



CITY TO SURF

FOR  **activ**
a *genU* company

PARTNERSHIP OPPORTUNITIES



PERTH 2025

A MESSAGE FROM THE CEO

As an organisation that champions and advocates for access and inclusion, this year's theme for the Chevron City to Surf for Activ came easily.

Better Together resonates with our event, that it's simply better where we all come together to take part, whether that's by creating a team, bringing a friend, celebrating at the Finish Precinct, raising funds, or all the above.

We are also better together in increasing awareness and advocating for people living with disability in WA. The more people, the louder the voice and the more funds raised to go directly back into our services and supports in WA.

Last year was my first Chevron City to Surf for Activ as CEO, and I found it a truly humbling experience. Seeing the streets lined with thousands of walkers, runners, and rollers of all abilities. There was a sense of celebration from start to finish, and lots of important conversations around disability and what is needed to create an inclusive community for all.

Charities, like Activ, continue to face the significant challenge meeting the demand for services, while stretching 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.

**JOIN US - WE'RE
BETTER TOGETHER!**



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.

So jump on board for this year's iconic event. If last year's 50th celebration is anything to go by, and our goal to make each year bigger and better for the cause, you'll have access to wide exposure, team building, community engagement and more.

Join us - we're Better Together.

CLARE AMIES
Chief Executive Officer



Join us as a partner for the 2025 Chevron City to Surf for Activ!

BETTER TOGETHER

Whether your company is interested in brand awareness, aligning to ESG principles, community engagement or acquisition, we have partner options to help you reach more people while achieving your KPIs.

As a partner, you'll be at the forefront of Western Australia's largest community event gaining unparalleled exposure to an engaged audience of more than 30,000 potential participants and engagement opportunities with the wider Perth population.

We have created new and innovative opportunities, focused on bespoke partnership packages so you can pick and choose what works for you, while being aligned with WA's most iconic community event.



You'll also get the chance to connect with other partners and leverage off our networks including media, corporate, and other for-good enterprises.

Together, we can not only enhance the experience for our participants and the broader community, but improve lives.



Brand representation



Community Engagement



Sales and customer acquisition



Promotion to new audiences



Team building through participation



Association with social purpose



Raising funds to support West Australians living with disability



Support extends around WA

WHAT WILL YOUR SUPPORT ACHIEVE?

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.



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.

ABOUT ACTIV

Activ has a strong and proud history of supporting people living with disability to live the life they choose.

Activ was formed more than 70 years ago, by a group of families who wanted more for their children who lived with disability.

We grew into one of WA's leading disability service providers, and were proud to expand our services and reach even further in 2024 by merging with national organisation, genU, to improve the lives of even more people around Australia.

Our services include disability accommodation, training, employment, community, allied health, and more.

As a profit-for-purpose organisation, all funds go directly back into our services and supports, and continue our mission of improving lives.

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

Your support in Activ's events like the Chevron City to Surf for Activ provides environments for customers to Live, Learn, and Work with confidence.

WHAT ARE YOUR KEY OBJECTIVES?

We believe in forming partnerships that deliver mutual value. We understand that your goals are unique, and we're committed to working with you to ensure that our collaboration not only enhances the event but also supports your brand objectives.

Whether you're looking to increase visibility, engage with a dedicated audience, or align with a meaningful cause, we're here to tailor opportunities that meet your needs while making a positive impact on the community.



Brand Awareness



Environmental, Social, and Governance (ESG)



Sales and Acquisition



Community Engagement

DON'T SEE WHAT YOU'RE AFTER?

Let's work together to make a package that's bespoke for your needs. Some inclusions available are listed below.

Brand Awareness

- Participant Bibs
- Content and content series
- EDMs
- Merchandise
- Participant communications
- Print
- Promotion on event platforms
- Push notifications
- Radio
- Signage
- Social media
- Television commercial

Environmental, Social, and Governance (ESG)

- Activ Diversity and Inclusion seminars at no or reduced Cost (TBA)
- Align with Activ on special celebratory days, i.e. IDPWD
- Access D&I training
- Fundraising / Give back opportunities
- Guest speakers
- Site visits to meet with Activ customers
- Team building
- Tour of facilities
- Volunteering teams
- Tickets to Activ events throughout the year

Sales and Acquisition

- Activations
- Brochures
- Promotion on event platforms
- Sales at Bib Collection
- Samples
- Special Offers
 - Ambassadors
 - Series
 - Social content
 - Solus EDM

Community Engagement

- Activations
 - On-course
 - Finish Line
 - Start Line
- Fundraising / Give back opportunities
- Team building

2024 EVENT DEMOGRAPHICS*

42
The most common age for participants.
We had 608!



Total Attendance
23,557

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

12km: 16,446

12,984 3,428 12



15,341 1,021 72



Adult (16+)

Child (5-15)

Child (0-4)

8,294 8,079 49



Male

Female

Undisclosed

4km: 7,111

3,397 3,667 18



4,852 1,958 272



Adult (16+)

Child (5-15)

Child (0-4)

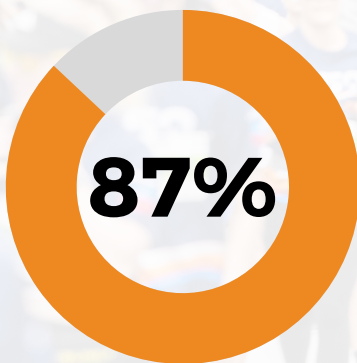
3,000 4,052 23



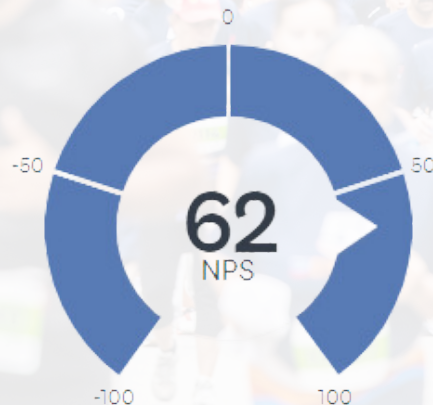
Male

Female

Undisclosed



of 2024 participant are likely to attend in the future?



Net Promoter Score

*Additional data is available upon request.

2025 PARTNERSHIP PACKAGES

Explore our sample packages below or talk to us to design something just for you.

Major Partner | \$100,000 investment

This is a great opportunity to elevate your brand's visibility and impact by becoming a Major Partner of the Chevron City to Surf for Activ.

As a Major Partner, your brand will receive prime positioning throughout the event, from participant bibs and event t-shirts to the start and finish lines.

By aligning with this iconic event, you'll showcase your commitment to making a difference in the lives of those living with disability. With extensive media exposure and exclusive activation space at key touchpoints, including Bib Collection and the Finish Precinct, plus the opportunity to activate 2km of the 12km course, your brand will engage directly with participants and spectators, creating memorable connections while supporting a cause that has a profound impact on the community.

Major Partner Benefits

- Inclusion in all operational and acquisition EDMs,
- Inclusion in all event advertising, including TVC, social media, and print.
- Solus EDM during event campaign and post-event to our 80,000 strong database.
- Logo placement on the event website with a click-through link.
- Logo placement on the participant bibs* and event t-shirts*.
- Logo placement on the event start and finishing arches.
- Opportunity to activate 2km of the course e.g. signage, activation, etc.
- Activation space at Bib Collection, providing access to participants.
- Activation space at the Finish Precinct, providing access to participants and spectators.
- Recognition for helping improve the lives of people living with disability in WA.

*Partnership Agreement must be completed by Friday 20 December 2024 for inclusion on event t-shirts, lanyards, and retail merchandise.
Date TBC for participant bibs.



Fundraising Partner | One Partner per month*

*There is no limit to the number of months you can be the Fundraising Partner. But once they are gone, they are gone!

April
\$10,000
(ex. GST)

May
\$10,000
(ex. GST)

June
\$10,000
(ex. GST)

July
\$15,000
(ex. GST)

August
\$20,000
(ex. GST)

This is an opportunity to join an exclusive group of Fundraising Partners for the Chevron City to Surf for Activ, each with the opportunity to “own” a fundraising month. As a Fundraising Partner, your brand will take centre stage in our fundraising efforts, with exclusive naming rights to that month’s prize giveaway. Your brand will be prominently featured in all fundraising messaging, including emails, social media posts, and more, ensuring maximum exposure for the month while gathering support for a meaningful cause. With limited spots available, this is a unique opportunity to align your brand with the longest-running and most iconic community event in WA, making a genuine impact on the lives of those living with disabilities.

It includes an activation space at the popular Finish Precinct where you can connect directly with participants and spectators, creating lasting connections and demonstrating your commitment to the community and to improving the lives of those living with disability in WA.

Fundraising Partner Benefits

- Inclusion in all fundraising advertising for your month, including social media, EDMs, and SMS.
- Logo placement on the event website with a click-through link.
- Activation space at the Finish Precinct, providing face-to-face access to participants and spectators.
- Recognition for helping improve the lives of people living with disability in WA.

**We had a 163%
increase of active
participant
fundraising profiles
in 2024.**



Merchandise Partner | \$100,000 investment

Take advantage of this opportunity to become a Merchandise Partner for the Chevron City to Surf for Activ, ensuring your brand remains visible long after the event concludes.

By featuring your logo on event t-shirts, finisher medal lanyards, and retail merchandise, your brand will gain lasting exposure while supporting Activ's mission to improve the lives of people living with disability in WA. Every participant receives a free event t-shirt and finishers medal!

Merchandise is also purchased by participants and the general public, meaning your brand will enjoy extended visibility post-event.

Merchandise Partner Benefits

- Logo placement on the event t-shirts* and finishers medal lanyards*.
- Logo placement on all the retail merchandise*.
- Logo placement on the event website with a click-through link.
- Solus welcome social media post.
- Joint thank you social media post-event post.
- Recognition for helping improve the lives of people living with disability in WA.



*Partnership Agreement must be completed by Friday 20 December 2024 for inclusion on event t-shirts, lanyards, and retail merchandise.
Date TBC for participant bibs.

Carnival Partner | \$50,000 investment

As the exclusive Carnival Partner for the Chevron City to Surf for Activ, your brand will take on a leading role in celebrating the achievements of participants while supporting individuals with disability in our community.

This partnership allows you to present the Finish Precinct Carnival under your brand, positioning you as the face of the festival atmosphere. With thousands of attendees engaging in free activities, entertainment, and celebrations, your brand will be associated with the energy and excitement that define the final stage of the event, all while making a meaningful impact in the lives of those supported by Activ.



Carnival Partner Benefits

- Finish Precinct Carnival presented by rights.
- Face-to-face access to all participants and spectators.
- Inclusion in all Finish Carnival advertising which may include, TVC, radio, social media, and print.
- Solus EDM post-event to our 80,000 strong database.
- Logo placement on the event website with a click-through link.
- Recognition for helping improve the lives of people living with disability in WA.

All information is correct at the time of publish, however is subject to change without notice.

LET'S CHAT!

Greg Garbellini
Events Manager
Chevron City to Surf for Activ

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