

OH! Optimise
Health



Peak2Park

SPONSORSHIP PROSPECTUS AND REPORT

Peak2Park Fun Run/Walk

Held annually on the
first Sunday in March



www.peak2park.org.au

Welcome to Peak2Park 2026

Thank you for your interest in Peak2Park 2026. We would love you to join us on our journey of inspiring our community through movement.

Our vision is to deliver an event that encourages people to move more and, in doing so, create a ripple effect of wellbeing throughout our wider community. We invite you to be part of this vision.

We would like to partner with like-minded people and businesses like yourself who want to positively impact your local community. Peak2Park is offering a family-focused community event built on movement.

The delivery of our event focuses on a trusted not-for-profit, open management structure that connects community stakeholders whose values align with values underpinning the event.

Our continued growth over the years has been built on individual participation and corporate and school participation numbers. It is reliant on your sponsorship and partnership support, and we need your help. There are several opportunities available to join us on our journey of inspiring our community through movement.

Thank you, and we will be in touch with you!

ALL FUNDS GOING TOWARDS





Our Why

Inspiring our community through movement.












Our Vision

To deliver an event that encourages people to move more and, in doing so, create a ripple effect of wellbeing throughout our wider community.

Our Strategy

Grow our event participation level inclusive of participants and volunteers by offering a family-focused community built on movement.

Sponsorship Opportunities












	EVENT NAMING	10KM NAMING	4KM NAMING
Investment*	\$10,000	\$5,000	\$5,000
Exclusive naming rights of the event			
Naming rights of the 10km event	logo included on signage		
Naming rights of the 4km event	logo included on signage		
Naming rights of the Schools Challenge	logo included on signage		
Logo on specific Schools Challenge prospectus (distributed to all schools in the Darling Downs)			
Logo on printed Peak2Park promotional materials distributed prior to the event			
Recognition in all pre and post-event communications			
Social media mention - Peak2Park post	10 posts	5 posts	5 posts
Social media mention - Corporate branded post	10 posts - copy + tiles required by 16/10/2023	5 posts - copy + tiles required by 16/10/2023	5 posts - copy + tiles required by 16/10/2023
Opportunity to have a representative speak at the event			

* NB Supporter Investment negotiations are at the discretion of Wellbeing Productions Pty Ltd.













* Examples of Supporter Investment include volunteer support on day of event OR supply of resources on loan OR supply of consumables at reduced prices.

	SCHOOLS CHALLENGE	GOLD	SILVER	BRONZE
Investment*	\$2,000	\$1,500	\$750	\$375
Exclusive naming rights of the event				
Naming rights of the 10km event				
Naming rights of the 4km event				
Naming rights of the Schools Challenge	✓			
Logo on specific Schools Challenge prospectus (distributed to all schools in the Darling Downs)	✓			
Logo on printed Peak2Park promotional materials distributed prior to the event	✓	✓	✓	✓
Recognition in all pre and post-event communications	✓	✓	✓	✓
Social media mention - Peak2Park post	3 posts	3 posts	2 posts	1 post
Social media mention - Corporate branded post	1 post - copy + tiles required by 16/10/2023	1 post - copy + tiles required by 16/10/2023		
Opportunity to have a representative speak at the event				

Sponsorship Opportunities

	EVENT NAMING	10KM NAMING	4KM NAMING
Investment*	\$10,000	\$5,000	\$5,000
Choice of: » Complimentary Happy Body, Happy Mind Masterclass with Wellbeing Strategy Expert Troy Morgan OR » Designated area at the end of the event for corporate promotions			
Opportunity to coordinate promotions in conjunction with event			
Signage at event as logo on Kilometre marker			
Sponsor welcome in the NEW digital Peak2Park participant guide	1 page - copy required by 01/12/2023		
2-page spread in the NEW digital Peak2Park participant guide (this can be an advert + an advertorial or a full 2-page advert)	copy + advert required by 01/12/2023		
A4 advert in the NEW digital Peak2Park participant guide			
A5 advert in the NEW digital Peak2Park participant guide			
» A5 advert in the NEW digital Peak2Park participant guide OR » Option to provide content in EDM	10 posts	5 posts	5 posts
Option to provide content in EDM EDM Schedule: 1. November launch 2. Pre-Christmas 3. New Year 4. Schools back 5. 2-weeks prior 6. 1-week prior 7. 2-days prior 8. Post-event	8x EDM (7x pre + 1x post-event) - Copy + image/advert required by two weeks before EDM scheduled.	3x EDM (pre-event) - Copy + image/advert required by two weeks before EDM scheduled.*	3x EDM (pre-event) - Copy + image/advert required by two weeks before EDM scheduled.*

* Dates will be provided once sponsorship is confirmed.

	SCHOOLS CHALLENGE	GOLD	SILVER	BRONZE
Investment*	\$2,000	\$1,500	\$750	\$375
Choice of: » Complimentary Happy Body, Happy Mind Masterclass with Wellbeing Strategy Expert Troy Morgan OR » Designated area at the end of the event for corporate promotions				
Opportunity to coordinate promotions in conjunction with event				
Signage at event as logo on Kilometre marker				
Sponsor welcome in the NEW digital Peak2Park participant guide				
2-page spread in the NEW digital Peak2Park participant guide (this can be an advert + an advertorial or a full 2-page advert)				
A4 advert in the NEW digital Peak2Park participant guide				
A5 advert in the NEW digital Peak2Park participant guide				
» A5 advert in the NEW digital Peak2Park participant guide OR » Option to provide content in EDM			1x A5 advert OR 1x EDM (pre-event) - Copy + image/ advert required by 01/12/2023	
Option to provide content in EDM EDM Schedule: 1. November launch 2. Pre-Christmas 3. New Year 4. Schools back 5. 2-weeks prior 6. 1-week prior 7. 2-days prior 8. Post-event	1x EDM (pre-event) - Copy + image/ advert required by two weeks before EDM scheduled.*	1x EDM (pre-event) - Copy + image/ advert required by two weeks before EDM scheduled.*		

Happy Body Happy Mind Wellbeing Masterclass

As a sponsor of Peak2Park, you will have access to a free masterclass **Happy Body Happy Mind**, with Wellbeing Strategy Expert Troy Morgan.



The Masterclass will help your employees:

1. Create more energy in their life.
2. Have a better understanding of their personal habits that may be getting in the way of their ability to thrive.
3. Create small daily habit changes that create large ripple effects across their whole wellbeing.
4. The masterclass is research based and full of bite-sized hacks to help your team create small habit changes, which over time start to change their brain, which then start to change their life.
5. Your team will be inspired, educated and entertained, creating a happier body and mind at work and home.
6. The Masterclass can be tailored to a 1- or 2-hour session and provided at a time that suits your organisation.

Troy Morgan Bio

Troy Morgan is a Corporate Wellbeing Strategist, CEO of Willows Health Group, and director and shareholder of Health and Wellbeing Technology companies Well360 and Springday. He is a sought-after national speaker and consultant in the areas of wellbeing, leadership, culture and customer engagement and customer journey.



He was a Business Partner in the Australian Broadcasting Corporation Commercial's Award Winning Happy Body at Work Program. This program is a multimedia technology-based corporate health program rolled out to more than 40,000 employees across Australia. The program won the prestigious AMY Digital Award for Australia's best Health and Wellbeing Online program.

Troy has worked with clients such as Optus, PWC, Australian Taxation Office, Vodaphone NZ, Virgin Australia, Accenture, Australia Post and ANZ. His corporate consultant work has seen him launch wellbeing and change strategy initiatives in Australia, New Zealand, Hong Kong, Singapore and Malaysia.

Troy's love of coaching was born in one of his earlier positions with the Queensland Academy of Sport.

He has served on several community organisation boards, including Skills Alliance Qld, Healthy Active Lifestyles Toowoomba, and is the current Chairperson of Qld Touch Football.

In his own touch football career, Troy has played in 11 State of Origin Series, 5 World Cups, and has played in over 50 games for Australia.

À La Carte Sponsorship Opportunities

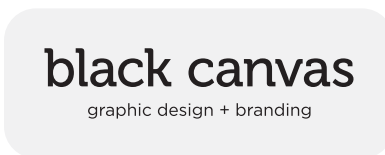
It's great leveraging à la carte options each year as they allow you to significantly expand your presence and co-branded footprint with Peak2Park. Stand out from the crowd with:

- + Water bottles
- + Roaming entertainers
- + Branded cheers squads along the route
- + Photobooth activation
- + DJ Station

2026 Charities



Foundation Partners



Contact Us

Email info@peak2park.org.au **Phone** 07 4639 2233

Sponsorship Application

Choose from the following sponsorship opportunities:

- ☐ Event Naming - \$10,000 ☐ 10km Naming - \$5,000 ☐ 4km Naming - \$5,000
☐ Schools Challenge - \$2,000 ☐ Silver - \$750 ☐ Bronze - \$375
☐ **Supporter** (*Varying amounts from \$100-\$250 cash and/or in-kind*)

Item and Price:

- ☐ **A La Carte Sponsorship** - Item and Price:

Total Sponsorship:

Company Information

Company Name:

Address:

City:

State:

Postcode:

Payment Method

Billing Contact Name:

Billing Contact Email:

Company Name:

Billing Address (*if different from above*):

City:

State:

Postcode: :

- ☐ PO #

- ☐ No PO # (*My company does not issue and/or require a PO # for this purchase*)

Primary Logistics Contact

Contact Name:

Phone:

Email:

Secondary Contact

Contact Name:

Phone:

Email:

By signing below, I certify that I am authorised to sign on behalf of Sponsor (named above) and as a Sponsor of the Event

Name:

Company:

Email:

Signature:

Date:

To complete your Sponsorship Application, scan and email completed form to info@peak2park.org.au. Please contact Wellbeing Productions with any sponsorship questions.

Our Values

parklands inclusive holistic
holistic integrity professionalism
change fun encouragement
movement friendly engage
positivity inclusiveness focus
valued family
beautiful community caring
welcoming

STAKEHOLDER REPORT

Peak2Park Fun Run/Walk



Abstract



Optimise Health Peak2Park is an annual event in Toowoomba, offering participants the choice to run or walk a 4km or 10km course, suitable for all ages and abilities. The event has witnessed significant growth in participation, with thousands of people now participating each year. All funds raised are donated to local charities and community organisations, making a significant impact on the community's well-being. The event has successfully promoted health and fitness, raised awareness and funds for local charities and community organizations, and fostered community spirit and engagement. The event's marketing efforts, including social media, website, local media, and community partnerships, have contributed to its success, making it a highly anticipated event in the Toowoomba community.

Stakeholder Report Contents

Initiative Summary	16
Annual Milestones	17
Event Milestones for Peak2Park Toowoomba:	17
Attendance Figures	18
Media Coverage (including social media and ASR values)	19
NewsCorp Digital Campaign	19
Electronic Direct Mail (EDM)	19
Meta Digital Campaign	19
Page Likes + Follows	20
Profile Visits	20
Page Reach	20
Page Audience	21
Financial Report	22






Initiative Summary

The **Optimise Health Peak2Park** is an annual event that takes place in Toowoomba. The event is a fun run and walk that starts at Picnic Point Park and finishes at Lake Annand Park. Participants can choose to run or walk, and there is a 4km or 10km event suitable for all age groups and abilities.

Peak2Park is not only a fun event but also serves as a fundraiser for local charities and community organisations. The event has grown in popularity since its inception in 2005, with thousands of people participating each year. It is a great way to get active, enjoy the beautiful scenery of Toowoomba, and support the local community.

The vision of Peak2Park is to create a fun and inclusive community event that promotes health and fitness while raising awareness and funds for local charities and community organisations. The event aims to inspire people of all ages and abilities to participate in physical activity and improve their overall health and well-being. Additionally, Peak2Park seeks to foster a sense of community spirit and support for local causes, bringing people together in a positive and meaningful way.

Annual Milestones

-  **05/11/2023**
 - Launch event online
 - Open registrations
 - Commence social media advertising
-  **23/01/2024**
 - Commence main marketing campaign
 - Connect with schools
-  **05/03/2024**
 - Optimise Health Peak2Park event
-  **21/04/2024**
 - Beneficiary cheque presentation and thank you function
-  **05/05/2024**
 - Acceptance by the State of the Final Report

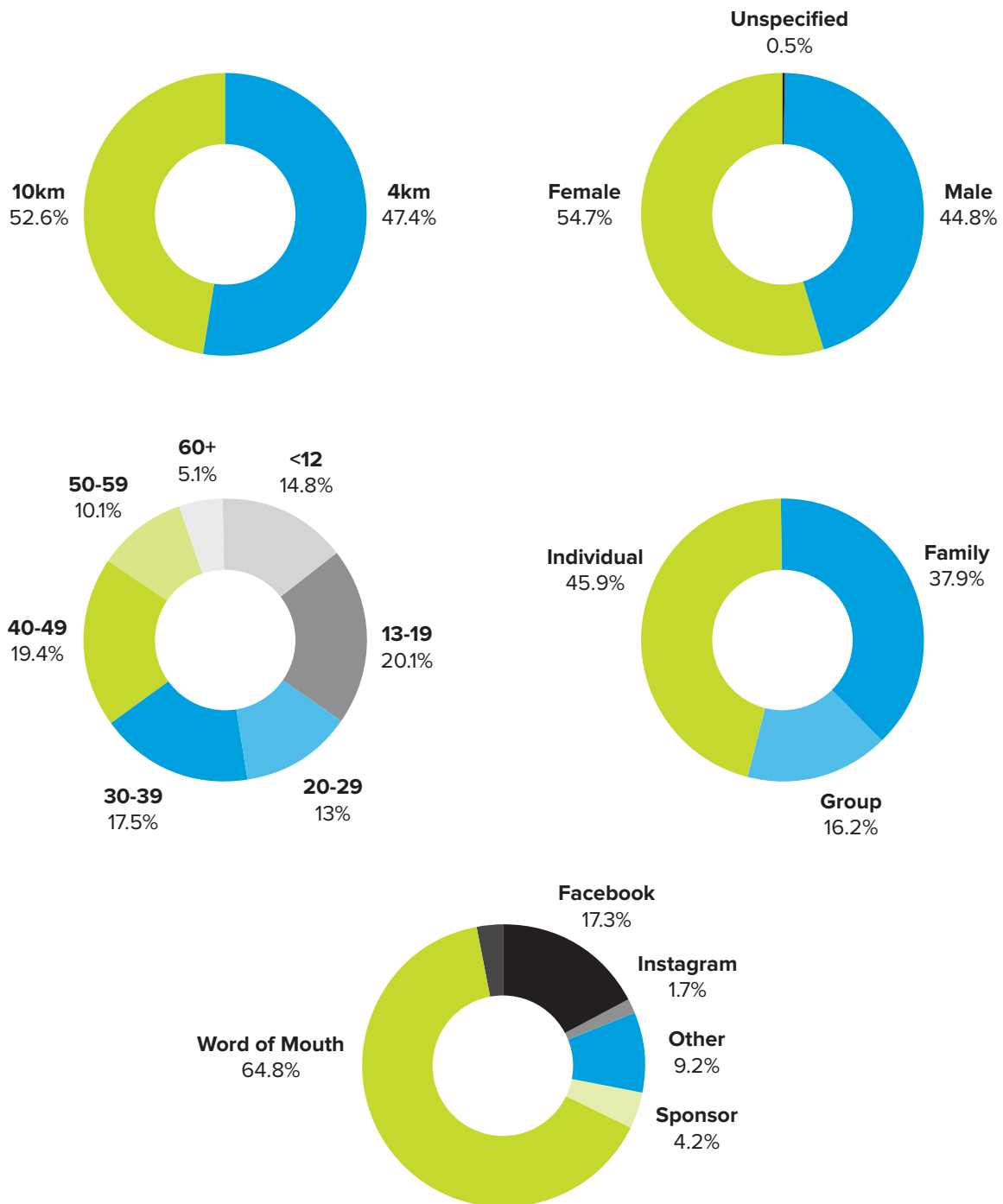
Event Milestones for Peak2Park Toowoomba

- 1. Inaugural event:** The first Peak2Park event was held in 2006 with around 900 participants.
- 2. Increased participation:** Over the years, the event has grown in popularity and participation, with thousands of people taking part in recent years.
- 3. Fundraising success:** Peak2Park has successfully raised funds for local charities and community organisations, with over \$500,000 raised to date.

These milestones show how Peak2Park has evolved and become a significant community event in Toowoomba.

Attendance Figures

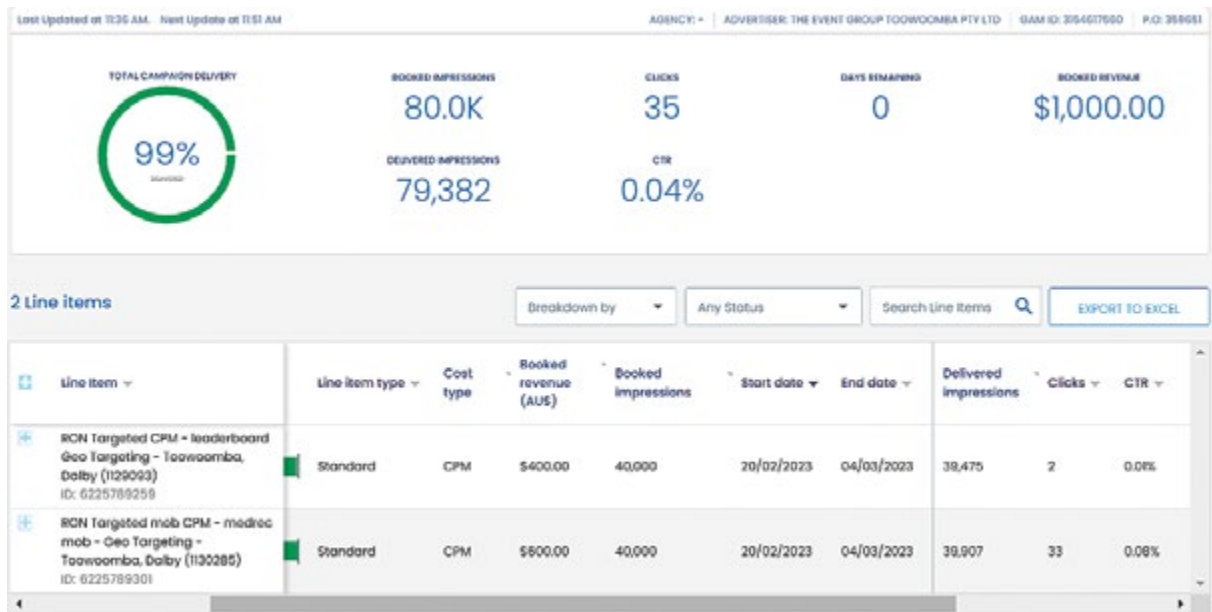
Overall Optimise Health Peak2Park hosted 2052 participants on the day.



Newscorp Digital campaign

(Including social media and ASR values)

NEWSCORP DIGITAL CAMPAIGN



ELECTRONIC DIRECT MAIL (EDM)

Campaigns sent

4

Emails sent

18,189

Delivery rate

98% —

Open rate

46.8% —

8340 opened

Click rate

3.2% —

566 clicks

Unsubscribe rate

1% —

179 unsubscribed

Bounce rate

2% —

370 bounced

META DIGITAL CAMPAIGN

Ad name	Ad Set Name	Ad Delivery	Reach	Impressions	Frequency	Results	Cost per result
Peak2Park 2023	New Traffic Ad Set	Not delivering	26,660	76,735	2.88	1,125 Link clicks	\$0.27 Link Click
Promoting website: http://...	[02/06/2023] Promoting h...	Not delivering	27,008	50,947	1.89	570 Link clicks	\$0.48 Link Click
Total results 2 / 2 rows displayed			43,811 Accounts Center accounts	127,682 Total	2.91 Per Accounts Center account	1,695 Link clicks	\$0.38 Link Click

PAGE LIKES + FOLLOWS

New likes and follows

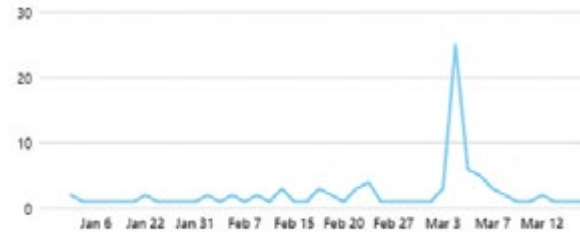
Facebook Page new likes ⓘ

35 ↑ 400%



New Instagram followers ⓘ

96 ↑ 1.8K%



PROFILE VISITS

Page and profile visits

Facebook Page visits ⓘ

5,081 ↑ 2.0K%



Instagram profile visits ⓘ

798 ↑ 2.6K%



PAGE REACH

Reach

Facebook Page reach ⓘ

65,454 ↑ 2.3K%



Instagram reach ⓘ

3,601 ↑ 1.2K%

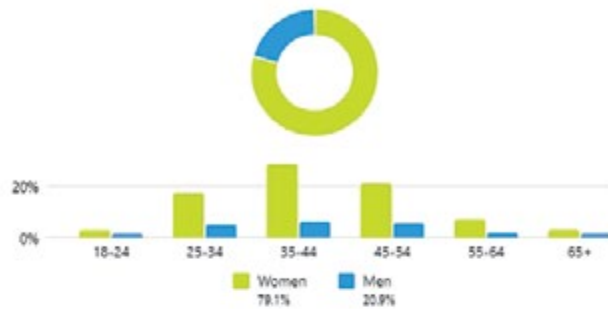


Page Audience

Facebook Page likes ⓘ

4,222

Age & gender ⓘ



Top cities



Top countries

Australia

United Kingdom

New Zealand

United States

Germany

Indonesia

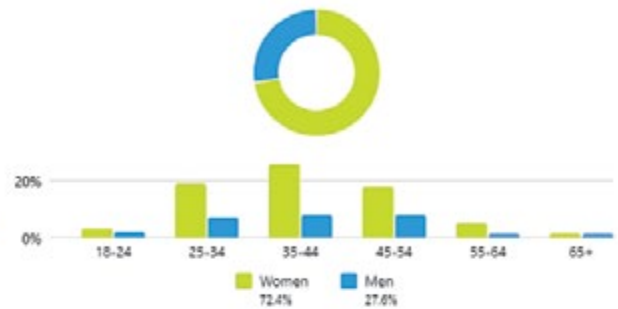
Malaysia

Singapore

Instagram followers ⓘ

753

Age & gender ⓘ



Top cities



Top countries

Australia

India

Pakistan

Iran

Nigeria

Financial Report

BUDGET - PEAK2PARK 2023		
EXPENSES	DESCRIPTION	ACTUAL
SITE		
Venue hire, park bond, cleaning, electricity, rubbish disposal		\$200.00
CATERING		
Fruit + Water stations	10x cts grapes + 6x cts bananas + 40kg valencia oranges + 150kg watermelon	\$1,500.00
DONATIONS		
Top Blokes		\$5,000.00
Ability Enterprise		\$5,000.00
Sunrise Way		\$5,000.00
PUBLICITY		
Graphic design, flyers, letters to residents, Posters, Radio, TV, Social media campaigns, other print media, corflute signs, bibs, vinyl banners, digital billboards, EDM		\$7,700.00
PERSONNEL		
SES donation, electrician, first aid, Police – special services, social media manager, videographer, photographers, traffic management, event management		\$22,300.00
INFRASTRUCTURE		
AV + Stage + TV, tables, chairs, gazebos, Port-a-loos, truck hire, fencing		\$4,200.00
LICENCES/PERMITS/INSURANCE		
Insurance, legal fees		\$2,500.00
MISCELLANEOUS		
Contact tracing technology, PPE, cleaning suppliers, registration processing fees, safety equipment, and other expenses		\$1,600.00
OPERATING EXPENSES		
Accounting and audit		\$7,000.00
EXPENSES SUBTOTAL		\$62,000.00
INCOME		ACTUAL
SPONSORS		\$25,125.00
TICKET SALES		\$37,615.00
INCOME SUBTOTAL		\$62,740.00
INCOME LESS COSTS - PROFIT		<u><u>\$740.00</u></u>

OH! Optimise
Health



Peak2Park

**Thank you for
your consideration**



www.peak2park.org.au