



GOOD HABITS CHALLENGE

GOLD COAST LAUNCH

Empowering Teens with Good Habits for Life

LAUNCHING NOVEMBER 1, 2025

WHAT IT IS

A 14-day teen habit challenge delivered through 50,000 printed cards, launching October 1 as part of a 6-month Gold Coast movement to empower teens with healthy habits for life. Cards will be distributed via sponsors, schools, gyms, youth events, and high-traffic local venues.

SPONSOR PACKAGES (LIMITED SPOTS)

MINOR SPONSOR (LOCAL CHAMPION)

\$6,000 + GST (6 SPOTS ONLY)

- ✓ Ad with QR code on all habit cards
- ✓ Logo featured on campaign poster
- ✓ 3 social videos + online promo created for your brand
- ✓ Acts as a local pick-up hub to drive in-store traffic

MAJOR SPONSOR (COMMUNITY HERO)

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

Everything in the Local Champion package — plus premium front-of-card ad placement, media features, custom content, and more. Ask for our sponsorship booklet for full details.



WHY SPONSOR?

- ✓ Reach thousands of teens and families across the Gold Coast
- ✓ Align your brand with youth wellbeing and community impact
- ✓ Drive engagement both online and in-store
- ✓ Be part of something real and local that makes a difference

TROY LOGAN — FOUNDER, BETTER YOU EVERYDAY

✉ troy@betteryoueveryday.com

☎ 0402 417 586

🌐 www.betteryoueveryday.com

📍 Level 13, 50 Cavill Avenue, Surfers Paradise QLD 4217