



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Larapinta Trail Challenge

Sponsorship opportunities

Partner with the University of Newcastle and be a part of the team aiming to raise \$100,000 to support Indigenous students and research into Indigenous community health issues.

In August 2017, 30 volunteer champions will complete a 65km trek along the Larapinta Trail in the Northern Territory. As a sponsor, your business will be an integral part of the University of Newcastle's unique Larapinta Trail Challenge and share in the journey from trek preparation to completion. Your business will support our champions to raise funds for this important cause.

The Larapinta region has significant Aboriginal heritage and deep links between culture and country. Each day of the trek will be tough – champions will challenge themselves and work together as a team as they experience the rugged and ancient landscape of the Larapinta Trail.

What will the champion's impact be?



Research

into chronic Indigenous health issues



Mentoring

future Indigenous leaders of our community



Support

for Indigenous students through scholarships



Grow

the Indigenous student participation rate at UON



Promote

social justice for Indigenous Australians



Create

pathways to tertiary education for Indigenous people

Your corporate sponsorship will help towards ensuring the University of Newcastle can continue to support the largest number of Indigenous students of any Australian university.

Sponsorship options

Sponsorship of the Larapinta Trail Challenge provides an exciting opportunity to promote your organisation, engage with Challenge champions and align your business with a worthy cause.

A range of opportunities are available for sponsors to become involved through various levels of support.

Bronze – Support a champion

Along with your business logo on the sleeve of the champion's t-shirts and UON website, your sponsorship will support our champions to raise funds for Indigenous students and research.

Silver – Dollar-match a champion

Select a champion and commit to matching their funds raised with a one-off donation at the completion of the trek. Each champion has a minimum target of \$3,500.

Gold – Adopt and dollar-match a champion

Maximise your impact and association by adopting a champion and committing to match their funds raised. You will have additional opportunities to speak at events and tools to share your association with your networks.

Platinum – Sponsor the Challenge

Become one of only five platinum Challenge sponsors with exclusivity in your industry, branding and acknowledgement throughout all Challenge activities.

Sponsorship packages	Bronze \$2,000 or Support a champion (max. spend \$3,500) plus GST	Silver Dollar match a champion (max. spend \$5,000) plus GST	Gold Adopt and dollar match a champion (max. spend \$8,500) plus GST	Platinum Sponsor the Challenge \$10,000 (multiple offers/ champions) plus GST
Your logo on trek t-shirt	✓ (Sleeve)	✓ (Back)	✓ (Back)	✓ (Front)
Leverage your involvement, promote healthy work/life balance and engage your networks	✓	✓	✓	✓
Your logo on UON Larapinta Challenge website with link to your business	✓	✓	✓	✓
Challenge champion meets your team or clients and shares their story	Your champion	Your adopted champion	Your champion / adopted champion	Champion of choice
Acknowledgement of your support in online and offline media		✓	✓	✓
Acknowledgement of your dollar-matching support actively shared by champions and UON		✓	✓	✓
Acknowledgement in speeches, logo and your banners at Challenge events		✓	✓	✓
Invitations to Challenge events		✓	✓	✓
Speaking opportunities at Challenge events			✓	✓
Access to Challenge imagery and content to use for your own purposes			✓	✓
Your logo on Challenge champion support kits				✓
\$500 named Indigenous health prize in your business' name to high-achieving students for 3 years				✓

We can work with you to tailor a Diamond sponsorship package to best suit your business. Options include an Indigenous scholarship in your business' name or an identified Indigenous research project aligned to your business' goals and values.

For more information on sponsorship packages, please contact:

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