


Be
Kind



Run for MI Life

*Suicide Prevention and
Mental Health Wellness*

Sponsorship Proposal

2024

CELEBRATING

10

YEARS



WWW.RUNFORMILIFE.ORG.AU



Sponsorship Opportunities

NOW AVAILABLE

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.

WHY SUPPORT RFML?

Over the last ten years **Run for MI Life** has raised more than **\$400,000**. 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 2024 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 Gold, Silver and Bronze levels of sponsorship. Simply complete the form within this document and email it to **vabowden@bigpond.com** by 31 May 2024.

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.

Matthew Ivory



CELEBRATING
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Our Beneficiaries

2021/22

FUNDING BENEFICIARIES

Australian Street Aid
(Chances Cafe)

Selectability -
Real Mates Talk

CASA - Street Swags
for the Homeless

Neighbourhood Hub
Christmas Appeal

Mackay Men's Shed

Projecy 180 HQ

My Ascension
Premiere Hosting

2022/23

FUNDING BENEFICIARIES

Project 180 HQ

Australian Street Aid
Sleep Bus

Funding for Case
Worker in areas of
Homelessness and Suicide
Prevention

Over the last TEN years

RFML HAS DONATED
FUNDS IN EXCESS OF
\$210,000

to local organisations and initiatives



SAVE THE DATE

Event Details

20 OCTOBER 2024

3km Dash // 5km Fun Run // 10km Challenge

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

RUNNERS

Run for MI Life is an inclusive event having over the last ten 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 - \$25

High School Student - \$20

Children 3 to 12 years - \$15

Children 2 years & under - FREE

Virtual Pass - \$20

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

RFML SHIRTS!!

Available for purchase for a limited period.

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!

Let's make a statement about suicide prevention



Be Kind



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10 YEARS

Sponsorship

Sponsorship
Deadline:
31 May 2024

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

GOLD

\$5,000

Logo on Runners Shirts

Your company logo on the
official Run for MI Life website

Facebook and Instagram post
dedicated to thanking your
business

Radio airplay
(details to be finalised)

Inhouse TV advertising
of your logo at
West's Leagues Club

Your business logo on
all print material

Signage and opportunity to
hold a stand at Events

10 entries for the Fun Run

SILVER

\$2,500

Logo on Runners Bibs

Your company logo on the
official Run for MI Life website

Facebook and Instagram post
dedicated to thanking your
business

Radio airplay
(details to be finalised)

Inhouse TV advertising
of your logo at
West's Leagues Club

Your business logo on
all print material

Signage and opportunity to
hold a stand at Events

6 entries for the Fun Run

BRONZE

\$1,000

Logo on Runners Bibs

Your company logo on the
official Run for MI Life website

Facebook and Instagram post
dedicated to thanking your
business

Radio airplay
(details to be finalised)

Inhouse TV advertising
of your logo at
West's Leagues Club

Your business logo on
all print material

Signage and opportunity to
hold a stand at Events

4 entries for the Fun Run

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.



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CELEBRATING

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Become A Sponsor

Get the right option for you...

PAYMENT PLANS AVAILABLE!

Contact us for more details!

Our business would like to be a 2024 sponsor.

Please complete this form and return by 31 May 2024 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 \$2,500]

BRONZE SPONSOR PACKAGE
[Investment \$1,000]

IN KIND SPONSOR PACKAGE

**Sponsorship
Deadline:
31 May 2024**

SIGNATURE

DATE

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Make a Donation

By making a donations you are helping us to c reate 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.



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