



SATURDAY 4 MAY 2024

# EVENT SPONSORSHIP PROPOSAL



Michelle Nelson

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## EVENT DETAILS

**12KM**

**BYRON BAY TO  
BROKEN HEAD**

**\$60 PARTICIPANT FEE**

**24KM**

**BYRON BAY TO  
LENNOX HEAD**

**\$70 PARTICIPANT FEE**

**36KM**

**BYRON BAY TO  
BALLINA**

**\$80 PARTICIPANT FEE**

The Byron Coastal Charity Walk is a non-competitive, social walk from Byron Bay to Ballina, celebrating 11 years in 2024.

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 out of town stayed in the local area for 2 - 3 nights.

Benefits of being a participant:

- 2024 Byron Coastal Charity Walk cap,
- Chipped event bib to track timing
- On-site medical support
- Fruit and water refill stations
- Free shuttle bus
- Endless encouragement
- Support from our Volunteers & Event 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 2022 - JUNE 2023

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



665		Medical Conditions	98		Farming
227		Motor vehicle	36		Industrial
125		Motorcycle	27		Sporting Injury
110		Other	24		Burns
109		Falls	8		Air Transport
101		Water			

Belmont



Tamworth



Lismore







## SPONSOR BENEFITS

Byron Coastal Charity Walk Sponsor Benefits	Major Sponsor	Gold Sponsor	Silver Sponsor	Product Sponsor
	\$10,000	\$5,000	\$2,500	In-kind Donation max <b>1500</b> Items for participants
BRAND EXPOSURE				
Logo on Charity Walk <b>Cap</b>	✓			
Logo on event <b>shuttle bus signage</b>	✓			
Logo on event signage at <b>start /finish line</b>	✓	✓	✓	✓
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: <a href="http://www.coastalcharitywalk.com.au">www.coastalcharitywalk.com.au</a> <a href="http://www.facebook.com/coastalcharitywalk">www.facebook.com/coastalcharitywalk</a>	✓	✓	✓	✓
EDITORIAL & MEDIA From date of sponsorship				
Business name mentioned on 2024 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: \_\_\_\_\_

2024 Event	Major Sponsor	Gold Sponsor	Silver Sponsor	Product Sponsor
Byron Coastal Charity Walk Saturday 4 May 2024	\$10,000 + GST	\$5,000 + GST	\$2,500 + GST	In-kind donation. Max 1,500 items for participants

For further details, please contact, Michelle Nelson.  
Community Fundraising Coordinator  
0425 302 216  
[michelle.nelson@rescuehelicopter.com.au](mailto:michelle.nelson@rescuehelicopter.com.au)