



GOOD HABITS CHALLENGE

GOLD COAST

SPONSORSHIP BOOKLET



Level 13, 50 Cavill Ave, Surfers Paradise



The Good Habits Challenge is a 6-month movement helping teens boost their mindset, health, & success — with fun, influencers, prizes, and community.

HOW IT WORKS

BIG 2-WEEK LAUNCH BLAST

- Major media (news, magazines, newspapers)
- Influencer event at top Gold Coast venue
- Magic shows and appearances at schools, clubs & venues

6 MONTHS OF ONLINE + OFFLINE BUZZ

- Social media campaign (hashtags, giveaways, challenges)
- Local events and pop-ups keep content fresh and engaging
- 50,000 habit cards distributed across the Gold Coast

ALL SPONSORS RECEIVE

- Logo and offer printed on habit cards
- Custom content created for your social media
- Thank-you video or sponsor spotlight
- Featured in online + offline activities
- Option to provide giveaways or in-store promotions

WHY SPONSORS?

-  Reach thousands of teens and families across the Gold Coast
-  Align your brand with health, wellbeing and positive change
-  Drive real engagement — in-store and online

LIMITED SPONSORSHIP SPOTS

- ★ 1 x "Community Hero" (Main Sponsor)
 - 💡 6 x "Local Champion" (Minor Sponsors)
- 50% deposit to secure your spot, balance due 2 weeks before launch (Nov 1, 2025).

Lock in your spot — let's change lives and build your brand together!

SPONSORSHIP PACKAGES

Be part of something big and grow
your business with us.

MINOR SPONSOR (LOCAL CHAMPION)

\$6,000 + GST (6 SPOTS)

- ✓ Ad with QR code on all habit cards
- ✓ Logo on poster and included in social rollout
- ✓ 3 social content pieces created for you
- ✓ Acts as a pick-up hub to drive in-store traffic
- ✓ Option to provide giveaways or offers
- ✓ We work with you to position your brand online and offline
- ♥ We'll work directly with you to make it engaging, on-brand and exciting – both in-store and online



MAJOR SPONSOR (COMMUNITY HERO)

\$25,000 + GST (1 SPOT ONLY)

Includes everything in the Local Champion Package, plus:

- ✓ Prominent ad on front of all habit cards
- ✓ Primary distribution hub for the region
- ✓ 6 custom videos and interactive content created for your brand
- ✓ Major role in media, influencer content & events
- ✓ Strategic on/offline integration and custom campaign strategy
- ✓ Elevated exposure and special moments engineered with teens to drive major engagement





NEXT STEPS

JOIN MOVEMENT

The Good Habits Challenge is your opportunity to position your brand in front of thousands of teens and families — while supporting real, positive change in the community.

HERE'S HOW TO GET STARTED:



CHOOSE YOUR SPONSORSHIP PATH

Tick either the Community Hero or Local Champion box on the agreement form — or reach out to explore a tailored fit that aligns with your goals.



RETURN THE TWO-PAGE CONTRACT

Email it to troy@betteryoueveryday.com
A 50% deposit secures your spot.



ONCE CONFIRMED...

We'll work with you to:

- ☒ Lock in your branding and placement
- ☒ Coordinate your sponsor materials
- ☒ Collaborate on strategy and activation to make the most of your involvement.



LET'S CHANGE LIVES TOGETHER

We're here to help you grow your brand, make a difference, and empower the next generation.

CONTACT TROY LOGAN

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