

# THE PADDLE TO BATTLE DEPRESSION



On Saturday 19<sup>th</sup> August, the White Cloud Foundation will host the Paddle to Battle Depression. The 2017 paddle will be a fun one-day paddle down the Brisbane River. Departing at 8 am from Kookaburra Park at Karana Downs and ending around 4 pm at Fig Tree Pocket River Reserve.

Participants can paddle any suitable craft as an individual, a double or as a relay team.

The event will bring the community together, it is not a race to be the best. We will paddle together as a show of support. We are all here to take on the challenge and make it to the end, we won't leave anyone up the creek without a paddle!

In 2017, there may be a race component added to the event in response to demand from paddlers.

There are four battle distances to suit all level of paddlers.

**1. The Long Haul:** Complete the full distance of 35 km from start to finish, with a break at lunch and in the afternoon. You can participate in a single or double water craft. (Approximate time 7 hours)

**2. The Late Launch:** Join us after lunch, then paddle the last 17.5 km including a shot afternoon break. You can participate in a single or double water craft (approximate time 4 hours)

**3. The Team Relay:** A great way to take part in the paddle and share the load. Get a team of 2-6 people together and share the 35 km paddle. You can also share your water craft – a great option if you do not have your own. Participate in a single or double craft and choose to break your relay into 2 or 3 sections, with a change over at lunch and/or afternoon.

**4. The Last Leg:** Join in the fun of the home stretch and paddle the last 6 km from the Jindalee Boat Ramp to the finish line at Fig Tree Pocket. A 1-hour paddle and a great option for less experienced paddlers, you will then join the post paddle celebrations.

**\$59.00 per Long Haul and Team relay paddler**

**\$49.00 per Late Launch and Last Leg paddler** (\*excludes lunch)

# SPONSORSHIP PROPOSAL

## Event Partner

As the major event sponsor your company has the most opportunity for brand exposure, recognition and involvement. An example of benefits could include:

- **Large** logo in **prominent position** on the **front** of all participant's shirts and any other promotional items.
- Logo and links on White Cloud Foundations website
- A Minimum of two Social Media mentions on White Cloud Facebook page and the event social media.
- Creation and distribution of a joint press release announcing the partnership.
- 5 Free entries into the event for you or your staff.
- A commemorative framed thankyou certificate for display presented personally at your office or at the post event celebration.
- Photo with the team and other officials.
- Opportunity to place your company banner, marquee or other promotional items at the start/ finish line
- Verbal recognition at the post event celebration.
- Opportunity to speak at the post event celebration
- We will also work with you to explore further opportunities for involvement.

## Gold Sponsor

As a Gold sponsor your company has a significant opportunity for brand exposure, recognition and involvement. Benefits could include;

- Logo on the **front** of all participant's shirts.
- Logo and links on White Cloud Foundations website
- A Minimum of two Social Media mentions on White Cloud Facebook page and the event social media.
- Creation and distribution of a joint press release announcing the partnership.
- 3 Free entries into the event for you or your staff.
  
- A commemorative framed thankyou certificate for display presented personally at your office or at the post event celebration.
- Photo with the team and other officials.

- Opportunity to place your company banner, marquee or other promotional items at the finish line.
- Verbal recognition at the post event celebration.
- We will also work with you to tailor any ideas you have for partnership.

## **Silver Sponsor**

As a Silver sponsor your company has opportunity for brand exposure, recognition and involvement. Benefits may include;

- Logo on the all participant's shirts.
- Logo and links on White Cloud Foundations website
- A Minimum of one Social Media mentions on White Cloud Facebook page and the event social media.
- 2 Free entries into the event for you or your staff.
- A commemorative thankyou certificate presented personally at your office or at the post event celebration.
- Photo with the team and other officials.
- Opportunity to place your company banner, marquee or other promotional items at the finish line.
- Verbal recognition at the post event celebration.
- We will also work with you to tailor any ideas you have for partnership.

## **Shirt Sponsor: \$500**

As a shirt sponsor your company has opportunity for brand exposure, recognition and involvement. Benefits may include;

- Small Logo on participant's shirts.
- A Minimum of one Social Media mention on White Cloud Facebook page and the event social media.
- 1 Free entry into the event for you or your staff.
- A commemorative thankyou certificate.
- Opportunity to place your company banner, marquee or other promotional items at the finish line.
- Verbal recognition at the post event celebration.
- We will also work with you to tailor any ideas you have for partnership.

## In Kind Sponsor

To make the day a success, we will need the support of local community and business.

We recognise those that donate goods or services such as food, drinks, equipment or prizes.

Goods or services valued at \$500 plus

- Logo on participant's shirts.
- A Minimum of one Social Media mentions on White Cloud Facebook page and the event social media.
- A commemorative thankyou certificate
- Opportunity to place your company banner, marquee or other promotional items at the finish line.
- Verbal recognition at the post event celebration.
- We will also work with you to tailor any ideas you have for partnership with the event.

Goods and services under \$500;

- A Minimum of one Social Media mentions on White Cloud Facebook page and the event social media.
- A commemorative thankyou certificate
- Opportunity to place your company banner, marquee or other promotional items at the finish line.
- Verbal recognition at the post event celebration.

**For more information on how you can partner with White Cloud Foundation**

**Please contact Melissa Simpson**

**Phone: 0479 178 281**

**[melissa@whitecloudfoundation.org.au](mailto:melissa@whitecloudfoundation.org.au)**



**Visit our website to learn more about White Cloud Foundation and the Paddle to Battle Depression.**

**[www.whitecloudfoundation.org](http://www.whitecloudfoundation.org)**