

Bravehearts



777 MARATHON

7 MARATHONS 7 STATES 7 DAYS



777 Marathon

2025 Sponsorship Proposal

30th June - 6th July



## About Bravehearts' 777 Marathon

Bravehearts' 777 Marathon is an annual national event inviting participants to challenge themselves to run 7 marathons, in 7 days, in 7 states!

Touring from Perth, athletes run the Swan River, Burswood. We fly, rest, recover and repeat. Adelaide, Melbourne, Hobart, Sydney, and Canberra finishing the 7th leg at the Gold Coast Marathon.

777 Marathon is unique, it attracts not only marathon enthusiasts, endurance challengers and corporate groups, also attracting those connected to cause.

National Runners fundraise \$11,000 to join the 777 Marathon tour.

The national touring team is joined by State Runners in each location daily. These locals participate by running a marathon, half marathon, 14km or 7km. Local State Runners add colour, connection and energy on course and event zone. National Runners will often do their fastest time on their 7th marathon, lifted by the crowd and elated by their weeks' accomplishment.

Over \$700,000 was raised in 2024. We have a shared goal of \$1,000,000 in 2025. 38 National Runners have committed to the next tour and with a goal for 2,000+ State Runners.

# 2025 Event Tour Dates



## Participation in 2024

26 National Runners completed the 777

Perth

262

Launceston

65

Adelaide

71

Sydney

319

Melbourne

209

Canberra

274

Demographic: Runners are typically 22-50 years old, healthy life-stylers, physically or mentally strong with a social conscious.

# Who is Bravehearts?

Bravehearts is an Australian child protection organisation, solely dedicated to the prevention and treatment of child sexual abuse

## The Problem

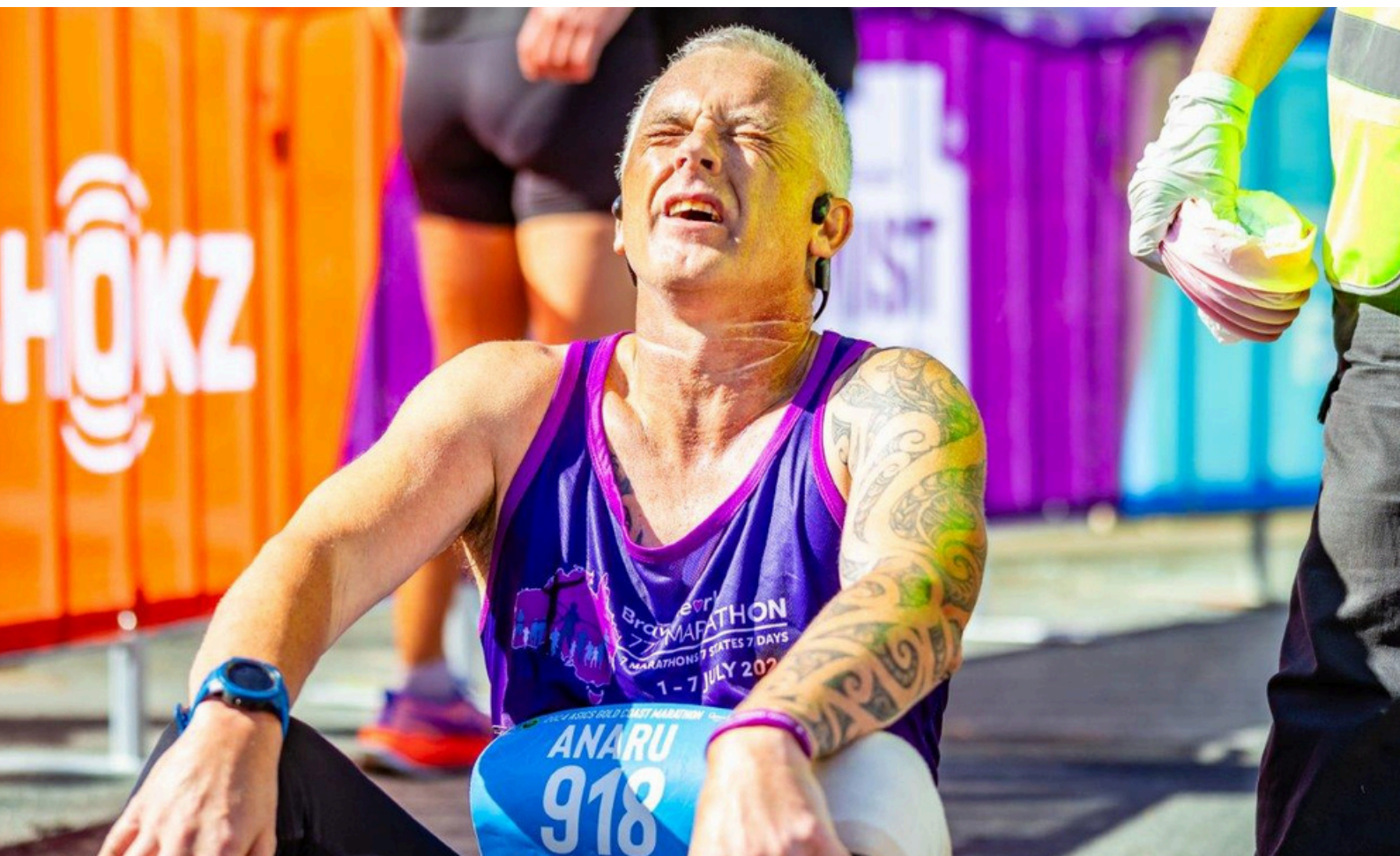
Approximately 1 in 4 Australians have experienced child sexual abuse\*. Child sexual abuse is a global problem that knows no boundaries. Its impacts are far reaching for children, families and community.

## 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.



\*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 Partner with Bravehearts



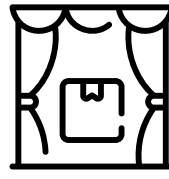
## Connect

with key audiences



## Tell

your brand story and start a conversation



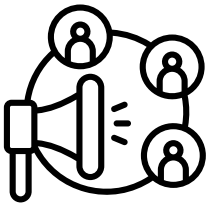
## Showcase

opportunity to sell or sample product onsite



## Drive

authentic key messaging



## Promote

brand awareness and association within the event



## Extend

reach through marketing & PR



## Provide

a unique, integrated experience



## Highlight

brand values



# Sponsorships Tiers

	Presenting	Travel	Medal	Bib	State
Investment	\$30,000	\$15,000	\$10,000	\$5,000	\$5,000
Category Exclusivity	●	●	●	●	●
Presented by Branding	●				
Event Signage	●	●			●
Event Marketing and Promotion	●	●	●	●	●
777 Podcast Advertising	●				
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

Partner with us in 2025 and make a real difference



## Signage

- |  |   |
|--|---|
| Brand/Logo event association: including "presented by (brand)" | <ul style="list-style-type: none"><li>• Start and Finish Arch at 6 events (excluding Gold Coast Marathon)</li><li>• Scrim event banners</li><li>• Mobile finisher and motivational signs (example on final page)</li><li>• Track Bollard Covers</li></ul> |
|--|---|

## Media & Marketing

- |              |   |
|--------------|---|
| PR           | <ul style="list-style-type: none"><li>• Inclusion within 777 Marathon PR outreach, logo and mention</li><li>• Online, Radio, TV, eDM, Social Media and Print national reach</li></ul> |
| eDMs         | <ul style="list-style-type: none"><li>• Logo recognition within 777 Marathon eDM's x4</li></ul>   |
| Social Media | <ul style="list-style-type: none"><li>• 777 Marathon tagged social media posts x 12</li><li>• Co Branded Social Media Advertising - state runner recruitment campaign</li></ul>       |
| Website      | <ul style="list-style-type: none"><li>• Logo, link and tag line included 777 Marathon Website</li><li>• Logo, link and tag line included Bravehearts Website</li></ul>                |
| Podcast      | <ul style="list-style-type: none"><li>• 30" Ad top/middle/tail within 777 Marathon Podcast (commercial provided by you)</li></ul>   |

## Event

- |                  |   |
|------------------|---|
| Event Activation | <ul style="list-style-type: none"><li>• Opportunity to activate within a generous event space: Perth, Adelaide, Melbourne, Hobart, Sydney, Canberra (excluding Gold Coast Marathon)</li><li>• Timing clock brand recognition/logo</li></ul>   |
| Merchandise      | Your brand included on <ul style="list-style-type: none"><li>• National Runners Singlets</li><li>• Runner and Staff Jumpers</li><li>• Race bibs - National and state bibs, every state and distance</li><li>• Post event completion certificates</li><li>• Finisher medals 'presented by brand within design'</li></ul> |
| Entries          | <ul style="list-style-type: none"><li>• Opportunity to enter a team in each state x 20 entries (ex Gold Coast)</li></ul>  |

## Benefits

- |                  |  |
|------------------|--|
| Legends Dinner   | <ul style="list-style-type: none"><li>• 4 tickets to event closing 'Legends Dinner' (6th of July Gold Coast) with opportunity to speak and distribute National Runner awards</li><li>• Legends Dinner signage - Pull up banner or media wall provided by you</li></ul> |
| Bravehearts Ball | <ul style="list-style-type: none"><li>• 4 x tickets to Bravehearts Annual Ball 31st May 2025, Brisbane. Valued at \$1,120</li></ul>  |
| Video            | <ul style="list-style-type: none"><li>• Celebration piece to camera from Bravehearts CEO, Alison Geale</li></ul>   |



# Travel Sponsor **\$15,000+GST**

## Signage

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- Start and Finish Arch logo placement (excluding Gold Coast)
- Scrim event banner inclusion
- Event Vehicles - co branded magnetic event signage on x3 cars

## Media & Marketing

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|--------------|--|
| eDMs         | <ul style="list-style-type: none"><li>• Logo recognition within 777 Marathon eDM's x3</li></ul>  |
| Social Media | <ul style="list-style-type: none"><li>• 777 Marathon tagged social media posts x8</li><li>• Reel Interview of 777 National Team Traveling x1 tailored to your organisation</li></ul> |
| Website      | <ul style="list-style-type: none"><li>• Logo, link and tag line included 777 Marathon site</li><li>• Logo, link and tag line included Bravehearts site</li></ul>                     |
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## Event

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- |                  |   |
|------------------|---|
| Event Activation | <ul style="list-style-type: none"><li>• Opportunity to activate within a generous event space: Perth, Adelaide, Melbourne, Hobart, Sydney, Canberra (excluding Gold Coast Marathon)</li></ul> |
|------------------|---|
- 

- |             |  |
|-------------|--|
| Merchandise | <p>Your logo included on</p> <ul style="list-style-type: none"><li>• National Runners Singlets</li><li>• Runner and Staff Jumpers</li><li>• Post Event Completion Certificates</li></ul> |
|-------------|--|
- 

- |         |   |
|---------|---|
| Entries | <ul style="list-style-type: none"><li>• Opportunity to enter a team in each state x10 entries (ex Gold Coast)</li></ul> |
|---------|---|
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## Benefits

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- |                  |   |
|------------------|---|
| Legends Dinner   | <ul style="list-style-type: none"><li>• 4 x tickets to event closing 'Legends Dinner' (6th July Gold Coast)</li><li>• Legends event signage. Pull up banner or media wall (provided by you)</li></ul> |
| Bravehearts Ball | <ul style="list-style-type: none"><li>• 4 x tickets to The Bravehearts Annual Ball 31st May 2025, Brisbane. Valued at \$1,120</li></ul>   |
| Video            | <ul style="list-style-type: none"><li>• Celebration piece to camera from Bravehearts CEO, Alison Geale</li></ul>  |

## Signage

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- Start/Finish Arch Signage logo placement (ex Gold Coast)

## Media & Marketing

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- eDMs
- Logo recognition within 777 Marathon eDM's x3

- Social Media
- 777 Marathon tagged social media posts x5

- Website
- Logo, link and tag line included 777 Marathon Website
  - Logo, link and tag line included Bravehearts Website

## Event

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- Merchandise
- Your brand included on
- Logo on Finisher Medals
  - Post Event Completion Certificates

- Entries
- Opportunity to enter a team in each state x10 entries (ex Gold Coast)

- Event Activation
- Opportunity to activate within a generous event space allocated in your state

## Benefits

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- Legends Dinner
- 2 tickets to event closing 'Legends Dinner' 6th July Gold Coast

- Bravehearts Ball
- 2 x tickets to Bravehearts Annual Ball 31st May 2025, Brisbane. Valued at \$560

- Video
- Celebration piece to camera from Bravehearts CEO, Alison Geale for your use



## Signage

- Event Running Signage - Photo Op/Finisher & Motivational

## Media & Marketing

- eDMs
  - Logo recognition within 777 Marathon eDM's x3
- Social Media
  - 777 Marathon tagged social media posts x3
- Website
  - Logo, link and tag line included 777 Marathon Website
  - Logo, link and tag line included Bravehearts Website

## Event

- Entries
  - Opportunity to enter a team in your state x10

## Benefits

- Legends Diner
  - 2 tickets to event closing 'Legends Dinner' (6th July Gold Coast)
- Video
  - Celebration piece to camera from Bravehearts CEO, Alison Geale for your use



## Media & Marketing

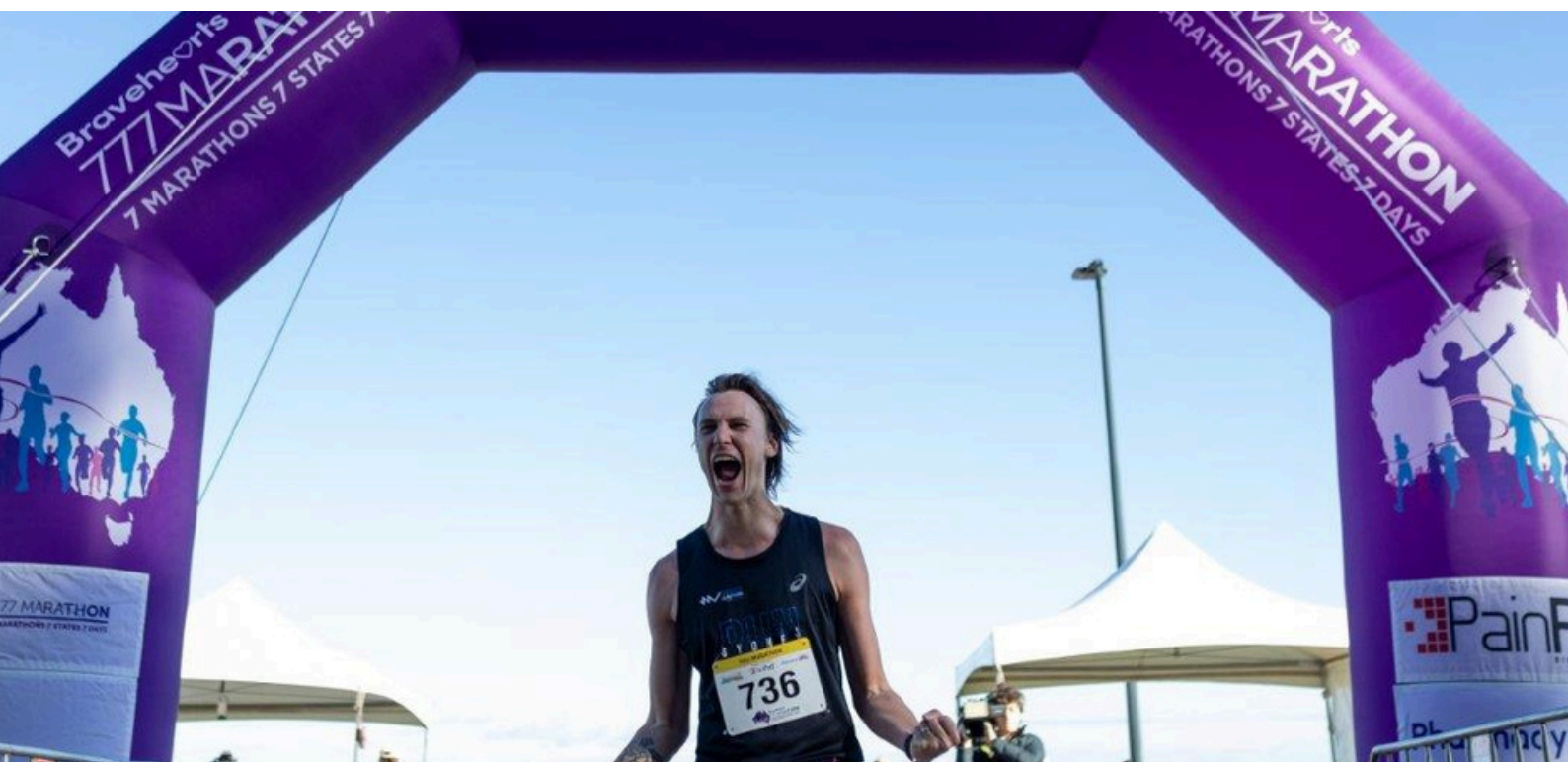
- |              |  |
|--------------|--|
| eDMs         | <ul style="list-style-type: none"><li>• Logo recognition within 777 Marathon eDM's x3</li></ul>  |
| Social Media | <ul style="list-style-type: none"><li>• 777 Marathon tagged social media posts x3</li></ul>  |
| Website      | <ul style="list-style-type: none"><li>• Logo, link and tag line included 777 Marathon site</li><li>• Logo, link and tag line included Bravehearts site</li></ul> |

## Event

- |             |  |
|-------------|--|
| Entries     | <ul style="list-style-type: none"><li>• Opportunity to enter a team in each state x 10 entries (ex Gold Coast)</li></ul> |
| Merchandise | <ul style="list-style-type: none"><li>• Your logo within every race bib</li></ul>  |

## Benefits

- |                |   |
|----------------|---|
| Legends Dinner | <ul style="list-style-type: none"><li>• 2 tickets to event closing 'Legends Dinner' 6th July Gold Coast</li></ul> |
| Video          | <ul style="list-style-type: none"><li>• Celebration piece to camera from Bravehearts CEO, Alison Geale</li></ul>  |



# Runners Testimonials

## Why we run Bravehearts 777 Marathon

"Running for Bravehearts has given me strength to make a change for Australia's children. Running the 7 marathons back in 2019 changed my life and made me discover my reason for being."

Jess Peil



"Bravehearts 777 Marathon combines my passion for running marathons and the opportunity to be a voice for children. I believe that we have the ability to join together and make a difference."

Melissa Searle



"I'm about to embark on my eighth year running Bravehearts 777 Marathon... I want to help provide a world where all kids can enjoy life and grow up in a safe environment."

Chris Glacken



# PR Campaign Delivery 2025

Driving positive impacts across digital, TV, radio, social media and print news, anchored on legendary efforts

## Running for cause close to his heart

Evangelina Polymeneas

There is a reason Chris 'Glacks' Glacken has run 3000km in the past 10 years, raising more than a \$100,000 for child abuse charity Bravehearts.

It's a traumatic memory that he's been victim onto for most of his life.

"I was a victim of an attempted abduction," he told The Sunday Mail ahead of his final marathon - number 330.

In the mid-'70s, the then 15-year-old was in the city, when a stranger attempted to lure him away with ice cream.

"The only way I escaped from that was by running," he said. "What would've happened if I hadn't broken away and just ran?"

"He had me by the arm and people around were thinking I was just being an annoying kid but... I remember breaking free."

"I just kept running, didn't turn around until I got to the train station."

Mr Glacken's final marathon will be the Bravehearts 777 Marathon. He'll run seven consecutive marathons across seven states over seven days, running about 42.2km a day and 297km in total, but he said he usually runs extra to make it to 300km.

He's done it for ten years and every year since his grandchildren, Blake, 8 and Oliver, 7, were born, he thinks of them.

"I never said anything to anyone ever (about the attempted abduction)," Mr Glacken said.

"You don't know how much abuse is out there because a lot of people don't talk about it, so education in schools is giving the kids a voice to speak up."

"These things aren't right and they're not normal."

With approximately one in four Australian children experiencing child sexual abuse, Bravehearts' educational initiatives such as Ditto's Keep Safe Adventure Show are vital. There was a three per cent rise in sexual assault cases recorded in 2022 and a 59 per cent of victims were reported to be under the age of 18.

The Bravehearts 777 Marathon begins on July 1 and ends on July 7.



Bravehearts 777 Marathon runner, Chris Glacken, 63. Picture: Kelly Burns



Clive Thomas proudly displays the Bravehearts sticker on his car in the lead up to his first 'Braveheart 777 Marathon'. Picture: Ellie Chamberlain

## Clive's challenge

By ELIE CHAMBERLAIN

Clive Thomas was a 19-year-old when he was sexually abused by a South West Rocks laborer who should have been one of Clive's teachers.

He also was the dad of Clive's son.

After a life-long battle, Clive said his family about the abuse when he was 23 and at 29 years committed suicide.

Motivated to protect other children and their families from the devastating impacts of child sexual abuse, Mr Thomas set his just in the man is not only to raise money for victims, but to raise the awareness that child sexual abuse is more common than people think it is.

"Sexual abuse happens to everyone. It happens to them. They've got to live."

Bravehearts CEO Alison Goode says Australia has the collective responsibility of protecting the most vulnerable members of our community - our children.

"The latest data would show that 28.5 per cent of Australians endured sexual abuse as children, one in three girls and one in five boys," Ms Goode said.

"These alarming statistics expose the consequences of our societal inaction."

Mr Thomas signed up for the challenge in July 2023, \$12,500 before he runs the final seven-kilometre run last Sunday, July 7 on the Gold Coast.

Keeping fit for the past 15 months as a team member for the local men's soccer team, Mr Thomas has also been a regular runner to the Saturday evening Park Run at South West Rocks.

His involvement in the community has also helped to share his story and speak the recommendation around child sexual abuse.

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



A marathon with a difference hit Launceston on Thursday, as Bravehearts' annual 777 event celebrated its 10th year.

With 27 athletes running seven marathons in seven cities across seven-consecutive days, the fourth leg of the event raising awareness for child sexual abuse was in Launceston.

"Each of these people have been fundraising tirelessly for Bravehearts and then running, Launie is one of the most challenging runs in the morning," chief executive Alison Geale said.

New South Wales runner first in her group of 27, she will be back and then for the remainder of the event.



Branka Indic with Anjelika Sariman-Henderson and Cooper Pentzke-McLeod, both aged 4. Picture: Steve Pohlar

## Busy start for fundraiser

Children at Busy Bees Early Learning Mitchellton, on Branka's tour, were excited to cheer on childcare educator Branka Indic as she prepared for the mammoth Bravehearts 777 Marathon.

Ms Indic will join a host of runners as they tackle seven marathons, across seven Australian states, in seven days to help safeguard children from child sexual abuse.

Working in childcare, Ms Indic said when she first-hand the importance of protecting little ones.

Children at the centre hit the pavement in a new milestone to support Ms Indic as she geared up for Australia's largest run for children.

Ms Indic, running for the third consecutive year, aims to raise \$25,000, with Busy Bees pledging to match this amount.

The Bravehearts 777 Marathon is one of the organisation's major annual fundraising and awareness-building events, having raised more than \$3m over the past 10 years to fund

crucial counselling and support services for survivors, and personal safety education programs for young Australians.

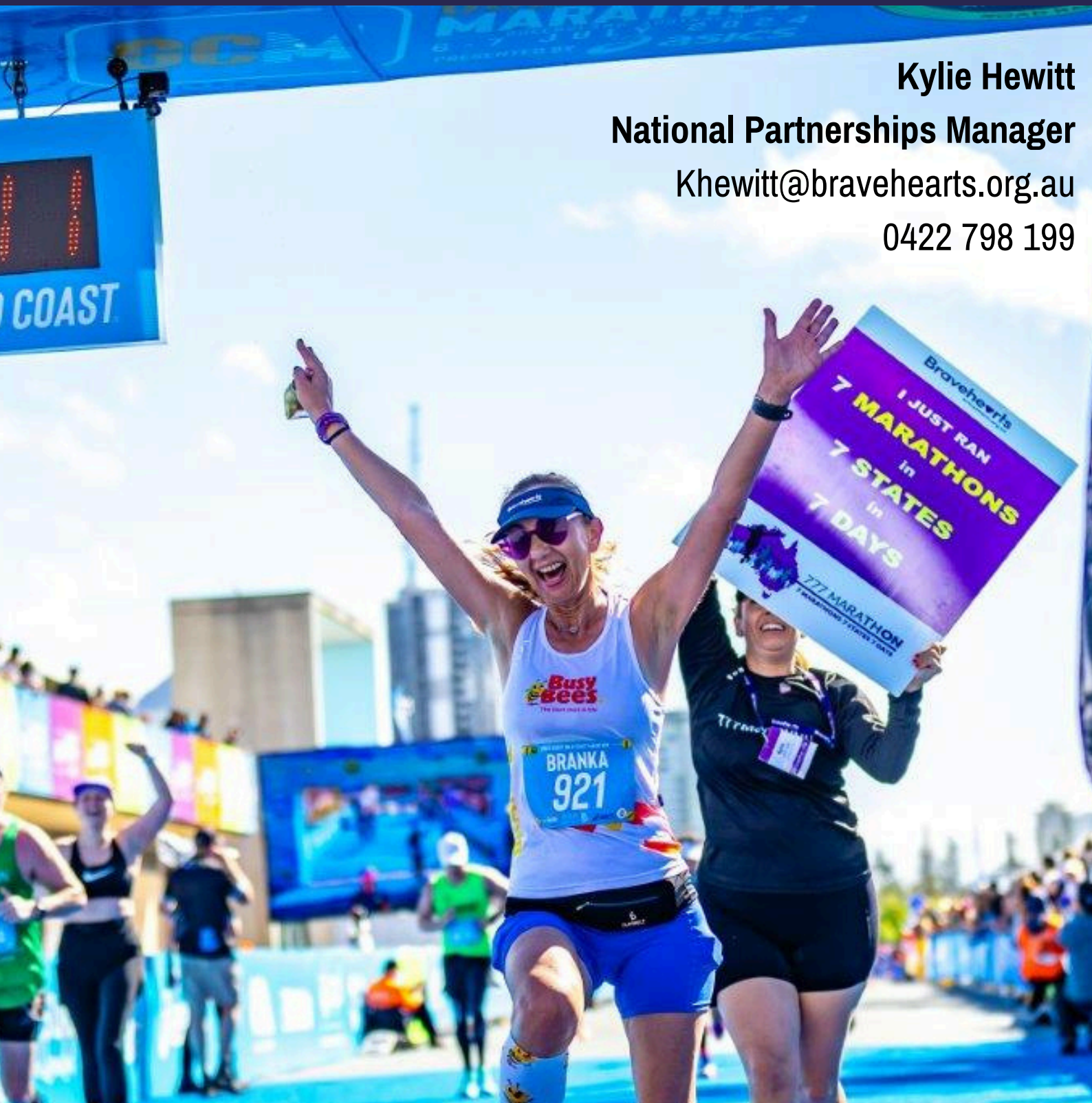
"It is heart warming to see the support and love provided by the children and team here at Mitchellton today for our 10th 777 Marathon, and serves as a genuine reminder as to why I am running and the important work that Busy Bees and Bravehearts do to ensure that children are protected and safe," Ms Indic said.

# National TV Media Coverage in 2024

A driving force for child protection - media love to promote the Bravehearts 777 Marathon!



Let's partner up!



**Kylie Hewitt**  
**National Partnerships Manager**  
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**Build positive brand association with leaders in child protection**



**Bravehearts**  
bravehearts.org.au



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