



2025 BYRON COASTAL
**CHARITY
WALK**

SATURDAY 3 MAY 2025

EVENT SPONSORSHIP PROPOSAL



Melinda Mak

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EVENT DETAILS

12KM

**BYRON BAY TO
BROKEN HEAD**

\$70 PARTICIPANT FEE

24KM

**BYRON BAY TO
LENNOX HEAD**

\$80 PARTICIPANT FEE

36KM

**BYRON BAY TO
BALLINA**

\$90 PARTICIPANT FEE

The Byron Coastal Charity Walk is a non-competitive, social charity walk from Byron Bay to Ballina, celebrating 12 years in 2025.

The walk attracts between 1000 – 1500 participants each year, 90% of participants are females aged between 35 – 50 years old.
80% of participants visiting from outside of town stayed in the local area for 2-3 nights.

Benefits of participating:

- 2024 Byron Coastal Charity Walk cap
- Chipped event bib to track timing
- On site medical support
- Fruit, snack and water refill stations
- Free Shuttle bus
- Endless encouragement
- Medal at finish (optional)
- Support from our wonderful volunteers and support staff



The Rescue Helicopter responds to over 1,500 missions annually. The service is on call 24 hours, 7 days a week, from 3 bases: Lismore, Belmont and Tamworth.

Along with the Pilot and Aircrew Officer, every primary response mission leaves with a dedicated NSW Ambulance Paramedic and a Local Health District Doctor.

It costs approx \$40 million a year to keep the helicopters and crews ready to respond when needed. The AW139's cost \$1000 per hour in fuel, \$1000 per hour to run the engine, \$1500 for the airframe and for \$500 avionics, that's a total of \$4000 per hour.












Annual Missions

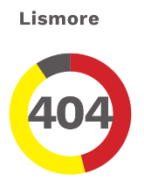
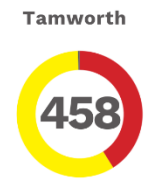
JULY 2023 - JUNE 2024



- Pre-Hospital Emergency
- Inter-Hospital Transfers
- Search and Rescue



691  Medical Conditions	58  Farming
183  Motor Vehicle	38  Industrial
148  Motorcycle	31  Sporting
98  Water	29  Burns
97  Other	9  Air Transport
79  Falls	





SPONSOR BENEFITS

Coastal Charity Walk Sponsor Benefits	Major Sponsor	Gold Sponsor	Silver Sponsor	Product Sponsor
INVESTMENT				
2025 Byron Coast Charity Walk	\$10,000 + GST (SOLD)	\$5,000 + GST	\$2,500 + GST	In-kind Donation max 1500 Items for participants
BRAND EXPOSURE				
Logo on Charity Walk Cap	✓			
Logo on event shuttle bus signage	✓			
Logo on event signage at start /finish line	✓	✓	✓	✓
Marquee (supplied by your business)	Start & Finish Lines	Start & Finish Lines	One Checkpoint	One Checkpoint
Banner placement (supplied by your business)				
Product Placement (supplied by your business)	Start & Finish Lines	Start & Finish Lines	One Checkpoint	One Checkpoint
Logo on participant pre and post event EDM	✓	✓	✓	✓
Logo on the following websites: www.coastalcharitywalk.com.au www.facebook.com/coastalcharitywalk	✓	✓	✓	✓
EDITORIAL & MEDIA From date of sponsorship				
Business name mentioned on 2025 Coastal Charity Walk TV advertising	✓			
Logo on television advertising for the event	✓	✓		
Logo on event print advertising (where available)	✓	✓		
CORPORATE HOSPITALITY				
VIP entries to the event for your staff or business associates	Unlimited Entries	20 Entries	6 Entries	4 Entries
OTHER				
Framed rescue helicopter photo	✓	✓		
Company appreciation trophy	✓	✓	✓	✓
Priority option for continued sponsorship	✓	✓	✓	✓



SPONSORSHIP CONFIRMATION

Business name: _____

ABN: _____

Contact name: _____

Position: _____

Address: _____

Phone number: _____

Mobile: _____

Email: _____

Product Sponsor Item Description: _____

2025 Event	Major Sponsor	Gold Sponsor	Silver Sponsor	Product Sponsor
Byron Coastal Charity Walk Saturday 3 May 2025	\$10,000 + GST	\$5,000 + GST	\$2,500 + GST	In-kind donation. Max 1,500 items for participants

For further details, please contact, Melinda Mak.
Event Coordinator
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