



SPONSORSHIP PROSPECTUS AND REPORT

Peak2Park Fun Run/Walk

Held annually on the
first Sunday in March

peak2park.org.au

Keep up to date!  

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 16/10/2026	5 posts - copy + tiles required by 16/10/2026	5 posts - copy + tiles required by 16/10/2026
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 16/10/2026	1 post - copy + tiles required by 16/10/2026		
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 01/12/2026		
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 01/12/2026		
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 01/12/2026	
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 welcoming community caring



STAKEHOLDER REPORT

Peak2Park Fun Run/Walk

Held annually on the
first Sunday in March

Event Overview



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 organizations, 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 organisations, 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.

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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.



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 been successful in raising funds for local charities and community organisations, with over \$500,000 raised to date.

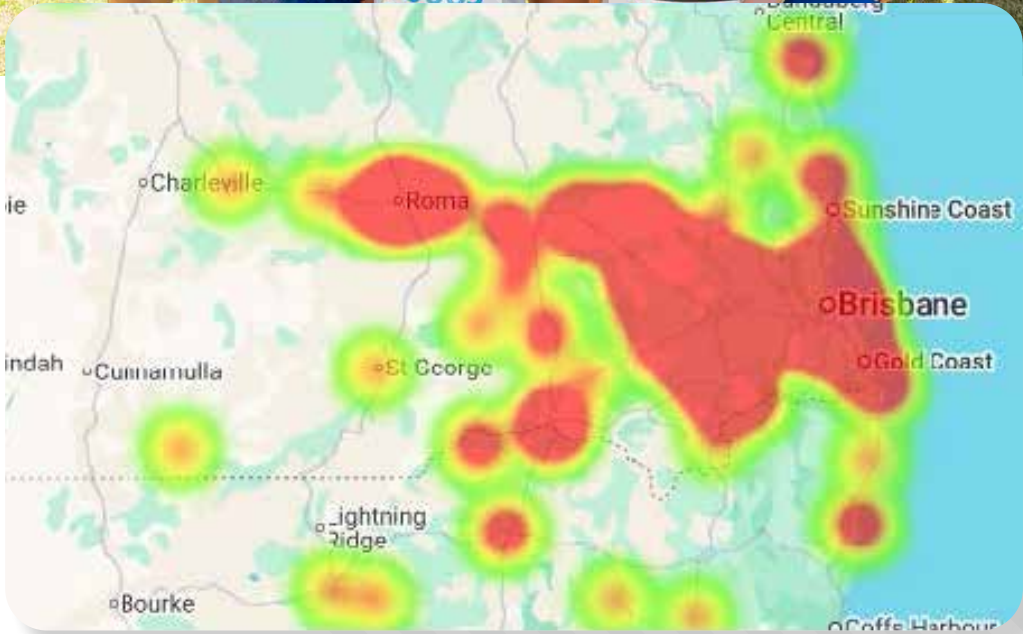
Overall, these milestones show how Peak2Park has evolved and grown over the years to become a significant community event in Toowoomba.

Total Online Registrations

(excluding school groups - 3000 total)

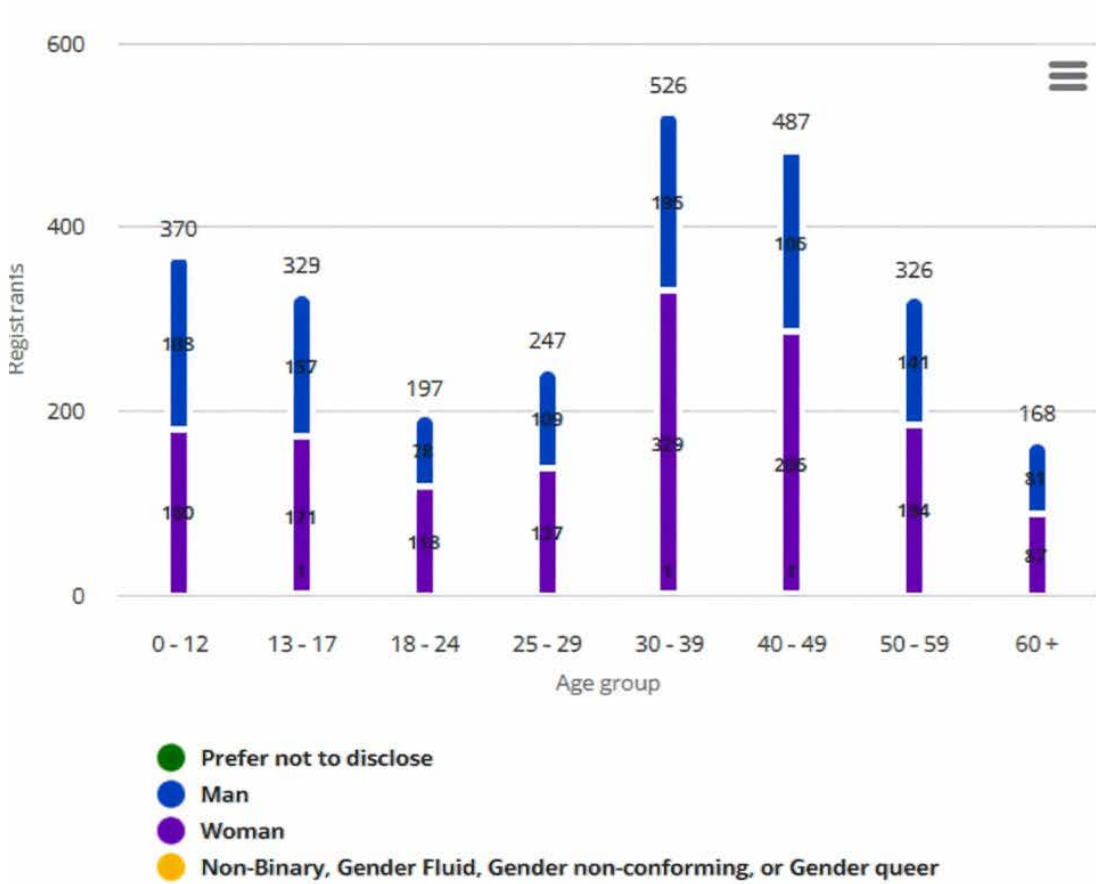
REGISTRATIONS	
Willows 10km	1408
Hit 4km	1242
TOTAL	2650

Participant Density Map

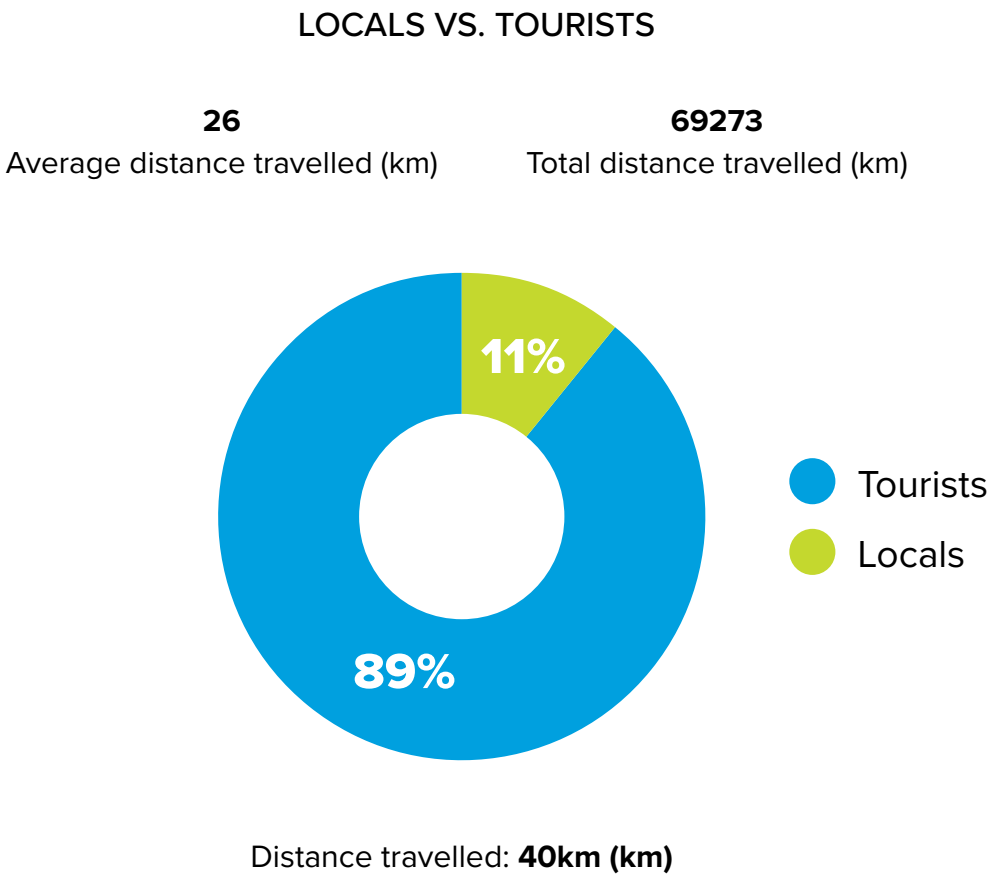


Event Demographics

GENDER BREAKDOWN BY AGE



Event Demographics



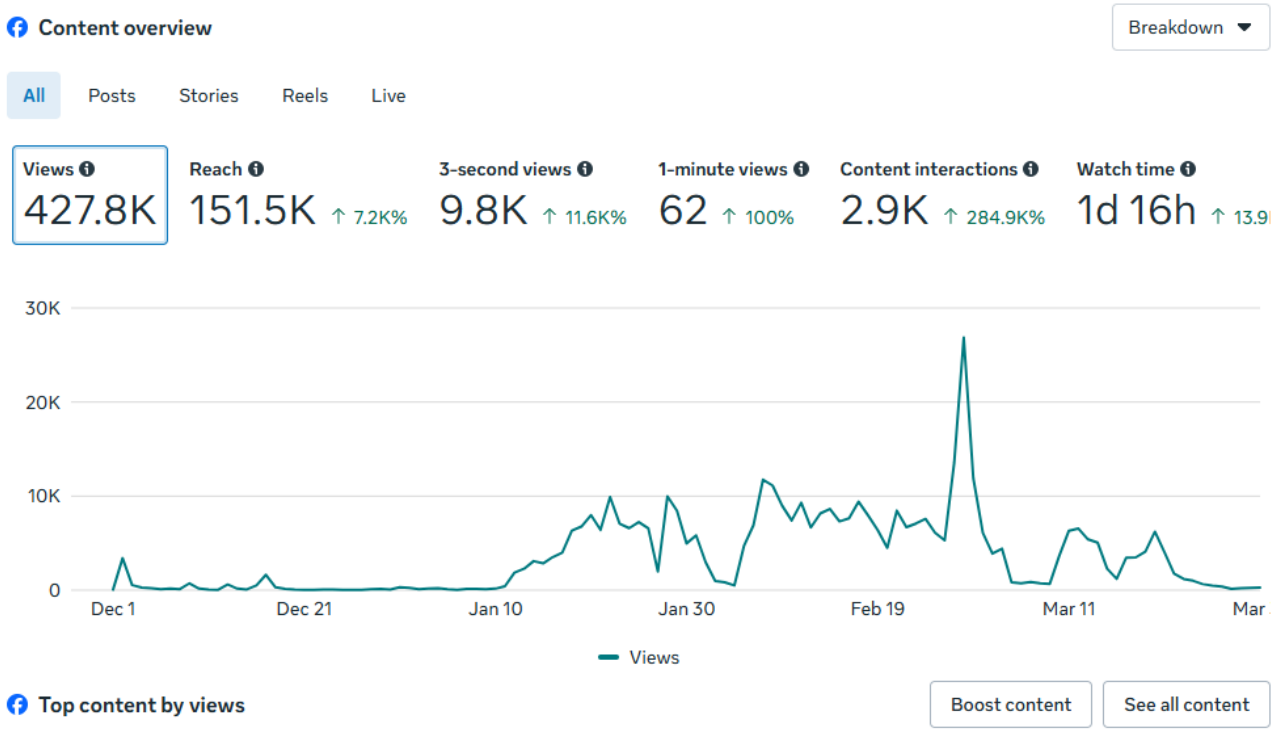
PARTICIPANTS BY REGION

QLD	2618
ACT	17
NSW	13
(Unknown)	1
VIC	1

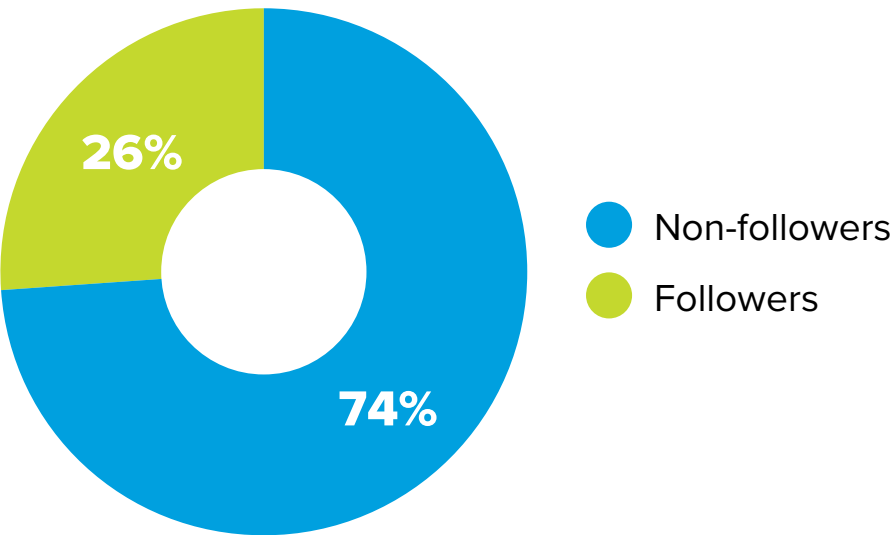
Social Media Insights



Content Overview



View Breakdown



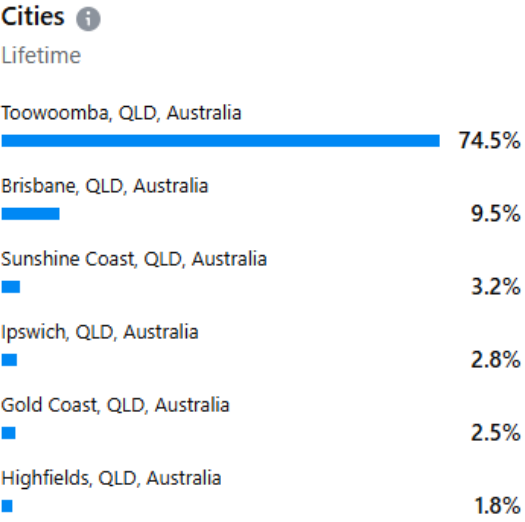
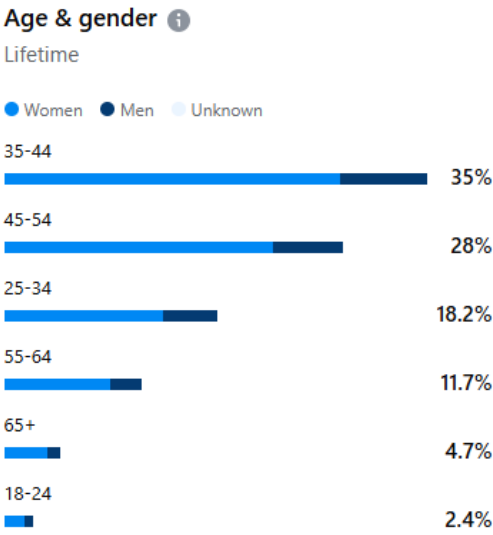
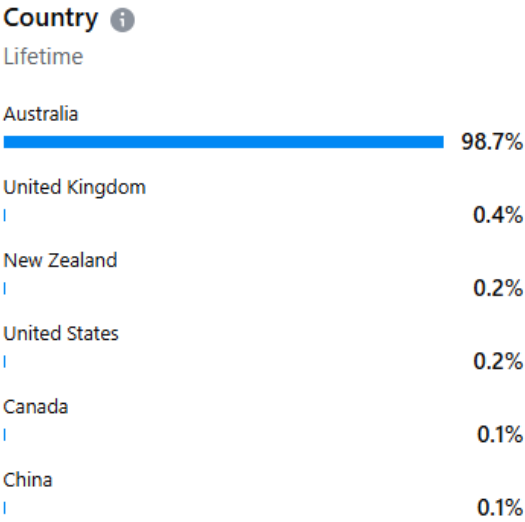
Views by content type



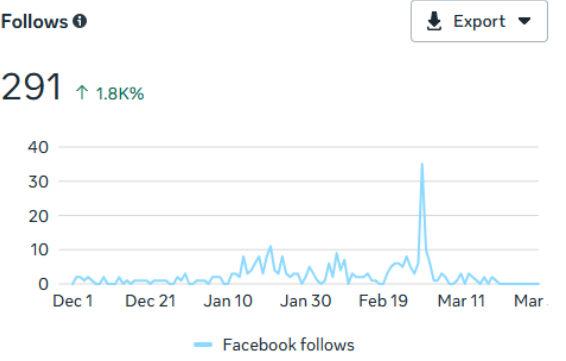
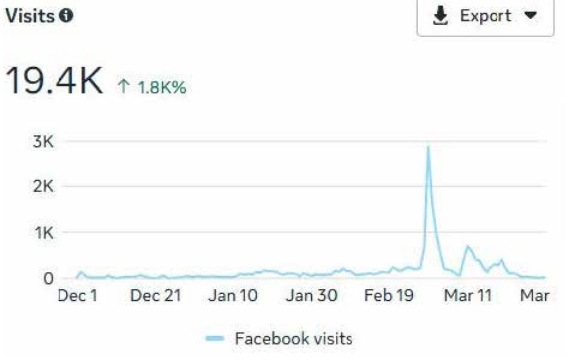
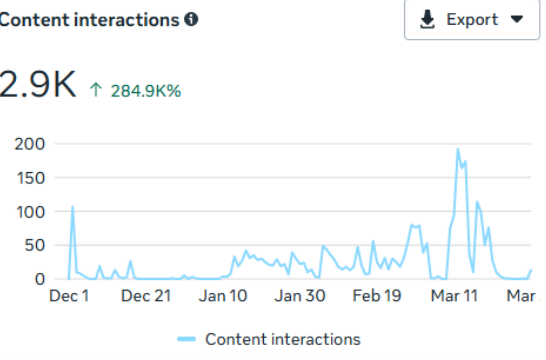
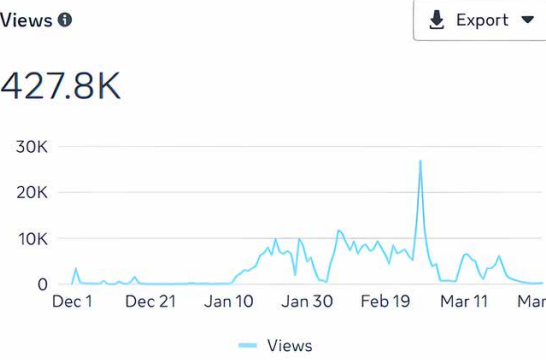
Demographics

Facebook	Instagram
5,345 Total followers	1,007 followers

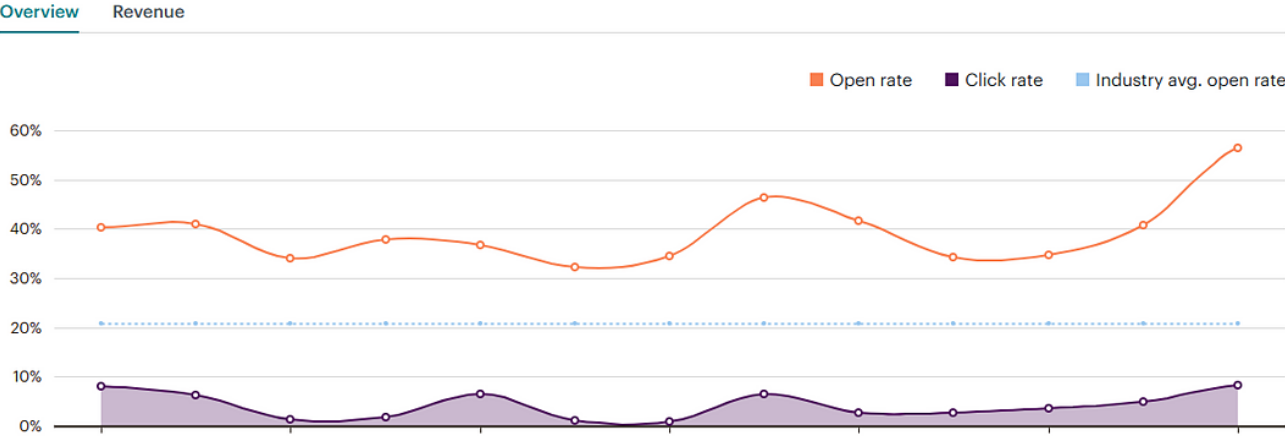
+4.8% from previous 121 days



Results



EDM Marketing Insights



Our 2025 EDM campaign achieved outstanding engagement, with open rates consistently well above the industry average. We averaged around 40–50%, compared to an industry benchmark of 20–25%, highlighting strong community interest and connection with the Peak2Park brand. Click-through rates also remained steady, showing genuine engagement and action from our audience.

Peak2Park 2025 -Thank you!	Sent	56.4%	8.3%
Regular · Wellbeing Productions	New Builder	Opens	Clicks
2025 Participants			
Sent Tue March 4, 2025 9:45 am to 2K recipients by you.			
Edited Tue March 4, 2025 5:51 am by you			
Peak2Park 2025 - 01.03.25 Final push	Sent	40.8%	5.0%
Regular · Wellbeing Productions	New Builder	Opens	Clicks
Sent Sat March 1, 2025 6:30 pm to 6K recipients by you.			
Edited Sat March 1, 2025 5:30 pm by you			
Peak2Park 2025 - 28.02.25	Sent	34.3%	2.7%
Regular · Wellbeing Productions	New Builder	Opens	Clicks
Sent Fri February 28, 2025 9:30 am to 6K recipients by you.			
Edited Fri February 28, 2025 8:45 am by you			
Peak2Park 2025 - 01.03.25	Sent	34.6%	3.6%
Regular · Wellbeing Productions	New Builder	Opens	Clicks

Outcome Assessment

The successful delivery of the **2025 Optimise Health Peak2Park** with over 2600 participants can be attributed to several factors.

Effective planning and organisation: The event organisers spent a significant amount of time planning and organising the event to ensure that everything ran smoothly. This involved developing a detailed event schedule, coordinating with vendors and suppliers, arranging transportation, and managing logistics.

Strong communication: Clear and effective communication is essential to the success of any event. The organisers communicated with participants, sponsors, and volunteers to ensure that everyone knew what was expected of them and what they could expect from the event.

Attention to detail: Paying attention to the little details makes a big difference when it comes to event planning. This involved checking that all equipment and supplies were in good working order, that the course was clearly marked, and that there were adequate facilities (such as bathrooms and water stations) for participants.

Marketing and promotion: Effective marketing and promotion was used to attract a large number of participants to the event. The organisers used a variety of channels (such as social media, email marketing, and advertising) to get the word out and generate interest in the event.

Participant engagement: Engaging with participants before, during, and after the event helped create a positive experience and build loyalty. This involved providing clear instructions and information, creating opportunities for participants to connect with each other, and soliciting feedback and suggestions for future events.

Overall, the successful delivery of the 2025 Optimise Health Peak2Park required careful planning, effective communication, attention to detail, strong marketing and promotion, and a focus on participant engagement. By executing these strategies effectively, the organisers were able to deliver a memorable and successful event.



APPENDICES

Letterbox drop advert/A5 flyer | Bib | Street Signs

Letterbox drop advert/ A5 flyer



FIRST SUNDAY IN MARCH 7AM
ENTER NOW





WHAT
Optimise Health Peak2Park

WHEN
The first Sunday in March 7am

WHERE
Starts at Picnic Point & Finishes at Lake Annand

HOW
REGISTER HERE

NAMING
OH! Optimise Health

PRESENTING PARTNER
REMAX

FOUNDATION PARTNERS
willowus black canvas

4KM NAMING
HIT ha

10KM NAMING
ha

GOLD SPONSORS
Downlands College AXIOM Fence Hire

SILVER SPONSOR
Peak Performance

BRONZE SPONSORS
DOG FIT JEWELS

peak2park.org.au

Keep up to date!  



ENTER HERE

**FIRST SUNDAY IN MARCH - 7AM**
PICNIC POINT



FINISH LAKE ANNAND**START PICNIC POINT**

4km Event**10km Event**

peak2park.org.au

Keep up to date!  


Bib Design



Peak2Park

HIT ha
4km Event 10km Event

3915



OH! Optimise Health

peak2park.org.au

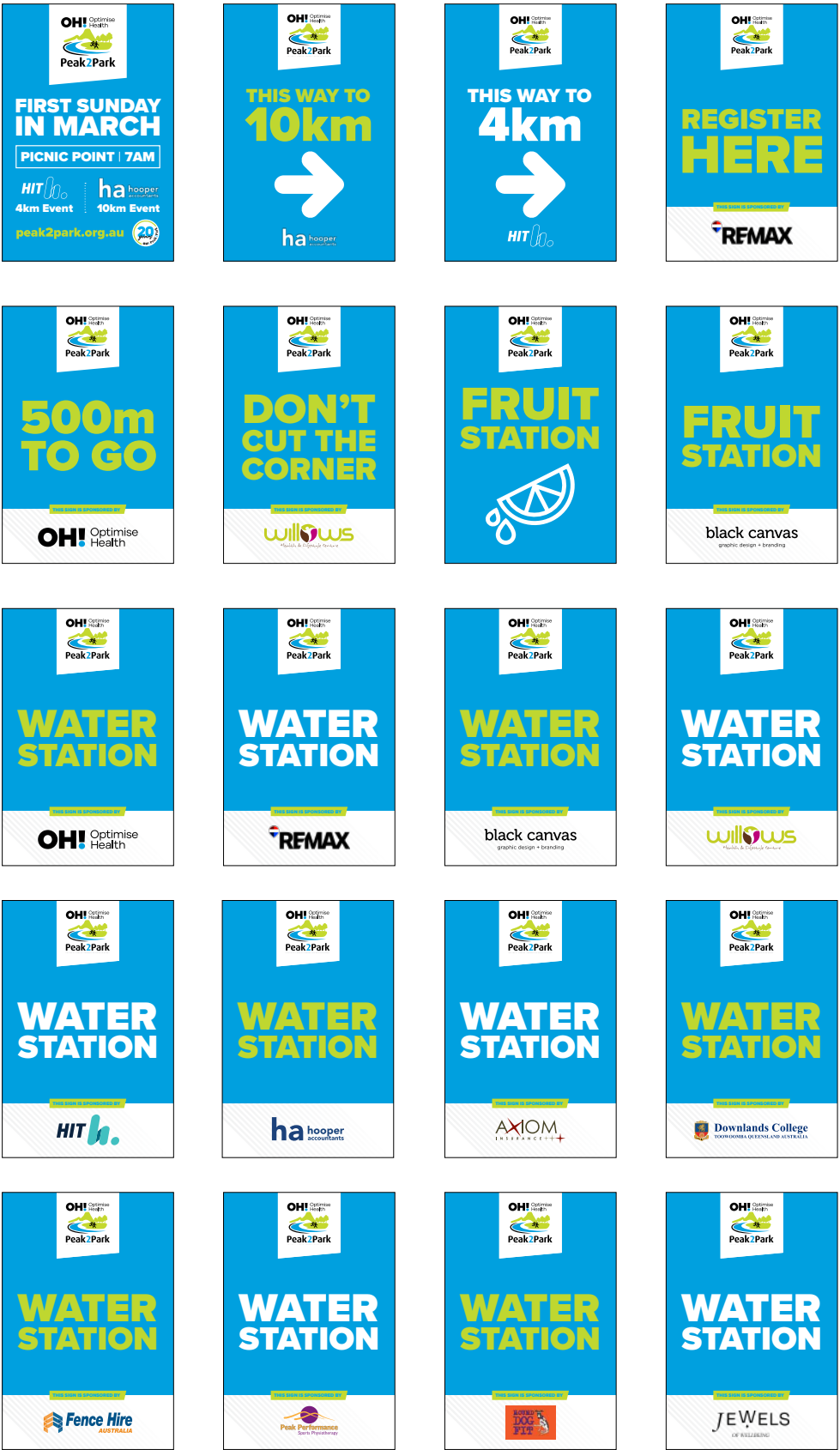
Keep up to date!  



Street Signs



Street Signs



About the Beneficiary



Momentum Mental Health is a Toowoomba based, not for profit organisation providing accessible, non clinical mental wellbeing support across the Darling Downs and surrounding regions. Their Wellbeing Coaches deliver one to one coaching and peer led group programs grounded in the “5 Ways to Wellbeing” framework, creating safe, practical pathways for people to build skills, confidence, and community connection. Services include programs like the Commonwealth Psychosocial Support Program (CPSP), offering personalised recovery goals and everyday strategies that help people thrive.

With their main hub at 112 Russell Street, Toowoomba, and outreach in Warwick, Chinchilla, Miles and Tara, Momentum supports hundreds of locals each year, ensuring help is close to home and responsive to community needs.

Media opportunity

Willows Health and Lifestyle Centre (opportunity to interview Chairman, stakeholders and beneficiaries).

Please contact Troy Morgan – Director of Peak2Park for more information on 0417 750 037



**Thank you for your
consideration**