

DARKNESS TO DAYLIGHT SPONSORSHIP PROPOSAL 2025

EVERY STEP COUNTS



Challenge DV

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About Us



Challenge DV has been partnering with Australian businesses since 2001 to educate, advocate and empower people to end domestic and family violence. We do this through market-leading workplace programs, impactful strategic partnerships and powerful events and advocacy that unites a community no longer able to accept abuse or violence of any form.



Workplace Programs

Our **workplace programs** empower businesses to be part of the solution by educating managers and staff to recognise the signs of domestic and family violence and respond appropriately.



Strategic Partnership

Our **strategic partnerships** connect people and workplaces across government, businesses, charities, frontline services and the community to create change and develop collaborative initiatives that prevent domestic and family violence.



Advocacy

Through **advocacy**, we use our profile and harness the insight and voices of our community to keep domestic and family violence prevention on the local and national agenda.

OUR EVENT: DARKNESS TO DAYLIGHT

Darkness to Daylight is Challenge DV's community education, awareness and fundraising event for domestic and family violence prevention.

It is a 110km challenge, with each kilometre symbolising a life lost through domestic and family violence in Australia in the year the event launched.

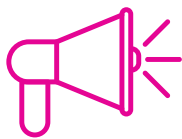
The event was developed by **Robert Reed OAM**, Special Counsel at MinterEllison. Following a life-changing trip to participate in the American Indian Movement's Sacred Run held in Japan in 1995, Rob developed the Darkness to Daylight challenge to give the community an opportunity to do something physical and meaningful about domestic and family violence prevention and gain a deeper understanding of the issue.

Over the years, Darkness to Daylight has grown from strength to strength, thanks to our incredible Foundation Partners, MinterEllison, who have been part of Darkness to Daylight from day one and the incredible support from the Queensland Government and our other amazing sponsors. In 2025 it will commemorate its 12th anniversary and it's set to be our biggest yet!

Find out more: www.darknesstodaylight.org

YOUR OPPORTUNITY

The Darkness to Daylight Challenge is Queensland's marquee community event for domestic and family violence awareness and prevention. It offers your organisation a unique platform to:



amplify your social impact with the communities you serve



engage your workforce and staff in ending domestic and family violence



create new connections and opportunities



strengthen your brand's reach across Queensland and beyond

Partner with us for our biggest Darkness To Daylight challenge yet: our 12th anniversary in May 2025

HIGHLIGHTS

DARKNESS TO DAYLIGHT 2024

Our event received support from the community, government, and corporate entities.

We are grateful for the community and government support for this special event. It is a testament to its commitment to ending domestic and family violence.



2,678 participants



\$354,000 funds raised



118 teams



100,000+ conversations

DARKNESS TO DAYLIGHT 2024

IMPACT

Thanks to our amazing supporters, Darkness to Daylight 2024 raised more than \$350,000. The money raised from Darkness to Daylight 2024 will enable us to deliver many critical initiatives over the next 12 months, including:

- delivering new social impact projects, starting with an ambitious expansion of Respectful Relationships programs into schools
- providing domestic and family violence awareness training to organisations of all shapes and sizes
- strengthening partnerships between businesses and frontline services, such as women's refuges, particularly in regional and rural areas where it's needed most
- supporting refuge leaders to take joint action to better support women and children impacted by violence
- developing new domestic and family violence awareness prevention programs to meet the needs of our diverse communities and workplaces
- funding support for critical peak domestic and family violence bodies.

Challenge DV will also continue to connect businesses and government with frontline services to provide support. This program continues to grow, including through new partnerships with Rotary clubs across Southeast Queensland who have provided direct funding and material support to a number of women's refuges.

SPONSORSHIP PACKAGES

There are 4 sponsorship packages available and the details are as follows:



Bronze: \$5000 + GST

- Team registration places (15)
- Logo on the Darkness to Daylight website
- Event day presence and activation opportunity
- Social media acknowledgments (at least 1)



Silver: \$10,000 + GST

- Team registration places (30)
- Logo on the Darkness to Daylight website
- Event day presence and activation opportunity
- Social media acknowledgments (at least 1)



Gold: \$15,000 + GST

- Team registration places (50)
- Logo on the Darkness to Daylight website
- Event day presence and activation opportunity
- Social media acknowledgments (at least 2)
- Business and team profile on the Darkness to Daylight website
- Logo and business profile on digital collateral, such as EDMs
- Workplace programs discounts (5%)

SPONSORSHIP PACKAGES



Platinum: \$20,000 + GST

- Team registration places (80)
- Logo on the Darkness to Daylight website
- Event day presence and activation opportunity
- Social media acknowledgments (at least 3)
- Business and team profile on the Darkness to Daylight website
- Logo and business profile on digital collateral, such as EDMs
- Workplace programs discounts (10%)
- Speaking opportunities at Opening and Closing Ceremonies

We can tailor all opportunities to suit your requirements and will provide you with tools and materials to promote your support to your teams and the communities you work in.

In order for us to organise Darkness to Daylight efficiently and to provide our participants better experience, we kindly request you to finalise your sponsorship with us by February 2025.

GET IN TOUCH

Join us for Darkness to Daylight's 12th anniversary in 2025!

Please reach out via below options:



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TOGETHER, LET'S MAKE EVERY STEP COUNT TO END DOMESTIC AND FAMILY VIOLENCE