



HeartKids

TWO FEET & A HEARTBEAT

Charity Walk

Sponsorship Guide



Sunday
17 October

Locations across
Australia

Supporting heart kids through life
heartkids.org.au



HeartKids is committed to providing support throughout the whole life journey of the 65,000 Australians living with congenital heart disease.

WHO WE ARE

HeartKids is the only national charity leading the fight to conquer congenital heart disease by supporting affected children, teens, adults and their families across Australia.

We also fund life-saving research, provide information and advocate for these families' needs.

Our support is a commitment for life, because there is no known cure. People with congenital heart disease face unique challenges for their entire lives.

Did you know?

Congenital heart disease is a leading cause of death and hospitalisation of Australian babies.

TWO FEET & A HEARTBEAT Charity Walk

HeartKids Two Feet & A Heartbeat is a 4km walk, in honour of the four lives lost to congenital heart disease every week in Australia. Those keen to take on a greater challenge can choose to do the course twice, and tackle 8km in recognition of the eight babies born with congenital heart disease every day.

Participants walk side by side with HeartKids families and every walker carries a coloured flag. Blue is carried by those living with congenital heart disease, red by those walking in support and white by those walking in memory of a Heart Angel (deceased loved one).

The walk commences with a period of silence in memory of our Heart Angels. A true sense of community surrounds the day as families enjoy picnics, face painting, jumping castles and other fun, family friendly food and entertainment following the walk*.

With over 30 physical event locations, walks take place in major capital cities and local communities across the country. The community can also participate virtually, taking part in their local area with friends and family. In 2021 we aim to have 4,500 participants raising \$300,000 across all events, allowing your investment to be leveraged and enhanced by the community.

Each walk has an assigned ambassador - usually a local celebrity or an inspirational individual impacted by congenital heart disease - who is available to support with media opportunities.

* Specific details of memorial ceremonies, activities and entertainment may differ across locations and may be dependent on COVID-19 restrictions. Check with your local event.

HeartKids Two Feet & A Heartbeat sponsors have priority access to HeartKids' suite of volunteering and employee engagement initiatives.

SPONSORSHIP OPPORTUNITIES

Sponsoring HeartKids Two Feet & A Heartbeat provides a cost-effective opportunity to meet your social, marketing and employee engagement objectives.



28% of Australians have actively switched brands in the past year because of its support of a cause they care about¹

NATIONAL PRESENTING RIGHTS SPONSORSHIP \$20,000 +GST

- Presented by rights – Two Feet & a HeartBeat presented by XXXX
- Your brand on all event related marketing materials
- Verbal recognition at events and opportunity to present to participants (nationally)
- Opportunity to distribute prizes, merchandise or advertising to participants (nationally)
- Visibility at event locations – for example merchandise booth and banners (nationally)
- Promotion to HeartKids' highly engaged community on Facebook (over 48,000 likes) Instagram (over 12K followers) and active database of supporters (10 posts)
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies as part of our campaign marketing
- Tailored PR support and recognition in advertising
- Inclusion in all HeartKids press releases
- Your logo on the Two Feet & A Heartbeat event page
- Volunteering opportunities for your staff at the event

NATIONAL SPONSORSHIP \$10,000 +GST

- Your brand on all event related marketing materials
- Visibility at event locations – for example merchandise booth and banners (nationally)
- Promotion to HeartKids' highly engaged community on Facebook (over 48,000 likes) Instagram (over 12K followers) and active database of supporters (5 posts)
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies as part of our campaign marketing
- Your logo on the Two Feet & A Heartbeat event page
- Volunteering opportunities for your staff at the event

STATE SPONSORSHIP \$5,000 +GST

- Verbal recognition at state events
- Opportunity to distribute prizes, merchandise or advertising to participants (State only)
- State specific promotion to HeartKids' highly engaged community on Facebook (2 posts)
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies as part of our campaign marketing
- Recognition in state level event communications
- Your logo on the Two Feet & A Heartbeat event page
- Volunteering opportunities for your staff at the event

COMMUNITY EVENT SPONSORSHIP \$1,000 +GST

- Verbal recognition at local event
- Opportunity to distribute prizes, merchandise or advertising to participants (local event only)
- Event specific promotion to HeartKids' highly engaged community on Facebook
- Your logo on the Two Feet & A Heartbeat event page
- Volunteering opportunities for your staff at the event



71% of Australians believe corporates should partner with charities to help solve social issues¹

¹ The C-Words Report, Cavill Co/Di Marzio Research, Sept 2020

The impact

HeartKids Two Feet & A Heartbeat offers a highly visible, engaging and fun way for the community to demonstrate their support for local families living with congenital heart disease. Importantly, it serves as a tribute and celebration of lives lost.

Majority of HeartKids funding comes from the public and corporate community. HeartKids Two Feet & A Heartbeat raises vital funds to enable HeartKids to continue and expand our much-needed support services for families living with the daily challenges of congenital heart disease, as well as those in need of bereavement support. We rely on the generosity of donors and partners to reach more families across Australia with vital services such as our HeartKids Families Program.

HeartKids Two Feet & A Heartbeat

provides fun health-based opportunities to engage employees and customers whilst raising funds and awareness.



HeartKids

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All donations over \$2 are tax deductible