



# **SPONSORSHIP PROSPECTUS**

## **Hike to Heal**

### **Scavenger Hike 2024**



# What is the Hike to Heal Scavenger Hike?

The Hike to Heal Scavenger Hike is a transformative initiative that combines an awareness campaign with community capacity building. The Scavenger Hike provides an opportunity for community members to walk beside those who have a lived experience of suicide loss or mental illness. Providing a safe and supportive environment, to walk and talk, the Hike promotes social interaction and fosters a sense of community and belonging. Hiking in a natural setting with friends, family or colleagues, helps alleviate stress, anxiety, and depression, and promotes healthy outdoor activities.

The Scavenger Hike is not just a walk in the park. The inclusion of challenges, clues and quizzes that encourage participants to walk and talk and engage with their environment is unique. The event stands out for its innovative approach to mental health support by combining a launch program where individuals share their lived experience, services provide information and participants have the opportunity to dedicate their hike or offer words of hope and healing.

The Scavenger Hike collaborates with local council, corporates, small businesses and mental health services to build a sense of community commitment to mental health.

Funds raised from the Scavenger Hike provide support to local early intervention and suicide prevention services. To date, \$15000 has supported programs provided by Lifeline Darling Downs and Momentum Mental Health.

The Hike to Heal Scavenger Hike is run by **Hike to Heal Australia**, a registered charity and not-for-profit suicide prevention organisation inspiring communities to strengthen wellbeing while walking beside people dealing with mental ill health and suicide loss towards hope, healing and connection.

## Awards

The Hike to Heal Scavenger Hike has been recognised locally and statewide as an award-winning event that benefits individuals and the community. In January 2023, the event received a *Community Event Award* at the Toowoomba Australia Day celebrations in recognition of it promoting the welfare and well-being of the local community and providing a positive role model for others. More recently, the event was honoured to receive the *Jude Bugeja -Peer Experience Award* at the Queensland Mental Health Week Achievement Awards.

## Hike to Heal Australia Mental Wellbeing Stepping Stones



### Step X Step

Be active and healthy - participate in hiking or walking.



### Step Outside

Nature nurtures - spend time in your back yard, take a walk in your local park, hike in a nature reserve.



### Step Together

Connect with other people - walk and talk with friends, join a walking group or hiking club.



### Step Up

Show kindness to others - adopt an attitude of gratitude, hike shoulder to shoulder with someone who is doing it tough.



### One Step at a Time

Stay in the moment and take notice of the natural world around you.

# The Hike to Heal Scavenger Hike Events

In 2024 Hike to Heal Australia is offering two Scavenger Hike Events. The events are both scavenger hunts with a slight twist! To solve the clues/quizzes and complete the challenges you will need to take a "hike" – a **Scavenger Hike!**

## Hike to Heal Scavenger Hike

**Saturday 17 to Sunday 25 February**  
**Mt Peel Bushland Reserve or Virtually**

The Scavenger Hike is a self-paced, non-competitive, classically fun outdoor activity for all ages! The scavenger hike challenges are designed to inspire and show everyone just how much fun can be found outdoors in nature. Individual, Family, Team of 4 and Team of 10 tickets are available.

Participants can hike anytime and as many times as they please during the week-long event.

Local participants are encouraged to hike at Mt Peel Bushland Park. While participants outside of Toowoomba can hike/walk at any park/outdoor area they desire.



## H2H Team Challenge

**Friday 23 February - 2:30pm to 4:30 pm**  
**Mt Peel Bushland Park**

An hour long Scavenger Hunt for teams of up to four people.

The H2H Team Challenge offers the thrill of the chase, while working against the clock inspires teams to communicate and collaborate in real time. This event is ideal for businesses looking for a fun and inspiring Team Building event to kick off the new year, that also gives back to their community.



## Value of Sponsorship

- **Social Responsibility:** By sponsoring the Scavenger Hike, you are showing your support for mental health and suicide prevention.
- **Engage with Local Community and Boost Employee Morale:** An opportunity to come together with employees and the community in support of each other to break the silence on mental illness.
- **Positive Exposure:** through being associated with an award winning community event.
- **Beneficial Impact:** Funds raised from the event will support early intervention and suicide prevention programs.
- **Brand Awareness:** association of your brand with the Scavenger Hike's ever expanding media and online presence.
- **Donations:** Hike to Heal Australia is a registered charity and all donations are Tax deductible.

## How to be involved

- Peruse the available Sponsorship Tiers.
- Select the option for your business, complete the form attached and email it to [fleur@hiketoheal.org.au](mailto:fleur@hiketoheal.org.au).
- Alternatively, please contact us to discuss this opportunity further: Fleur Winter on 0417 926 033

# Stats

## Hike to Heal Scavenger Hike

### Hikers

970 + Hikers walking Step X Step together with family, friends and colleagues.



### Steps

5,628,000 active steps taken out in nature on the 4 km of Mt Peel Bushland Reserve tracks over past event weeks.

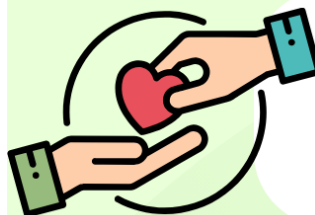
### Challenges

48,240 unique answers to 68 Scavenger Hike Challenges completed, helping Hikers stay in the moment and enjoy nature.



### Donation

\$15,000 donated to Momentum Mental Health and Lifeline Darling Downs.



# Sponsorship Tiers

Benefits	Pinnacle \$1,000	Apex \$1,000	Summit \$500	Peak \$200
Speak at the Hike to Heal Scavenger Hike event launch.	✓			
Start the H2H Team Challenge and name on trophy bookplate		✓		
Signage and opportunity to hold a stand at event launch	✓	✓		
Community Team: sponsor a team from a community organisation to participate ( <i>organisations to be nominated by the sponsor and approved by the Hike to Heal Management Committee</i> )	✓	✓		
Sponsorship of one daily weather update during event week.	✓	✓		
An option for your organisation to: <ul style="list-style-type: none"> <li>▪ Sponsor a Tribute Tree located at the event. A place for participants to leave messages of hope and healing.</li> <li>▪ Sponsor the Insta Photo Frame</li> <li>▪ Sponsor one daily weather report during event</li> </ul>			✓	
Signage at the Hike to Heal Scavenger Hike Launch	✓	✓	✓	✓
Social media post dedicated to thanking your business	✓	✓	✓	✓
Your business provided with an event social media tile	✓	✓	✓	✓
Logo on the official Hike to Heal Australia website	✓	✓	✓	✓
Logo on printed material ( <i>from date of sponsorship</i> )	✓	✓	✓	✓
Hike to Heal Scavenger Hike Team Entry	✓	✓	✓	✓
	<i>Team of Ten</i>	<i>Team of Four</i>	<i>Team of Four Scavenger Hike</i>	<i>Team of Four Scavenger Hike</i>

## Donations

Donations can take many forms: financial, products, and service time are all valid and excepted forms of support. The value is at your discretion and Hike to Heal Australia's promotion of your business will be proportionate to donations.

# Hike to Heal Scavenger Events Sponsorship Nomination Form

- Pinnacle – Hike to Heal Scavenger Hike \$1000
- Apex – H2H Team Challenge \$1000
- Summit \$500
- Peak \$200
- Donation – Amount \$.....

Organisation / Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Mob: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please complete this form and return to [fleur@hiketoheal.org.au](mailto:fleur@hiketoheal.org.au). A tax invoice and receipt will be provided. Or for further sponsorship/donation enquiries please contact Fleur Winter on 0417 926 033.

## Monetary donations can be deposited to:

**Account Name:** Hike to Heal Australia Inc. (ABN: 76380179002)

**BSB:** 638-010

**ACC:** 15 681 602



*Being involved with the Hike to Heal Scavenger Hike gave a real sense of togetherness, with care and a safe space for all community to support each other. The scavenger hike is a beacon of hope for everyone. It was an opportunity to let words out. to let feelings flow*

Thank you

## Scavenger Hike 2023 Sponsors



**TOOWOOMBA  
REGION**

 **DRAYTON  
Medical Centre**



*Sa Reay  
Counselling*



**KRUSH**  
Design Co



*WRL*  
PHOTO



Toowoomba Toyota

