



PROSPECTUS

2027 SPONSORSHIP

21 years of movement,
connection and community

WHEN 7am, Sunday 7 March 2027

WHERE Picnic Point to Lake Annand, Toowoomba Qld

WHY Inspiring our community through movement

  peak2park.org.au

From the Founder

Thank you for considering a partnership with Peak2Park 2027.

In 2026 we celebrated something extraordinary. **Twenty years of Peak2Park.** More than 50,000 participants across our history. Nearly half a million dollars raised for Toowoomba charities. And our biggest year yet, with **3,175 people** running, walking and cheering their way from Picnic Point to Lake Annand.

As we step into our 21st year, **we are not slowing down.** The 30 to 49 cohort, working professionals, families, schools, all turning up in record numbers. Our commitment to giving every dollar of entry proceeds back to local charities has never wavered.

This prospectus shows what 2026 delivered, what your investment will reach in 2027, and how we can build something meaningful together.



Troy Morgan
Founder & Director, Peak2Park

Why Peak2Park Exists

OUR WHY

Inspiring our community through movement.

A 21-year-old promise to get Toowoomba moving together, every March.



OUR VISION

A ripple effect of wellbeing across our wider community.

An event that encourages people to move more and creates compounding impact in the lives around them.



OUR STRATEGY

Grow participation through a family focused community built on movement.

Walkers and runners, volunteers and schools, families and corporates, all welcome at the same start line.



Three commitments, never wavered.

Peak2Park is not just a fun run. It is a 21-year-old community institution built on three things that have never changed.

01

100% to local charities.

Every dollar of entry proceeds goes back to Toowoomba charities. Not overheads. Not administration. Charities.

02

Open to everyone.

Walkers, runners, families, schools, corporates, first-timers and elite athletes line up at the same start line.

03

Partners, not advertisers.

Every sponsor is treated as a true collaborator. We work with brands who share our values, not just brands who write a cheque.



Our biggest year. Ever.



3,175

Total participants in 2026

Approaching event capacity of ~3,500.

1,685

10km participants

96

Teams

1,435

4km participants

89.2%

Local

Reach that actually reaches.

Audience size means nothing without engagement.
The Peak2Park audience is paying attention.

EMAIL • EDM DIRECT • TRUSTED • READ



12

Newsletters in campaign



7,244

Peak list size



49.7%

Best open rate



2.4x

Above industry average

SOCIAL BRAND VISIBILITY AT SCALE



324.7k

Combined views



44.8k

Unique reach



19.1k

Profile visits (FB)



503

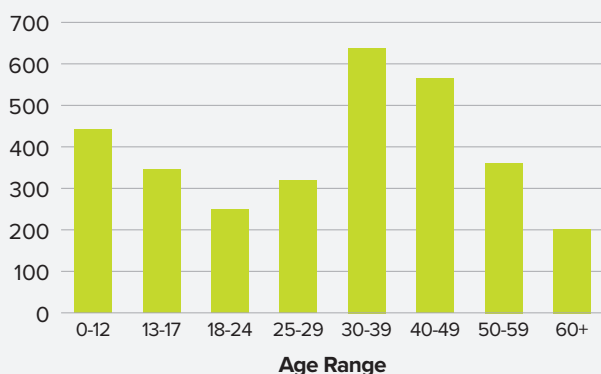
New followers

Mailchimp's industry average sits around 21%. Our community consistently opens above 36%, peaking at **49.7%**. Nearly 1 in 2 subscribers reads every edition.

Who your brand reaches.

Active, health-conscious, working-age professionals and their families, the audience most brands chase but few can access at scale.

AGE DISTRIBUTION · CORPORATE - PRIME COHORT



WHY THIS MATTERS

The 30–49 cohort represents **over 38% of all participants**. Working professionals, parents, household decision-makers. There is no more concentrated opportunity in Toowoomba.

GEOGRAPHIC REACH



89.2%

Local Queenslanders



94,064

Total km travelled

GENDER SPLIT



~55%

Female



~45%

Male

A **hyper-local event with national reach**. 10.8% of participants travel from interstate, drawing visitors and economic activity into Toowoomba.

21 years. One promise.

Every dollar of entry proceeds goes back to local Toowoomba charities. That promise has not wavered in 21 years.

\$500k+

Raised for charity since 2005

50,000+

Lifetime participants

21

Years strong



**CHARITY BENEFICIARY
2025-2027**

Momentum Mental Health

Momentum Mental Health provides quality mental health services to the Toowoomba and Darling Downs community. When sponsors back Peak2Park, they are backing the mental health of **their neighbours, their colleagues, their staff, and their community.**

Why sponsor Peak2Park 2027

Five reasons brands return year after year and why new partners are choosing to join us in 2027.

01 · AUDIENCE QUALITY

The cohort brands chase.

The 30–49 working-age cohort dominates: active, employed, health-conscious household decision-makers.

02 · TRUSTED REACH

Read, not ignored.

49.7% peak EDM open rate. 2.4× the industry average. 324K social views in the lead-up to race day.

03 · COMMUNITY GOODWILL

Partners, not advertisers.

21 years of giving back. \$500K+ raised for local charities. Sponsors are seen as community partners.

04 · CORPORATE ACTIVATION

A brand activation playground.

Logos on bibs, kilometre markers, sponsor reels, photo zones, and the post-event village.

05 · RETURNING AUDIENCE

The same engaged community.

89.2% local. Strong year-on-year participant retention. You're reaching loyal community members, again and again.

RETURNING SPONSOR ADVANTAGE

First right of refusal for 2028.

All 2027 sponsors lock in their tier, their price, and their visibility for the long term.

At a glance

Nine ways to partner with Peak2Park 2027. Full benefit details on the pages that follow.

TIER	INVESTMENT	POSITIONING
Naming Sponsor	\$10,000	Lead the day. Your name on the event.
Presenting Partner	\$8,000	Presented alongside the naming sponsor.
10km Naming	\$5,000	Own the 10km event.
4km Naming	\$5,000	Own the 4km community walk/run.
Schools Challenge	\$3,500	Power the next generation.
Gold	\$2,500	Strong visibility across event, EDM and social.
Silver	\$1,250	Great-value brand presence.
Community Partner	\$500	Local business support behind the cause.
In-Kind Partner	Negotiable	Goods, services, or volunteer support.

Naming sponsor

\$10,000

**For the brand that wants to lead the day.
Exclusive naming rights of the event — your name
said every time the event is mentioned.**

WHAT'S INCLUDED

- » Exclusive naming rights of the event
- » Logo on every race bib (3,000+ participants)
- » Sponsor spotlight reel across our social channels
- » Logo on all printed and digital event signage
- » Logo on kilometre markers along the course
- » Sponsor welcome page in the digital Participant Guide
- » Two-page spread in the Participant Guide
- » 10 social posts — Peak2Park channels
- » 10 social posts — corporate-branded
- » Logo on EDM sponsor banner + 4 spotlight features
- » Recognition in all pre/post-event communications
- » Happy Body, Happy Mind Masterclass with Troy Morgan
- » Designated corporate promotion area at the event
- » Speaking opportunity at the event
- » First right of refusal for 2028



WHAT THIS LOOKS LIKE IN PRACTICE

Your logo on every race bib. Your name in every announcement. Your story told across our channels. Your brand at the front of every photo. The highest visibility partnership we offer.

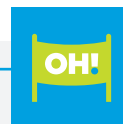
Presenting sponsor

\$8,000

The brand presented alongside the naming sponsor. Premium visibility, premium positioning — at a more accessible investment.

WHAT'S INCLUDED

- » Co-branded as 'Presenting Partner' across all comms
- » Logo on every race bib (3,000+ participants)
- » Sponsor spotlight reel across our social channels
- » Logo on all printed and digital event signage
- » Logo on kilometre markers along the course
- » Full-page advert in the digital Participant Guide
- » 8 social posts — Peak2Park channels
- » 8 social posts — corporate-branded
- » Logo on EDM sponsor banner + 3 spotlight features
- » Recognition in all pre/post-event communications
- » Happy Body, Happy Mind Masterclass with Troy Morgan
- » Designated corporate promotion area at the event
- » Speaking opportunity at the event
- » First right of refusal for 2028



WHAT THIS LOOKS LIKE IN PRACTICE

Your brand sits beside the naming sponsor in every announcement, every banner, every newsletter. Top-tier visibility, paired billing throughout the campaign.

Own a course. Own the day.

\$5,000 each

10KM NAMING

'The [Your Brand] 10km'

Naming rights to the longer course.
1,685 runners in 2026 — committed, repeat participants who train year-round.

WHAT'S INCLUDED

- » Naming rights of the 10km event
- » Logo on 10km signage + km marker
- » A4 advert in the Participant Guide
- » 5 + 5 social posts (P2P + co-branded)
- » Logo on every EDM sponsor banner
- » First right of refusal for 2028

4KM NAMING

'The [Your Brand] 4km'

The most popular distance, the broadest audience. **1,435 participants in 2026** — families, walkers, casual runners, first timers.

WHAT'S INCLUDED

- » Naming rights of the 4km event
- » Logo on 4km signage + km marker
- » A4 advert in the Participant Guide
- » 5 + 5 social posts (P2P + co-branded)
- » Logo on every EDM sponsor banner
- » First right of refusal for 2028

More ways to partner.

SCHOOLS CHALLENGE

\$3,500

Power the next generation.

Naming rights to the schools program. Logo on the prospectus distributed to **all schools in the Darling Downs.**

WHAT'S INCLUDED

- » Naming rights · Schools Challenge
- » A5 advert · Participant Guide
- » 3 social posts (P2P channels)
- » 1 corporate branded post
- » Logo on every EDM sponsor banner
- » Recognition in all pre and post-event communications
- » Funds the \$1,500 Harvey Norman gift card prize

GOLD

\$2,500

Strong, well rounded visibility.

WHAT'S INCLUDED

- » Logo on event signage as Gold
- » Logo on a kilometre marker
- » A5 advert · Participant Guide
- » 3 social posts (P2P channels)
- » 1 corporate branded post
- » Logo on every EDM sponsor banner
- » Recognition in all pre and post-event communication

SILVER

\$1,250

Great-value presence.

WHAT'S INCLUDED

- » Logo on event signage as Silver
- » Logo on a kilometre marker
- » A5 advert · Participant Guide
- » 2 social posts (P2P channels)
- » Logo on every EDM sponsor banner
- » Recognition in all pre and post-event communications

COMMUNITY PARTNER

\$500

For local businesses backing the cause.

WHAT'S INCLUDED

- » Logo on signage,
- » Logo on Kilometer marker
- » 1 social post
- » Logo on every EDM sponsor banner
- » Recognition in all pre and post-event communication

IN-KIND PARTNER

Negotiable

Goods, services, or volunteer support. Recognition matched to value provided.

Happy body, happy mind.

A complimentary wellbeing masterclass for your team, delivered by Troy Morgan, Wellbeing Strategy Expert and Founder of Peak2Park.

WHAT YOUR TEAM GETS

- » Practical strategies to create more energy in daily life
- » A clearer view of personal habits that get in the way of thriving
- » Bite-sized hacks that compound into large ripple effects
- » Research-based content delivered in an inspiring, entertaining format
- » A measurable shift in how your team approaches energy, stress, sleep and movement

FORMAT

Tailored 1 or 2-hour session.
Delivered at a time that suits your organisation. In person or online.

TROY MORGAN

Corporate Wellbeing
Strategist · CEO, Willows Health
Group Director, Well360 & Spring day

HAS WORKED WITH

- » Optus
- » PwC
- » ATO
- » Vodafone NZ
- » Virgin Australia
- » Accenture
- » Australia Post
- » ANZ

Wellbeing initiatives delivered across Australia, New Zealand, Hong Kong, Singapore and Malaysia.

2027 confirmed partners.

Peak2Park 2027 is already taking shape. Join the brands committed to being part of our 21st year.

✓ CONFIRMED

Naming Sponsor

OH! Optimise Health

✓ CONFIRMED

Presenting Partner

 **REMAX** Success

✓ CONFIRMED

Foundation Partner


Health & Lifestyle Centre

✓ CONFIRMED

Foundation Partner

black canvas
graphic design + branding

CHARITY BENEFICIARY 2025-2027

All entry proceeds donated to **Momentum Mental Health**, supporting mental health services across the Toowoomba and Darling Downs community.


momentum
MENTAL HEALTH

Ready when you are.

Choose your tier, complete the form,
and email it to info@peak2park.org.au.
We'll be in touch the same week.

1. CHOOSE YOUR TIER

☐ Naming Sponsor **\$10,000**

☐ Presenting Partner **\$8,000**

☐ 10km Naming **\$5,000**

☐ 4km Naming **\$5,000**

☐ Schools Challenge **\$3,500**

☐ Gold **\$2,500**

☐ Silver **\$1,250**

☐ Community Partner **\$500**

☐ In-Kind Partner **Negotiable**

2. TELL US ABOUT YOU

Company

Contact Name

Position

Email

Phone

Address

Date

Signature



[EMAIL INFO@PEAK2PARK.ORG.AU](mailto:INFO@PEAK2PARK.ORG.AU)

or call Troy direct • 0417 750 037



THANK YOU

FOR CONSIDERING PEAK2PARK 2027.

We look forward to building
something meaningful together.

TROY MORGAN 0417 750 037

Sunday 7 March 2027

  peak2park.org.au