

GRATITUDE WALK 2018

Project Proposal



Little Haven Palliative Care Inc.



Gratitude Walk and Fun Run

About us

Little Haven Palliative Care is a not for profit, public benevolent institution providing compassionate and professional palliative care and cancer support to people with an incurable illness and their families and friends in the Gympie and surrounding area.

Of all life's challenges, a diagnosis of incurable illness and loss are the times when we are most in need of answers and support.

Little Haven offers a unique in-home and community based palliative care service to people of all ages from little children to our most senior citizens.

We understand that the diagnosis of a life threatening health condition may be the most confronting experience in life. Just as caring for a loved one at home when their health is deteriorating may be an unfamiliar and distressing role.

For more than 35 years, Little Haven's Home & Community Palliative Care has helped anyone in the Gympie & surrounding region facing incurable illness to be where they want to be: with family, friends or loved ones, whilst receiving the best of care.

In a team effort, our experienced staff work in partnership with patients and their loved ones to offer expert clinical and moral support so that remaining at home for the rest of life is possible, peaceful and positive.

Little Haven's Home & Community Palliative Care is a no-fee service accessible throughout the Gympie and Cooloola Region. In the business year of 2017, Little Haven has served 221 palliative patients. An average of 76 patients are getting treated at any given time. This is about a 50% of growth within a span of 5 years.

The Annual Gratitude Walk

Gympie's Gratitude Walk is an important part of Little Haven Week held annually. The Walk provides an opportunity for Little Haven to show Gratitude to the support this community provides; so we can be there when we are needed. We'd love to see you join us in remembering and giving thanks for all those who have left us with an imprint on our hearts this year.

All events in Little Haven Week raise invaluable funds needed for Little Haven's work in the coming year. At the last Gratitude Walk in 2017 a crowd of approximately 150 turned up. The event raised about 12,000 dollars in support of the care that we provide many in need.



Gratitude Walk 2018

What to expect?

Gratitude Walk 2017 saw the largest crowd it has ever seen yet. We are hopeful the 2018 walk will be an even more successful event with the generous support of our community.

It is targeted this time to increase the focus on corporate sponsorships and encourage more involvement of the local businesses. We believe this year's walk will be an opportunity for us to strengthen our close bond with the Gympie local community and the local businesses.

The 1km Course

This circuit is ideal for gratitude walkers, toddlers, prams, wheelchairs and etc. Anyone who does not wish to complete the more strenuous walks can walk around the Showgrounds on a short course and pay gratitude for the ones they love.

The 5km Course

Starting from the Gympie Show Ground, the 5km Course is for those who would like to have a short walk and have more fun. This component features a costume walk; a prize waiting for the best costume. The new River Walk is a great new opportunity for a beautiful walk.

The 7km Course

For fitness enthusiasts and anyone who wishes to run that extra mile we will have a 7km course. We are looking forward to the support of fitness and nutrition related businesses in the community to add some depth and colour to this component of the event.

Entertainment

This time we are planning to increase our features of entertainment with the hope of attracting an even wider and more diverse crowd to take part. In the showgrounds we are planning to create a festive environment where everyone in the family and can spend a fun time.

- Coffee van
- Ice Cream
- Sausage sizzle- free to participants
- Craft stalls
- Merchandise stall
- Jumping castle and other fun games
- Massages
- Face Painting
- Music from Rock n' Roll Boys
- Random raffle draw



Publicity for Gratitude Walk 2018

Newspapers and Online Articles

- Articles will be featured in Gympie Times- the local newspaper prior to the event and after the event. Prior to the event articles will give information on the dates and times of the event with emphasis on entertainment items.
- The Little Haven website and the Gratitude Walk website will regularly keep updates on the walk.

Physical Advertising Media (Banners/ Posters)

- Official promotional fliers/ banners for the Gratitude Walk 2018 carrying sponsor and co-sponsor logos will be available at restaurants, gyms, educational institutes and other business outlets
- Official promotional posters for the Gratitude Walk 2018 carrying sponsor and co-sponsor logos will be on display on video walls/ elevator walls and other outlets at frequently visited places

Social Media Coverage

- Significant publicity and event awareness is garnered through social media.
- We routinely publicize the event as well as its corporate sponsors on Facebook
- In doing so we ensure coverage reaches a large number of people of diverse age groups

Sponsorship Packages

Type	Benefits
Platinum Sponsors	<ul style="list-style-type: none"> • Sponsors will be the primary sponsors for the event and mentioned as the “Platinum Sponsors” in all promotions • Announcements as the “Platinum Sponsors” during the event • Sponsors will get prioritized publicity • Sponsor logo on official event t-shirt, backdrop and posters. • Sponsors would be able to set-up a promotions booth at the event • Any promotional material will be distributed during the event • Sponsor banners displayed at the event venue • Sponsorship value- \$ 750
Gold Sponsors	<ul style="list-style-type: none"> • Sponsors will be routinely highlighted via web and social media promotions as “Gold sponsors” • Announcements as “Gold Sponsors” during the event • Sponsor logo on official event t-shirt backdrop and posters. • Sponsor banners displayed at the venue. • Sponsorship value- \$500
Silver Sponsors	<ul style="list-style-type: none"> • Sponsors will be routinely highlighted via web and social media promotions as “Silver sponsors” • Announcements as “Silver Sponsors” during the event • Sponsor logo on the official event t-shirt, backdrop and posters. • 1 sponsor banner displayed at the venue • Sponsorship value- \$ 250
Banners	<ul style="list-style-type: none"> • A single banner entitled to be displayed at the event venue • Sponsorship value- \$100

Other Sponsorship Materials Required

- Prizes for the raffle draw
- Drinks/ Water
- Nutrition
- Goodies for the participants
- Marquees, Tables and Chairs
- Printing and Stationary
- Caps/ Hats



Contact Us

If you are happy to be part of this worthy cause, please contact us:

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