

50

Chevron

CITY *TO* SURF

FOR  **activ**

PERTH SPONSORSHIP PROSPECTUS

50 YEARS STRONG...





A MESSAGE FROM THE CEO



I am pleased to extend a heartfelt invitation to your company to support the 2024 Chevron City to Surf for Activ. Your participation will place you at the forefront of Western Australia's most iconic community fun runs, proudly celebrating its 50th anniversary this year. This enduring legacy solidifies its position as an event you can rightfully take pride in being a part of. More significantly, the Chevron City to Surf for Activ serves as Activ's premier fundraising event, with a purpose that extends far beyond a community fun run.

Western Australian charities face a significant challenge meeting the demand for services, stretching their already limited resources to the brink. At Activ, we have witnessed a broader scope of people utilising our services and have seen firsthand the positive impact this has had, not only for our customers but also for their families and carers. It is an unfortunate reality that we could not continue to provide the services we do to support people with disability without the generous support and fundraising efforts of the Western Australian business community and event participants.

By supporting the Chevron City to Surf for Activ, you are making a tangible impact and providing those living with disability the opportunity to Live, Learn, and Work with confidence. On behalf of Activ and our customers, I warmly welcome your support and participation at this year's event.

MICHAEL HEATH
Chief Executive Officer



ABOUT ACTIV

Activ has a strong and proud history of supporting people living with disability to achieve their goals, break through barriers and increase their independence.

Established in 1951, Activ was formed by a group of families who wanted more for their children who lived with disability and had become marginalised by society. Over time the group grew to encompass community, employment, accommodation, training and more.

Activ exists to improve the lives of people living with disability, their families, and carers.

We believe that greater accessibility and inclusion for people living with disability benefits everyone, and we all have a role in expanding opportunities.

Activ provides environments for customers to Live, Learn and Work with confidence, and grow the potential of all people to live the life they choose.

Today, Activ has grown into one of Western Australia's largest not-for-profit Disability Service Providers, supporting more than 900 people across the state.



THE CHEVRON CITY TO SURF FOR ACTIV OPPORTUNITY

We are thrilled to invite you to join us as a sponsorship partner for the 2024 Chevron City to Surf for Activ!

As a sponsorship partner, you'll be at the forefront of Western Australia's most iconic community fun runs, gaining unparalleled exposure and engagement opportunities.

We have created new and innovative sponsorship options, including the chance to brand 2km of the 12km course.

We believe in the power of collaboration and are committed to working closely with you to tailor a sponsorship package that aligns perfectly with your goals and maximizes your impact. We have provided a range of benefits in our Sponsorship Prospectus, but once again, we believe in collaboration and would be more than happy to design a benefits package that best suits you.

Together, we can create a partnership that not only meets your needs but also enhances the experience for our participants and the broader community.

Partnering with Activ ticks all the boxes and more.

- ▶ **Team building through participation.**
- ▶ **Brand representation.**
- ▶ **Promotion to wider and new audiences.**
- ▶ **Association with Activ's social purpose.**
- ▶ **Raising much-needed funds for services that support people living with disability.**
- ▶ **Your support extends beyond Perth to our hubs around Western Australia.**



EVENT DEMOGRAPHICS*



Total Attendance

19,331

12KM: 13,571

10,508 3,049 10



12,713 777 31



ADULT (16+) CHILD (15-5) CHILD (0-4)

6,883 6,642 46



MALE FEMALE UNDISCLOSED

4KM: 5,760

2,782 2,924 43



4,017 1,474 269



ADULT (16+) CHILD (15-5) CHILD (0-4)

2,402 3,319 39



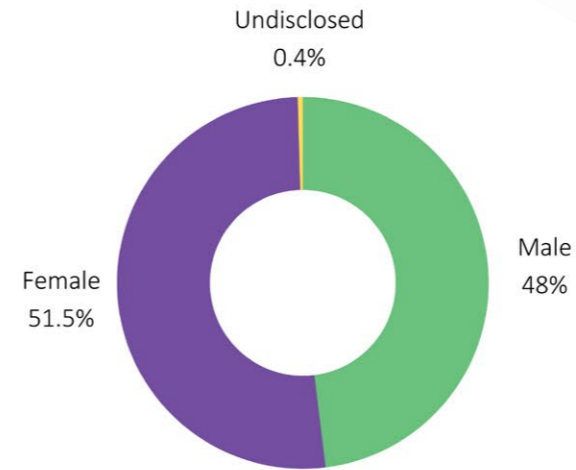
MALE FEMALE UNDISCLOSED



2024 market research shows that almost 9 in 10 West Australians have heard of the City to Surf event.

41
The most common age for participants.
We had **540!**

GENDER



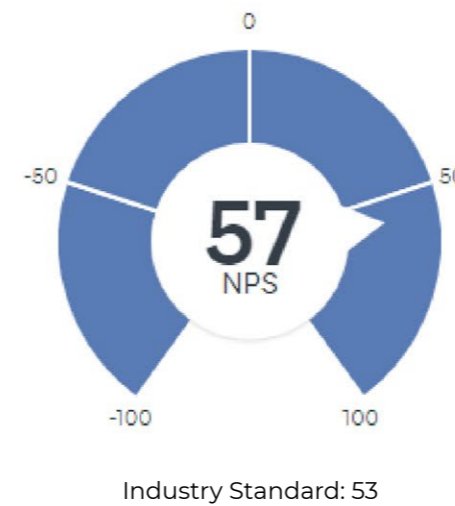
VOLUNTEERS



Total Volunteers

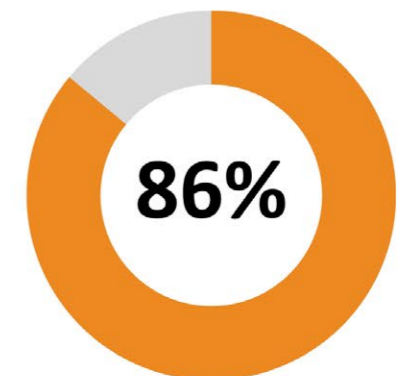
522

FUTURE RECOMMENDATION



FUTURE ATTENDANCE

How likely are participants to attend in the future



*Additional data available on request



SPONSORSHIP CATEGORIES

MAJOR PARTNER | COURSE DISTANCE ACTIVATION (4 ONLY)

INVESTMENT: \$100,000

LOGO & BRAND RECOGNITION

- Logo to appear on:
- ▶ Event website under sponsor section.
 - ▶ All event emails to participants and corporate teams.
 - ▶ Digital event guides.
 - ▶ Official function invitations.
 - ▶ Participant bibs.
 - ▶ Bib collection sponsor board.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 2 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section.
- ▶ Inclusion in sponsor block in EDM footer.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

- On-course**
- ▶ 200m fence mesh placed within a designated 2 km section of the course.
Note this is single sided and additional mesh can be added at sponsors cost and assuming it meets safety requirements.
 - ▶ Opportunity for additional fence mesh within kilometres excluding 100m for event signage.
 - ▶ Branding to appear on aid stations within sponsored kilometres.
 - ▶ Ability to provide additional signage for site activation within sponsored kilometres.
 - ▶ Opportunity to select and/or provide entertainment within sponsored kilometres.
- Finish Precinct**
- ▶ 3m x 3m space for activation.
 - ▶ Scheduled announcements by the event MC at the finish precinct acknowledging all Major Partners.
 - ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

25% discount on total costs.

REGISTRATIONS

30 free registrations **AND** 10% discount off current registration fees for staff and customers.
NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 4 x invitations to attend official event function(s).

EVENT PARTNER | MERCHANDISE

INVESTMENT: \$80,000

EXCLUSIVES

Acknowledged as the official merchandise partner for the event

LOGO & BRAND RECOGNITION

Logo to appear on:

- ▶ Event website under sponsor section.
- ▶ Event promotional posters.
- ▶ All event emails to participants and corporate teams.
- ▶ Event guides.
- ▶ Official function invitations.
- ▶ Bib collection sponsor board.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 1 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section including click through link.
- ▶ Inclusion in sponsor block in EDM footer.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

Finish Precinct

- ▶ 6m x 3m space for activation.
- ▶ Public announcement during activities.
- ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

20% discount on total costs.

REGISTRATIONS

30 free registrations **AND** 10% discount off current registration fees for staff and customers.

NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 6m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 4 x invitations to attend official event function(s).



EVENT PARTNER

INVESTMENT: \$50,000

LOGO & BRAND RECOGNITION

Logo to appear on:

- ▶ Event website under sponsor section.
- ▶ Event promotional posters.
- ▶ All event emails to participants and corporate teams.
- ▶ Event guides.
- ▶ Official function invitations.
- ▶ Bib collection sponsor board.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 1 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section including click through link.
- ▶ Inclusion in sponsor block in EDM footer.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

Finish Precinct

- ▶ 6m x 3m space for activation.
- ▶ Public announcement during activities.
- ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

15% discount on total costs.

REGISTRATIONS

30 free registrations **AND** 10% discount off current registration fees for staff and customers.

NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 6m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 4 x invitations to attend official event function(s).

EVENT PARTNER | SIGNAGE

INVESTMENT: \$40,000

EXCLUSIVES

Official Signage Partner

LOGO & BRAND RECOGNITION

Logo to appear on:

- ▶ Event website under sponsor section.
- ▶ Event promotional posters.
- ▶ All event emails to participants and corporate teams.
- ▶ Event guides.
- ▶ Official function invitations.
- ▶ Bib collection sponsor board.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 1 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section including click through link.
- ▶ Inclusion in sponsor block in EDM footer.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

Finish Precinct

- ▶ 3m x 3m space for activation.
- ▶ Public announcement during activities.
- ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

15% discount on total costs.

REGISTRATIONS

15 free registrations **AND** 7.5% discount off current registration fees for staff and customers.

NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 3 x invitations to attend official event function(s).

EVENT PARTNER

INVESTMENT: \$20,000 - \$49,999

LOGO & BRAND RECOGNITION

- | | |
|---|----------------------------------|
| Logo to appear on: | ▶ Event guides. |
| ▶ Event website under sponsor section. | ▶ Official function invitations. |
| ▶ Event promotional posters. | ▶ Bib collection sponsor board. |
| ▶ All event emails to participants and corporate teams. | |

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- | | |
|---|--|
| ▶ 1 x announcement social media post. | ▶ Inclusion on website under sponsor section including click through link. |
| ▶ 1 x dedicated social media posts. | ▶ Inclusion in sponsor block in EDM footer. |
| ▶ 1 x post-event social media post. | |
| ▶ 1 x inclusion in EDM to participants. | |

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

- | | |
|--|---|
| Finish Precinct | ▶ Designated logo and brand recognition within sponsor hierarchy. |
| ▶ 3m x 3m space for activation. | |
| ▶ Public announcement during activities. | |

CORPORATE MARQUEE

10% discount on total costs.

REGISTRATIONS

15 free registrations **AND** 7.5% discount off current registration fees for staff and customers.
NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 3 x invitations to attend official event function(s).

EVENT PARTNER | CONSUMABLES

INVESTMENT: \$25,000

EXCLUSIVES

Official Consumables Partner

LOGO & BRAND RECOGNITION

- | | |
|---|----------------------------------|
| Logo to appear on: | ▶ Event guides. |
| ▶ Event website under sponsor section. | ▶ Official function invitations. |
| ▶ Event promotional posters. | ▶ Bib collection sponsor board. |
| ▶ All event emails to participants and corporate teams. | |

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- | | |
|---------------------------------------|--|
| ▶ 1 x announcement social media post. | ▶ 1 x inclusion in EDM to participants. |
| ▶ 1 x dedicated social media posts. | ▶ Inclusion on website under sponsor section including click through link. |
| ▶ 1 x post-event social media post. | |

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

- | | |
|--|---|
| Finish Precinct | ▶ Designated logo and brand recognition within sponsor hierarchy. |
| ▶ 3m x 3m space for activation. | |
| ▶ Public announcement during activities. | |

CORPORATE MARQUEE

7.5% discount on total costs.

REGISTRATIONS

15 free registrations **AND** 7.5% discount off current registration fees for staff and customers.
NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 3 x invitations to attend official event function(s).

EVENT PARTNER | VOLUNTEERS

INVESTMENT: \$20,000

EXCLUSIVES

Official Volunteer Partner

LOGO & BRAND RECOGNITION

Logo to appear on:

- ▶ Event website under sponsor section.
- ▶ Event promotional posters.
- ▶ All event emails to participants and corporate teams.
- ▶ Event guides.
- ▶ Official function invitations.
- ▶ Bib collection sponsor board.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 1 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section including click through link.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

Finish Precinct

- ▶ 3m x 3m space for activation.
- ▶ Public announcement during activities.
- ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

7.5% discount on total costs.

REGISTRATIONS

15 free registrations **AND** 7.5% discount off current registration fees for staff and customers.

NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 3 x invitations to attend official event function(s).

EVENT PARTNER | WHEELCHAIR COURSE | 4KM & 12KM

INVESTMENT: \$20,000

EXCLUSIVES

Official 4km **OR** 12km Wheelchair Race sponsor

LOGO & BRAND RECOGNITION

Logo to appear on:

- ▶ Event website under sponsor section.
- ▶ Event promotional posters.
- ▶ All event emails to participants and corporate teams.
- ▶ Event guides.
- ▶ Official function invitations.
- ▶ Bib collection sponsor board.
- ▶ Starting arch.

MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)

- ▶ 1 x announcement social media post.
- ▶ 1 x dedicated social media posts.
- ▶ 1 x post-event social media post.
- ▶ 1 x inclusion in EDM to participants.
- ▶ Inclusion on website under sponsor section including click through link.

EVENT DAY (START LINE, COURSE, FINISH PRECINCT)

Finish Precinct

- ▶ 3m x 3m space for activation.
- ▶ Public announcement during activities.
- ▶ Designated logo and brand recognition within sponsor hierarchy.

CORPORATE MARQUEE

7.5% discount on total costs.

REGISTRATIONS

15 free registrations **AND** 7.5% discount off current registration fees for staff and customers.

NOTE: Does not include merchandise unless registration occurs during a promotional period.

BIB COLLECTION

- ▶ Opportunity for a 3m x 3m space for activation.
- ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.

FUNCTIONS

- ▶ 3 x invitations to attend official event function(s).

EVENT PARTNER PRINTING

INVESTMENT: \$6,000 (CASH OR IN-KIND)

EXCLUSIVES
Official Printing Partner
LOGO & BRAND RECOGNITION
Logo to appear on: <ul style="list-style-type: none"> ▶ Event website under sponsor section. ▶ Event promotional posters. ▶ All event emails to participants and corporate teams. ▶ Event guides. ▶ Bib collection sponsor board.
MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)
<ul style="list-style-type: none"> ▶ 1 x announcement social media post. ▶ 1 x dedicated social media posts. ▶ 1 x post-event group social media post. ▶ Inclusion on website under sponsor section.
EVENT DAY (START LINE, COURSE, FINISH PRECINCT)
Finish Precinct <ul style="list-style-type: none"> ▶ 10% discount on site fee.
REGISTRATIONS
10 free registrations. NOTE: Does not include merchandise unless registration occurs during a promotional period.
BIB COLLECTION
<ul style="list-style-type: none"> ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.
FUNCTIONS
<ul style="list-style-type: none"> ▶ 2 x invitations to attend official event function(s).

EVENT PARTNER HYDRATION

INVESTMENT: \$4,000 (CASH OR IN-KIND)

EXCLUSIVES
Official Hydration Partner
LOGO & BRAND RECOGNITION
Logo to appear on: <ul style="list-style-type: none"> ▶ Event website under sponsor section. ▶ Event promotional posters. ▶ Event guides. ▶ Bib collection sponsor board.
MARKETING & MEDIA (SOCIAL MEDIA, WEBSITE, EDMS)
<ul style="list-style-type: none"> ▶ 1 x announcement social media post. ▶ 1 x post-event group social media post. ▶ Inclusion on website under sponsor section.
EVENT DAY (START LINE, COURSE, FINISH PRECINCT)
Finish Precinct <ul style="list-style-type: none"> ▶ 5% discount on site fee.
REGISTRATIONS
5 free registrations. NOTE: Does not include merchandise unless registration occurs during a promotional period.
BIB COLLECTION
<ul style="list-style-type: none"> ▶ Designated logo and brand recognition within sponsor hierarchy on sponsor board.
FUNCTIONS
N/A

WHAT WILL YOUR SUPPORT ACHIEVE?

At Activ, we are deeply committed to empowering individuals living with disability to achieve their fullest potential, embodying the essence of living, learning, and working with confidence. Through our partnership with sponsors like you in the Chevron City to Surf for Activ, we can create real transformative change that not only uplifts lives but also strengthens the fabric of our community.

Here's how your support translates into impactful action:



CREATING INCLUSIVE SPACES

As Western Australia's leading provider of specialist disability accommodation, Activ is at the forefront of transforming living spaces into nurturing homes that meet the needs and aspirations of our customers. Your sponsorship directly contributes to making environments more accessible and conducive to modern living. Imagine the difference a simple modification, like lowering a kitchen benchtop, can make—unleashing a resident's love for cooking, fostering independence, and enhancing their wellbeing.



BRIDGING COMMUNITY CONNECTIONS

Activ is dedicated to unlocking the wider community for Western Australians living with disability. Your partnership enables us to offer the opportunity to make life-changing experiences possible. From learning to cook to outings to museums, these experiences are vital for enriching lives and integrating individuals into the community, showcasing the power of inclusion.



FOSTERING EDUCATION AND EMPLOYMENT

Activ believes in empowering individuals through education and meaningful employment. Our initiatives range from school inclusion programs, co-designed by those with lived experience, to vocational training in fields like retail and horticulture. With only 60% of Western Australian businesses employing people with a disability, our work extends to partnering with companies to foster inclusive workplaces. Your support not only aids in upskilling but also in advocating for a diverse and inclusive workforce.



YOUR ROLE IN OUR JOURNEY

By supporting the Chevron City to Surf for Activ, you become a pivotal part of our mission to champion the rights and aspirations of people with disabilities. This partnership is more than a sponsorship; it's an opportunity to be at the heart of a movement that values diversity, fosters inclusion, and makes a tangible difference in countless lives.

Together, we can create a legacy of empowerment and equality that resonates throughout our community and beyond. Join us in making a lasting impact, where every contribution brings us closer to a world where everyone can live their best life.

Your support will make a difference.



FOR MORE INFORMATION, PLEASE CONTACT:

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City to Surf

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