

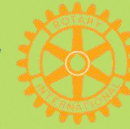
Let's
LIFT
THE
LID on
MENTAL
ILLNESS

MACARTHUR 23rd March 2025

www.liftthelidwalk.com.au/macarthur

PARTNERSHIP
OPPORTUNITIES

Rotary
Districts of Australia



LIFT THE LID WALK

PHYSICAL HEALTH FOR MENTAL HEALTH



HOW WE CAME TO BE... DEDICATED LOCALS

Back in 2016 the original “WALK FOR MENTAL HEALTH” was the brainchild of passionate mental health advocate Vicki Stewart, Past President and long-time member of the Rotary Club of Mooloolaba. After three successful years holding the event and raising significant funds for Australian Rotary Health, a dedicated team was formed with the vision of hosting a walk and talk in local communities all around Australia and the new look brand “LIFT THE LID WALK for Mental Health was created. In 2024/25 we are thrilled to share that Rotary clubs around the country are coming together with local business and the community in almost 30 locations to host a walk event.

The walk and talk format is deliberately not a race, but an opportunity to get people together and raise awareness of the serious mental health issues we face in all areas of our communities, schools, homes and workplaces.

Now more than ever, we all need to break down the stigma that continues to plague our society so that people are more comfortable to discuss and seek help for their mental health issues. As the sole beneficiary of the walk series, 100% of funds raised from the LIFT THE LID WALKS go directly to funding vital Australian Rotary Health research.



THE HEART OF THE COMMUNITY!

We are part of a volunteer army of 30,000 dedicated Rotarians in Australia. The community we live in is at the heart of what we do and why we do it. It's never been more important for us to play a role in supporting mental health in our local communities than it is now.

Our walks are deliberately designed to focus on the difference we can make at a local level. Starting a conversation, bringing together adults, children, services, business and media to make a genuine connection, where we live.
We all know someone who is suffering!



AUSTRALIAN ROTARY HEALTH

HOW YOU HELP US, MAKE A DIFFERENCE

In 1981, Ian Scott, a member of the Rotary Club of Mornington, Victoria, envisaged raising funds through Australian Rotarians to provide support for research—initially into Cot Death. This became Australian Rotary Health (ARH), a national community service program. Now more than 42 years on, ARH has allocated more than \$54 million to research, awareness and education, making it one of the largest independent funders in Australia.

We now know just how important the early years are in mental health, so in 2023 we shifted the focus of our research grants to 0-12 year old's.

Over the years fundraising has been almost exclusively contributed by Rotary Clubs and Rotarians around Australia. The LIFT THE LID WALKS are delivering a whole new level of local community involvement and impact and every single person who walks makes a contribution to helping fund research.

Tragically, we are still seeing eight people take their own lives every day in Australia. What is even more disturbing is that there is an attempted suicide every 8 minutes! Suicide is the leading cause of death for Australians between the ages of 15 and 44 (AIHW 2022.) and it is estimated the impact of suicide deaths are felt by up to 135 people, including family members, work colleagues, friends, first responders at the time of death ([Cerel et al, 2019](#)).

In addition to these alarming statistics, there are countless thousands of people of all ages who suffer from a wide range of mental health illnesses. This is why mental health research is so important.



WE ALL KNOW SOMEONE AFFECTED – IT'S ON ALL OF US TO HELP MAKE A CHANGE!



OUR INAUGURAL EVENT IN MACARTHUR

We are thrilled to join with the clubs around Australia already hosting these amazing events and hold our inaugural LTLW in Macarthur this March.

EVENT DETAILS:



Sunday
23rd March, 2025



From 10am



Camden
TOWN FARM



\$30 early-bird
tickets - on
sale now

WALK FOR MENTAL HEALTH RESEARCH

The Rotary Clubs of Macarthur will host their inaugural LIFT THE LID WALK in 2025!

These walks are a great way to spread awareness of the 1 in 5 Australians who are suffering from a mental illness.

Help us Lift the Lid on Mental Illness this summer by walking with us!

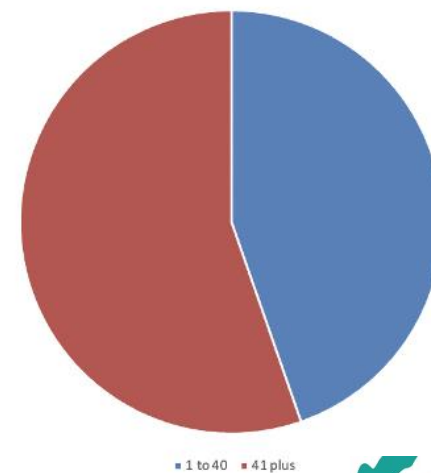
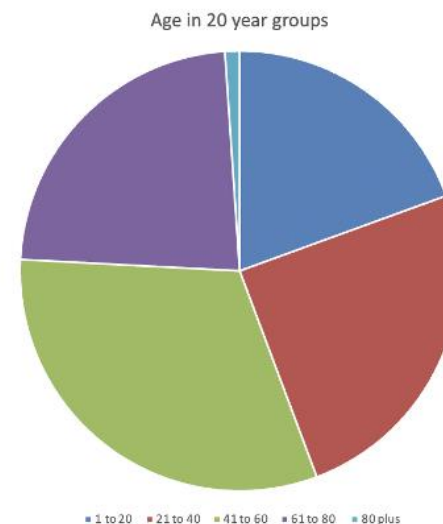
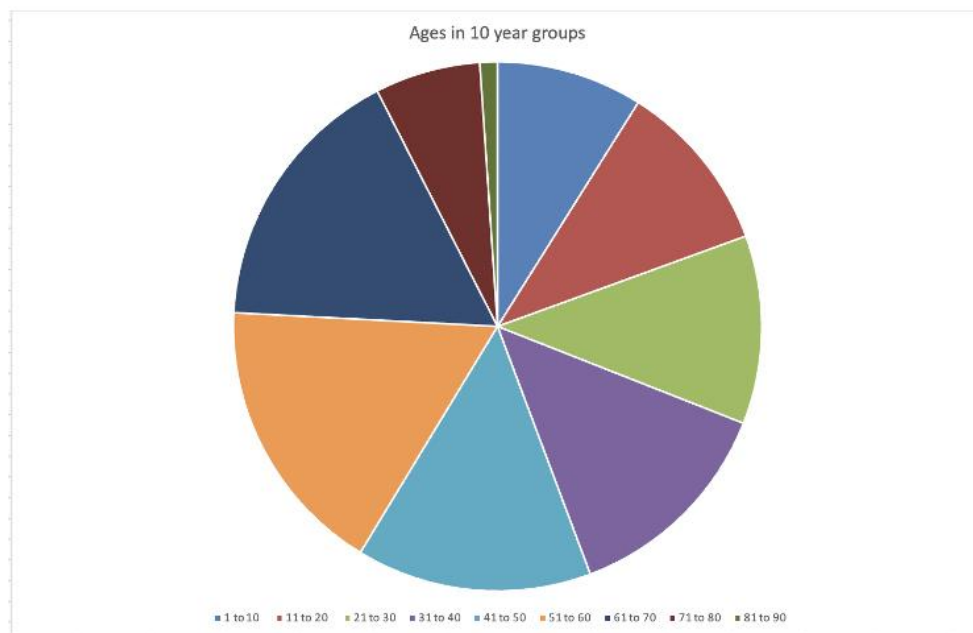
All proceeds go into mental health research through Australian Rotary Health.



OUR NATIONAL WALKER PROFILE

2023

Walk participants by age



BECOMING A PARTNER... HOW YOU CAN GET INVOLVED

The Lift the Lid Walk offers a significant opportunity to put your message front and centre to the community and showcase the values of your brand or business by becoming aligned with a major Rotary community fundraising initiative.

From the start we've said "we're not in this for the short term" and we don't want our partners to be either. When you join us, we will work together to ensure everyone's desired objectives are met and the best day had by all.

We have built packages that enable local business or corporations to subsidise and support staff getting involved as a dedicated HR initiative, or a pure sponsorship exercise with activation and sampling available at both local or national levels.

We are encouraging clubs to host local mental health service providers on the day and offer participants who might need more access to information resources for themselves or a loved one a place to start the conversation.



**YOUR COMMUNITY WILL
NOTICE YOU AND HOW MUCH
YOU CARE**



EVENT ASSETS AND PARTNER PROMOTIONS

We've compiled a suite of sponsorship assets to feature your brands valuable support of this event.

Including:

- T-shirts
- Social Media
- Event Posters
- TVC
- Signage
- Advertising
- Website
- Hats
- Marquees
- Start/Finish Archways
- Teardrop banners
- Digital Media
- Editorial
- Interviews
- Videos
- Newsletters



In the spirit of true partnership, we're also very interested in what you'd like to see and working with you to develop unique and impactful opportunities.

WE'RE OPEN TO ALL IDEAS!!



CORPORATE TEAM EVENT OPPORTUNITIES



CORPORATE PARTNER GOLD

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- SPONSORS BANNERS AT START/FINISH AND HALF-WAY
- PRINTING OF YOUR LOGO ON EVENT T-SHIRT
- OPPORTUNITY TO ADDRESS PARTICIPANTS BEFORE THE START.
- LOGO ACKNOWLEDGEMENT OF YOUR SPONSORSHIP ON EVENT POSTERS AND SIGNS
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- SHOUT OUT AS A SPONSOR VIA LIFT THE LID WALK FOR MENTAL HEALTH FACEBOOK PAGE
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION
- ACKNOWLEDGEMENT OF YOUR SPONSORSHIP VIA AUSTRALIAN ROTARY HEALTH FORTNIGHTLY NEWSLETTER

PLUS - TAILORED ASSETS TO YOUR TEAM INCLUDING:

- ONE CO-BRANDED COMPANY MARQUEE 3 X 6M
- 50 X ENTRIES FOR WALKERS TO PARTICIPATE IN YOUR TEAM (ADDITIONAL ENTRIES CAN BE PURCHASED VIA NORMAL CHANNELS)
- 50 TEAM T-SHIRTS CO-BRANDED

GOLD Package Investment \$5,000



CORPORATE PARTNER SILVER

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- A SPONSOR'S BANNER AT START/FINISH
- LOGO ACKNOWLEDGEMENT OF YOUR SPONSORSHIP ON EVENT POSTERS AND SIGNS
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- SHOUT OUT AS A SPONSOR VIA LIFT THE LID WALK FOR MENTAL HEALTH FACEBOOK PAGE
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION


PLUS - TAILORED ASSETS TO YOUR TEAM INCLUDING:

- 25 X ENTRIES FOR WALKERS TO PARTICIPATE IN YOUR TEAM (ADDITIONAL ENTRIES CAN BE PURCHASED VIA NORMAL CHANNELS)
- 25 TEAM T-SHIRTS CO-BRANDED

SILVER Package Investment \$3,000



**WE WALKED TO LIFT THE LID
ON MENTAL ILLNESS!**





**PHYSICAL HEALTH
FOR MENTAL HEALTH**

LIFT THE LID WALK

Rotary
Districts of Australia

PROUDLY PRESENTED BY



WWW.LIFTTHELIDWALK.COM.AU

CORPORATE PARTNER BRONZE

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- LOGO ACKNOWLEDGEMENT OF YOUR SPONSORSHIP ON EVENT POSTERS AND SIGNS
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION

PLUS - TAILORED ASSETS TO YOUR TEAM INCLUDING:

- 10 X ENTRIES FOR WALKERS TO PARTICIPATE IN YOUR TEAM (ADDITIONAL ENTRIES CAN BE PURCHASED VIA NORMAL CHANNELS)
- 10 TEAM T-SHIRTS CO-BRANDED

BRONZE Package Investment \$2,000





LOCAL BUSINESS EVENT OPPORTUNITIES

GOLD EVENT SPONSOR

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- SPONSORS BANNERS AT START/FINISH AND HALF-WAY
 - PRINTING OF YOUR LOGO ON EVENT T-SHIRT
- LOGO ACKNOWLEDGEMENT OF YOUR SPONSORSHIP ON EVENT POSTERS AND SIGNS
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- SHOUT OUT AS A SPONSOR VIA LIFT THE LID WALK FOR MENTAL HEALTH FACEBOOK PAGE
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION
 - ACKNOWLEDGEMENT OF YOUR SPONSORSHIP VIA AUSTRALIAN ROTARY HEALTH FORTNIGHTLY NEWSLETTER

Gold Package Investment \$1,500



SILVER EVENT SPONSOR

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- A SPONSOR'S BANNER AT START/FINISH
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- SHOUT OUT AS A SPONSOR VIA LIFT THE LID WALK FOR MENTAL HEALTH FACEBOOK PAGE
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION

SILVER Package Investment \$750

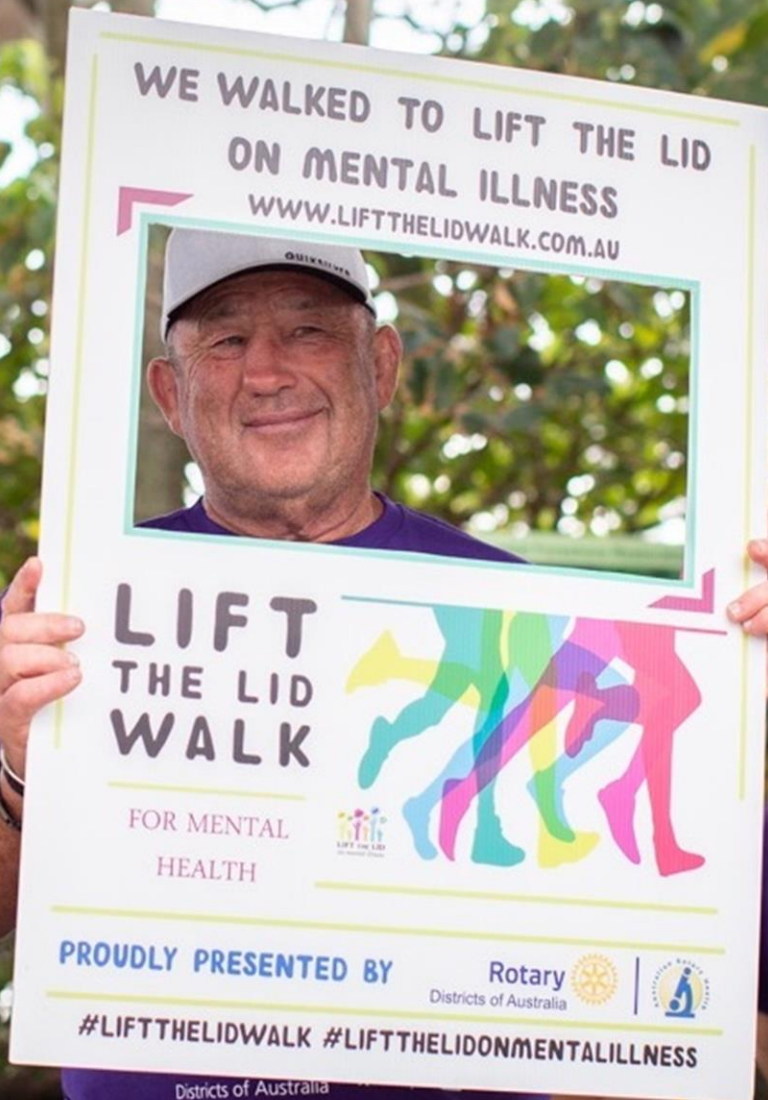


BRONZE EVENT SPONSOR

PACKAGE INCLUSIONS:

- A 3M X 3M ON-SITE ACTIVATION SPACE FOR YOUR BUSINESS TO COME ALIVE ON THE DAY OF THE WALK
- FEATURE OF YOUR LOGO AND LINKS TO YOUR WEBSITE FROM THE EVENT PAGE LOCATED ON WWW.LIFTTHELIDWALK.COM.AU
- ACCESS TO USE EVENT LOGO FOR YOUR OWN SOCIAL MEDIA PROMOTION

BRONZE Package Investment \$250



YOUR SUPPORT IS VITAL TO OUR SUCCESS and FOR THAT WE SAY A BIG THANK YOU!

To know more about the wonderful work being done by Australian Rotary Health's Mental Health Research, please visit the website www.australianrotaryhealth.org.au

If you would like to be part of this incredible community event:

Please get in touch with:
Stephen Humphreys
Via email:
sjhumphreys14@bigpond.com

Thank you so much for your support. You are helping us make a real difference.



For more information on other opportunities to get involved such as **national partnerships**, media or product supply across several events please contact:

Kara Geyer
m: 0411 299 380
e: kara@themediahut.com.au
www.themediahut.com.au

BE KIND
TO
YOUR MIND



Together we can...
Lift the lid
on mental illness!

