

# 777 MARATHON

7 MARATHONS 7 STATES 7 DAYS

## 2026 Sponsorship Proposal

29th June - 5th July



**Bravehearts**  
bravehearts.org.au



## About Bravehearts' 777 Marathon

Bravehearts' 777 Marathon is an annual fundraising event that challenges participants to run **7 marathons, in 7 states, across 7 consecutive days!**

Kicking off in Perth, athletes complete the first marathon of the tour, before flying, recovering and repeating the process in the next state. 777 Marathon passes through Perth, Adelaide, Melbourne, Hobart, Sydney, and Canberra before finishing the seventh and final leg at the Gold Coast Marathon.

**777 Marathon is a truly unique event.**

**We attract not only marathon enthusiasts, endurance challengers and corporate teams, but also those connected to cause - those who run with purpose.**

The National Runners are joined in each location by State Runners, who participate in a marathon, half marathon, 14km or 7km event. Local participants bring connection and energy to the course, event and precinct.

**In 2026, 30 National Runners will take on the challenge, joined and cheered on by 3,000+ State Runners.**

# Who is **Bravehearts**?

**Bravehearts is a leading Australian child protection organisation,  
solely dedicated to the prevention and treatment of child sexual abuse.**

## **The Problem**

Approximately 1 in 4 Australians have experienced child sexual abuse.\* Child sexual abuse is a global problem that knows no boundaries. Its impacts are far reaching for children, families and community.

## **Bravehearts' Mission**

To provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.

## **Bravehearts' Vision**

A world where people, communities and systems all work together to protect children from sexual abuse.

## **How Bravehearts is combatting the problem**

- Educating young people about personal safety
- Supporting victim-survivors of child sexual abuse, and their non-offending family members, through accessible and affordable counselling, and case management
- Educating and empowering communities through child protection training courses
- Fighting for the rights of children and adult victim-survivors by advocating for legislative reform

\*Haslam D, Mathews B, Pacella R, Scott JG, Finkelhor D, Higgins DJ, Meinck F, Erskine HE, Thomas HJ, Lawrence D, Malacova E. (2023). *The prevalence and impact of child maltreatment in Australia: Findings from the Australian Child Maltreatment Study: Brief Report. Australian Child Maltreatment Study, Queensland University of Technology.*

# Why sponsor the 777 Marathon?

A unique opportunity to connect with the local community while championing a powerful national cause. Your support will help bring awareness to the prevention of child sexual abuse and provide vital funds for Bravehearts to continue their work.



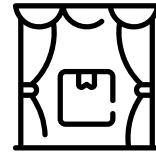
## Connect

with key audiences



## Tell

your brand story  
and start a  
conversation



## Showcase

your brand, products  
or services



## Drive

authentic key  
messaging



## Promote

brand awareness



## Extend

reach through  
marketing & PR



## Provide

a unique, integrated  
experience



## Highlight

your brand  
values



# Sponsorship Tiers

Sponsorship Tier	Presenting	Travel	Medal	Bib	State
<b>Investment</b>	\$30,000*	\$15,000*	\$10,000*	\$5,000*	\$5,000*
Category Exclusivity	●	●	●	●	●
Presented by Branding	●				
Event Signage	●	●			●
Event Marketing and Promotion	●	●	●	●	●
Website Recognition	●	●	●	●	●
Media & PR	●	●			
Organic Social Media Posts	●	●	●	●	●
EDM Logo recognition	●	●	●	●	●
Event Entries	●	●	●	●	●
Race Apparel Recognition	●	●			
Medal Logo	●		●		
Activation	●	●			●
Post Event Lunch	●	●	●	●	
Post Event Certificates Logo	●	●	●	●	●
Piece to Camera from CEO	●	●	●	●	●
Bravehearts Ball Tickets	●	●	●		

\*sponsorships +GST

# Presenting Partner

\$30,000+GST

<b>Branding &amp; Signage</b>	<ul style="list-style-type: none"><li>• Brand / logo event association.</li><li>• Display of branded signage throughout all 777 Marathon courses and event precincts, including finisher arch (excluding Gold Coast Marathon).</li><li>• Opportunity to activate within a generous event space: Perth, Adelaide, Melbourne, Hobart, Sydney, Canberra (excluding Gold Coast Marathon).</li><li>• Timing clock logo recognition.</li></ul>
<b>Media &amp; Marketing</b>	<p><b>eDMs</b></p> <ul style="list-style-type: none"><li>• Logo recognition in our initial 'Call to Register' eDM (sent to over 36,000 subscribers).</li><li>• Logo recognition in all 'Confirmed Registration' eDMs (sent to an anticipated 3,000+ participants).</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>• Twelve (12) tagged posts across 777 Marathon and Bravehearts' social media platforms (Instagram, Facebook &amp; LinkedIn).</li><li>• Minimum of one (1) candid story post captured at each event location.</li></ul> <p><b>Website Presence</b></p> <ul style="list-style-type: none"><li>• Logo, link and tagline featured on the Bravehearts' and 777 Marathon website.</li></ul> <p><b>Event App</b></p> <ul style="list-style-type: none"><li>• Linked Sponsorship listing within the app to enable direct engagement with participants.</li></ul>
<b>Merchandise</b>	<p><b>Apparel</b></p> <ul style="list-style-type: none"><li>• Logo displayed on:<ul style="list-style-type: none"><li>- National Runner Singlets and Touring Hoodies</li><li>- Staff uniform</li><li>- All race bibs</li><li>- All finisher medals</li><li>- All completion certificates.</li></ul></li></ul>
<b>Additional Benefits</b>	<p><b>Team Entries</b></p> <ul style="list-style-type: none"><li>• Twenty (20) complimentary entries into your teams preferred distance, in every state.</li></ul> <p><b>Legends Lunch</b></p> <ul style="list-style-type: none"><li>• 4x Tickets to the event close celebration, the 'Legends Lunch' (July 5th 2026, Gold Coast), with the opportunity to address the participants.</li><li>• Pull up banner or media wall. <i>Supplied by partner.</i></li></ul> <p><b>Bravehearts' Ball</b></p> <ul style="list-style-type: none"><li>• 4x Tickets to the Annual Bravehearts Ball (May 30<sup>th</sup> 2026, Brisbane).</li></ul>

# Travel Sponsor

\$15,000+GST

<b>Branding &amp; Signage</b>	<ul style="list-style-type: none"><li>Display of branded signage throughout all 777 Marathon courses and event precincts, including finisher arch (excluding Gold Coast Marathon).</li><li>Magnetic event signage on 3x Event Vehicles, in each location.</li><li>Opportunity to activate within a generous event space: Perth, Adelaide, Melbourne, Hobart, Sydney, Canberra (<i>excluding Gold Coast Marathon</i>).</li><li>Logo included on National Runner &amp; Staff touring Uniform.</li></ul>
<b>Media &amp; Marketing</b>	<p><b>eDMs</b></p> <ul style="list-style-type: none"><li>Logo recognition in our initial 'Call to Register' eDM (sent to over 36,000 subscribers).</li><li>Logo recognition in all 'Confirmed Registration' eDMs (sent to an anticipated 3,000+ participants).</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>Eight (8) tagged posts across 777 Marathon and Bravehearts' social media platforms (Instagram, Facebook &amp; LinkedIn).</li><li>Short video compilation of 777 National Team travelling, tailored to your organisation, to be distributed across 777 Marathon social media platforms.</li></ul> <p><b>Website Presence</b></p> <ul style="list-style-type: none"><li>Logo, link, and tagline featured on the Bravehearts' and 777 Marathon websites.</li></ul> <p><b>Event App</b></p> <ul style="list-style-type: none"><li>Linked Sponsorship listing within the app to enable direct engagement with participants.</li></ul>
<b>Additional Benefits</b>	<p><b>Team Entries</b></p> <ul style="list-style-type: none"><li>Ten (10) complimentary entries into your teams preferred distance, in every state (<i>Excluding Gold Coast</i>).</li></ul> <p><b>Piece to Camera</b></p> <ul style="list-style-type: none"><li>'Recognition and gratitude' Piece to camera from Bravehearts' Fundraising Event Coordinator. Shared on 777 Marathon Instagram story and provided for your distribution.</li></ul> <p><b>Legends Lunch</b></p> <ul style="list-style-type: none"><li>4x Tickets to the event close celebration, the 'Legends Lunch' (July 5th 2026, Gold Coast), with the opportunity to address the participants.</li><li>Pull up banner of media wall. Supplied by partner.</li></ul> <p><b>Bravehearts' Ball</b></p> <ul style="list-style-type: none"><li>4x Tickets to the Annual Bravehearts Ball (May 30<sup>th</sup> 2026, Brisbane).</li></ul>

# Medal Sponsor

\$10,000+GST

## Branding & Signage

- Logo recognition on all finisher medals and finish arch in each location (excluding Gold Coast Marathon).
- Opportunity to activate within the event precinct, in your chosen state.

## Media & Marketing

**eDMs**

- Logo recognition in our initial 'Call to Register' eDM (sent to over 36,000 subscribers) & all 'Confirmed Registration' eDMs (sent to an anticipated 3,000+ participants).

### Social Media

- Minimum of five (5) tagged posts across 777 Marathon and Bravehearts' social media platforms (Instagram, Facebook & LinkedIn).
- Minimum of one (1) candid story post captured at one (1) event location.

### Website Presence

- Logo, link, and tagline featured on the Bravehearts' 777 Marathon website homepage and sponsors page for the duration of the campaign.

### Event App

- Recognition within the 777 Marathon National Runner App, including a branded advertising banner, and linked Sponsorship listing within the app to enable direct engagement with participants.

**SOLD OUT**

## Additional Benefits

**Team Entries**

- Ten (10) complimentary entries into your teams preferred distance, in every state (Excluding Gold Coast).

### Piece to Camera

- 'Recognition and gratitude' Piece to camera from Bravehearts' Fundraising Event Coordinator. Shared on 777 Marathon Instagram story and provided for your distribution.

### Legends Lunch

- 2x Tickets to the event close celebration, the 'Legends Lunch' (July 5th 2026, Gold Coast).

### Bravehearts' Ball

- 2x Tickets to the Annual Bravehearts Ball (May 30<sup>th</sup> 2026, Brisbane).



# Race Bib Sponsor

\$5,000+GST

<b>Branding &amp; Signage</b>	<ul style="list-style-type: none"><li>Logo displayed on all 777 Marathon Race Bibs.</li></ul>
<b>Media &amp; Marketing</b>	<p><b>eDMs</b></p> <ul style="list-style-type: none"><li>Logo recognition in our initial 'Call to Register' eDM (sent to over 36,000 subscribers) &amp; all 'Confirmed Registration' eDMs (sent to an anticipated 3,000+ participants).</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>Minimum of three (3) tagged posts across 777 Marathon and Bravehearts' social media platforms (Instagram, Facebook &amp; LinkedIn).</li></ul> <p><b>Website Presence</b></p> <ul style="list-style-type: none"><li>Logo, link, and tagline featured on the Bravehearts' 777 Marathon website homepage and sponsors page for the duration of the campaign.</li></ul> <p><b>Event App</b></p> <ul style="list-style-type: none"><li>Recognition within the 777 Marathon National Runner App and linked Sponsorship listing within the app to enable direct engagement with participants.</li></ul>
<b>Additional Benefits</b>	<p><b>Team Entries</b></p> <ul style="list-style-type: none"><li>Ten (10) complimentary entries into your teams preferred distance, in every state (Excluding Gold Coast).</li></ul> <p><b>Certificate of Appreciation</b></p> <ul style="list-style-type: none"><li>A framed and digital Certificate of Appreciation, signed by Bravehearts' CEO, recognising your valued support.</li></ul> <p><b>Legends Lunch</b></p> <ul style="list-style-type: none"><li>2x Tickets to the event close celebration, the 'Legends Lunch' (July 5th 2026, Gold Coast).</li></ul>



# State Sponsor

\$5,000+GST



<b>Branding &amp; Signage</b>	<ul style="list-style-type: none"><li>Display of branded flags and/or banners throughout the 777 Marathon course and event precinct (<i>supplied by partner</i>).</li><li>Opportunity to feature a branded marquee within the event precinct (<i>supplied by partner</i>).</li></ul>
<b>Media &amp; Marketing</b>	<p><b>eDMs</b></p> <ul style="list-style-type: none"><li>Logo recognition in our initial 'Call to Register' eDM (<i>sent to over 36,000 subscribers</i>) &amp; all 'Confirmed Registration' eDMs (<i>sent to an anticipated 3,000+ participants</i>).</li><li>Opportunity to feature a branded advertising banner within state-based registration eDMs (subject to campaign schedule).</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>Minimum of three (3) tagged posts across 777 Marathon and Bravehearts' social media platforms (Instagram, Facebook &amp; LinkedIn).</li><li>Minimum of one (1) candid story post captured at your partnered event location.</li></ul> <p><b>Website Presence</b></p> <ul style="list-style-type: none"><li>Logo, link, and tagline featured on the Bravehearts' 777 Marathon website homepage and sponsors page for the duration of the campaign.</li></ul> <p><b>Event App</b></p> <ul style="list-style-type: none"><li>Recognition within the 777 Marathon National Runner App, including a branded advertising banner, and linked Sponsorship listing within the app to enable direct engagement with participants.</li></ul>
<b>Additional Benefits</b>	<p><b>Team Entries</b></p> <ul style="list-style-type: none"><li>Ten (10) complimentary entries into your teams preferred distance, in every state (Excluding Gold Coast).</li></ul> <p><b>Piece to Camera</b></p> <ul style="list-style-type: none"><li>'Recognition and gratitude' Piece to camera from Bravehearts' Fundraising Event Coordinator. Shared on 777 Marathon Instagram story and provided for your distribution.</li></ul> <p><b>Certificate of Appreciation</b></p> <ul style="list-style-type: none"><li>A framed and digital Certificate of Appreciation, signed by Bravehearts' CEO, recognising your valued support of Bravehearts.</li></ul>

# 2026 Tour Dates

**Perth**

Monday 29<sup>th</sup> June

↗ **Adelaide**

Tuesday 30<sup>th</sup> June

**Melbourne** ↙

Wednesday 1<sup>st</sup> July

↗ **Hobart**

Thursday 2<sup>nd</sup> July

**Sydney** ↙

Friday 3<sup>rd</sup> July

↗ **Canberra**

Saturday 4<sup>th</sup> July

**Gold Coast**

Sunday 5<sup>th</sup> July

## 2025 Snapshot

**34 National Runners** completed all 7 marathons.

*They were joined by,*

**500** State Runners

**Perth, WA**

**105** State Runners

**Adelaide, SA**

**444** State Runners

**Melbourne, VIC**

**135** State Runners

**Hobart, TAS**

**383** State Runners

**Canberra, ACT**

*State Runners were typically 22-50 years old, healthy life-stylers, physically and/or mentally strong with a social conscience.*

**777 Marathon raised over \$980,000 for the vital work of Bravehearts.**

# 2025 National Media Coverage

Bravehearts' 777 Marathon experienced 187 media mentions across all formats - TV, Radio, Print, Online and Social Media, reaching **3.09 million people.**



'Pounding the pavement for kids':  
Bravehearts celebrate 10th 777 marathon



Protecting Aussie kids, seven marathons at a time!



Runner ready to do it all again in support of Bravehearts

June 27, 2025 • BY Darren McLean



Healing: Peter Mahoney accepts a congratulatory hug during a Bravehearts 777 Marathon. Photos: SUPPLIED



*Reach out and join us in making a difference.*

**777MARATHON.COM.AU**

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