendees, posted on Cerebral Palsy Alliance's Facebook page, on the Cerebral Palsy Alliance YouTube channel and on the event website

Event Presence

- Signage and branding your team at the event
- Acknowledgment and thanks at the event launch function, event meeting and during speeches at the event.

Employee Engagement - give your staff something to feel good about

- Socially responsible companies like yours know how important it is to get staff involved in giving back to the community

- Sponsorship of one (1) team. Enabling you to nominate four (4) people to join the experience with a lead participant together with four of their family members to reach the summit of Mount Kosciuszko
- All teams will be accommodated in a lodge. Accommodation and meal costs are included for up to four (4) members of your organisation
- These nominated team positions could be utilised
 - > Within your organisational employee recognition and reward programs
 - > As a standalone team building exercise
 - > An opportunity for your staff to practice effective leadership skills and develop a deeper understanding of diversity and inclusion

Team Sponsorship

\$10,000* per team

Payment Options

- \$10,000 (+GST) – One off payment
- \$10,000 (+GST) – Split payment comprising of Sponsorship fee \$5,000 + \$5,000 Corporate Partner Fundraising commitment*

*excluding gst

*Please note: if the Corporate Partner fundraising commitment is not met by the end of the event (1st March 2020) the Corporate Partner commits to pay the difference. Corporate Partner will be invoiced for the difference (this amount does not include any funds raised by Lead Team Participant family)

For more information about Krazy Kosci Klimb sponsorship please contact:

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