

Griffith
SPORT

Logan FUN RUN

Griffith SPORT Logan
FUN RUN 2019

Logan
FUN RUN 10km
1090

2021
SPONSORSHIP PROPOSAL

Sunday 30 May 2021
Griffith University Logan campus

Proudly brought to you by

Official Charity Partner





About us

Griffith University is one of Australia's leading sports universities. With a focus on health, wellbeing and athletic excellence, we offer a range of sporting opportunities for all. From playing sport, studying sport or keeping fit, our teams, programs, facilities and findings can help you achieve your goals.

Griffith Sport, a section of Campus Life, provides a range of sport and recreation activities,

services and facilities for students, staff and the external community on each of the Brisbane and Logan campuses. Promoting active and healthy communities and creating opportunities for social interaction are key objectives.

The establishment of major sporting events has been identified as a key part of the Griffith Sport strategy, helping to deliver our promise of promoting healthy activities and communities.



Griffith Sport Logan Fun Run

The primary purpose of the Griffith Sport Logan Fun Run is to promote healthy and active communities by offering an event that encourages and celebrates fitness and family togetherness for adults and children. The Griffith Sport Logan Fun Run is a community sporting event to suit everyone from families to fitness fanatics. When planning the courses and categories, we paid particular attention to the local demographic of the Logan area.

Offering something for everyone the glorious 5km & 10km cross country courses traverse the most scenic areas of the Griffith University Logan Campus Lake Ellerslie and Riverdale Park and is perfect for runners and walkers alike. There is even an on road 1km Junior Dash for the kids. The Event Zone offers family-friendly activities with giant games, live entertainment, music and a place to grab a coffee and chat with like minded members of the community.



The 2020 Event

Our 2020 Logan Fun Run was transformed into a virtual event to meet Covid-19 restrictions. We quickly adapted to offer our participants an alternative experience with the same great feel to it they would expect from the Griffith Sport team. We had a great response to the virtual event, with a lot a great support from the local community. We were able to capitalise on our excellent working relationship with several local parkrun groups, with many of their members continuing to enter the event. The virtual event also gave us an opportunity to tap into the market of virtual running events, introducing the Logan Fun Run to participants as far West as Perth and South as Hobart. The post event feedback was overwhelmingly positive, with some great constructive feedback for revisions moving forward into 2021.

Event Feedback	Marketing & Promotion
On average 95% of participants rated the event as Good or Excellent	Great foundation of participants, with positive feedback to build upon.
Consumer Location	Social Media
31% Brisbane 28% Logan	We received glowing feedback across social media platforms





Confirmed Event Date:
**Sunday 30 May
2021**

2021 – where next?

After reviewing our feedback from 2020, we propose the following changes for 2021:

- Continued growth of the event within the Logan and wider community
- Engagement within the local community including schools, and local businesses
- Increase the community involvement
- Increase sponsor involvement

For this year, we are aiming to attract over up to 500 people to attend the event. In setting this goal, we will ensure to be moving forward under appropriate COVID Safe government plans assuring participants the Logan Fun Run will be a fun and safe event. To achieve this goal, we seek support from organisations in a variety of ways:

- We are offering a range of Sponsorship Package options
- We welcome donations of goods and services as in-kind sponsorship
- We welcome items to be included into entrant Race Packs
- We encourage local organisations to enter teams into the event
- We encourage local community groups and schools to promote the event



We Need Your Support

Sponsorship of the Griffith Sport Logan Fun Run will help you maintain your organisation's brand and positioning within the local community, and align yourself with a reputable event that helps to build healthy communities. You will be assisting to raise awareness of your organisation, engage your employees in beneficial activities in the community while helping to raise funds for the Official Charity Partner.

Partnering with Griffith Sport offers a low-cost yet effective way for you to promote your organisation. With a wide range of promotional opportunities, each of our Sponsorship packages provide a selection of pre, during and post-event opportunities:

- Association with a socially responsible and community focused event
- Be seen as a good corporate citizen within the community
- Receive positive exposure in the community and further afield
- Build team spirit among staff members by entering a team into the event
- Unique opportunity to align with leading tertiary institution.



12,312

Number of people communicated to via EDM



41.8%

Average EMAIL OPEN RATE

Average email open rate for an event is **20.41%**



TOTAL WEBSITE VISITORS

during two month campaign period
(19 March to 17 May 2020)



All users



New users

3,065

1,784

2020 MARKETING REACH

TOP 3 HOW DID YOU FIND OUT ABOUT US?

+

SOCIAL MEDIA

+

WOM

+

EMAIL



@griffithsport



FACEBOOK EVENT

16,696

ORGANICALLY REACHED ON SOCIAL MEDIA

168,765

POTENTIAL REACH FROM FEATURED POSTS ON
OTHER SOCIAL MEDIA CHANNELS



14,200

Reach



454

Responses

45,190

WEBSITE AND FACEBOOK
RETARGETING IMPRESSIONS
(Website visitors last 90 days)

34,272

SPONSORED SOCIAL
MEDIA POST IMPRESSIONS
(Facebook and Instagram)

287,928

IMPRESSION ON
RUNNINGCALANDER.COM.AU

\$1,485
WAS RAISED FOR THE
AEIOU Foundation

aeiou
FOUNDATION
for children with autism



1km
Junior dash
22

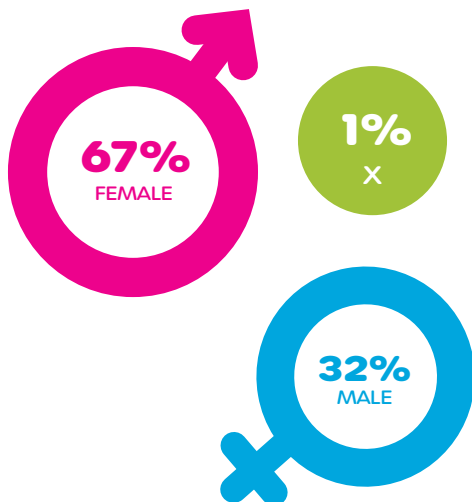
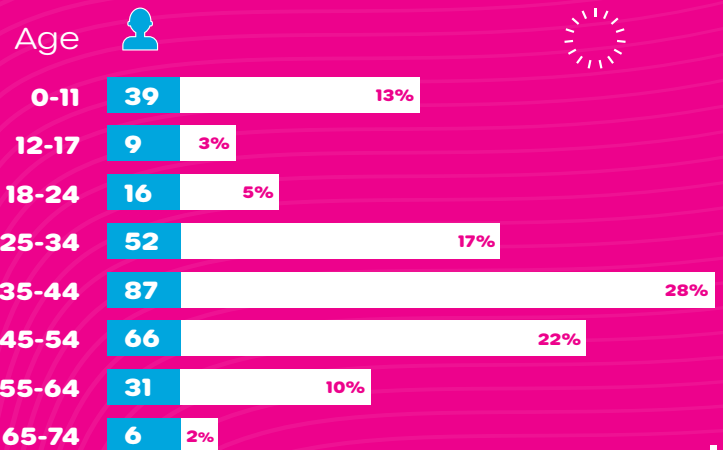
5km
119

10km
165



2020 SPONSOR SNAPSHOT

306 people took part in the
first virtual Griffith Sport Logan
Fun Run on Sunday, May 17 2020



Financial Sponsorship Opportunities

The following details outline the range of sponsorship opportunities that are available; we encourage you to consider how your organisation can benefit from becoming part of this exciting event. Our sponsor partners are very valuable to the event, and we will liaise closely with you to best maximise your investment no matter which level you choose.

Presenting Partner (\$5,000) – One Opportunity Only!

This is our premier partnership, which means your organisation's name will be prominent on all promotions for the event. It gives you the opportunity to be showcased in a number of promotional publications, and also entitles you to exclusive logo inclusion on items like the race bibs. You will be given prime space onsite to promote your business and good corporate citizenship. Additionally you will be given the unique opportunity to have a presence within the awards presentation ceremony, and a full profile on the event website, along with other benefits.

Medal Partner (\$3,000) – One Opportunity Only!

This partnership represents excellent value as your organisation will have the unique opportunity to be featured on each of the Finisher's Medals for the event, these will be given to every participant. In addition to this you will have access to the majority of promotional material including posters, flyers, press releases and logo inclusion on the event merchandise and start/finish inflatable arch, along with other benefits.

Supporting Partner (\$2,500)

This partnership represents excellent value as your organisation will have access to the majority of promotional material including posters, flyers, press releases and logo inclusion on the event merchandise and start/finish inflatable arch, along with other benefits.

Contributing Partner (\$1,000)

This partnership provides valuable inclusions such as your organisation logo on event merchandise and the start/finish inflatable arch along with logo inclusion on the event website and acknowledgements on social media, along with other benefits.

Community Partner (\$500)

This package has been designed for local or small organisations looking to get on-board with an entry-level sponsorship. For a relatively small investment your company name will be listed on the event website, and also acknowledged on social media. You will also receive a modest logo on the race merchandise, along with other benefits.

Note: *Please review the full listing on the Sponsor Partner Matrix before making your final decision.*



In-Kind Partnerships

If you are unable to make a monetary contribution to the event, a great opportunity to showcase your organisation is to become an in-kind partner. To qualify for sponsorship benefits, your in-kind contribution will need to meet the equivalent cash contribution of a particular level, however, we also have opportunities for an organisation looking to make a smaller contribution to the event.

We are looking for a variety of organisations that are interested in donating prizes for the participants in the event. These may be group or individual prizes, and may be used in competitive or novelty categories.

We also have an opportunity for organisations to provide promotional items (branded or unbranded) that can be included in the entrant race packs. Suggested items could include (but are not limited to) sunscreen, caps/hats/visors, towels, drink bottles and sports drinks.

Alternatively, our in-kind partners could assist us with goods and services required to facilitate the event – this may be drinks and snacks for the Water Stations, or discounts on hire equipment and staging.

Our in-kind partners providing below \$500 of goods or services will be listed on our website, be featured on our social media for their involvement, and receive verbal acknowledgement onsite at the event along with other benefits.

Note: *Please review the full listing on the Sponsor Partner Matrix before making your final decision.*



Promotional & School Partnerships

We are seeking local schools and community groups that would be interested to partner with us to promote the event. Organisations who choose this partnership would be asked to display posters, include the event in their newsletters (between now and the event date), distribute flyers, and include posts on their social media accounts.

In recognition of your promotional efforts, we will provide you with the following benefits:

- Written acknowledgement on the event website
- Opportunity to include print collateral or a branded gift in the race pack
- Opportunity to host a Refreshment/Water Station
- Acknowledgement by the MC at the event
- Free double pass to enter the event (Family Pass for Schools), which can be used at your discretion (maybe an online competition, or a reward for some hardworking individuals)
- Marquee site allocation (for an Info Stall or Team Retreat)
- Use of professional event images post-event to promote your involvement
- Certificate of Appreciation

Sponsorship Matrix

	Presenting Partner (\$5,000)	Medal Sponsor (3,000)	Supporting Partner (2,500)	Contributing Partner (\$1,000)	Community Partner (\$500)	In-Kind Partner (\$<500)	School Partner	Promotional Partner
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Logo recognition benefits								
Logo placement on selected print and digital collateral								
Acknowledgment on event website	Logo & Bio	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Log on Start/Finish inflatable arch								
Logo placement on race bib								
Logo placement on finisher's medal								
Logo on race singlet								
Logo presence at awards ceremony								

Marketing and Public Relations benefits								
Highlighted and featured in social media posts about the event								
Acknowledgement in selected media releases								
Sponsor spotlight in email marketing								
Opportunity to include print collateral or branded gift in the race pack								
Opportunity to host the Refreshment/Water Station								
Verbal recognition during the event	8	4	4	2	2	1	1	1

Activation & Event Day benefits								
Opportunity to display signage on event day	20	10	10	4	2			
Naming rights for an event-day award								
Free Race Entries	20	15	15	10	4	2	Family Pass	2
Company Official/Ambassador helps to start the event								
Opportunity to speak/present an award at the Awards Ceremony								
Marquee site allocation (for an Info Stall or Team Retreat)								

Post-Event benefits								
Professional event images								
Certificate of Appreciation								



Next Steps

Griffith Sport looks forward to creating a partnership that meets your marketing objectives, maximises your positioning and delivers on the long term outcomes of your organisation.

We are happy to work in partnership with you to develop a tailor-made package that best suits your specific business needs.

Thank you for considering this request for sponsorship. Please feel free to contact us with any questions or comments you may have. Your time and interest is greatly appreciated, and we look forward to working with you.

For more information please contact:

Holly Ruhle | Event Manager

Griffith Sport, Campus Life

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griffith.edu.au/sport-events



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