



HeartKids

TWO FEET & A HEARTBEAT

Charity Walk
Sunday 8 Sept



Sunday 8
September

22 locations across
Australia

Supporting heart kids
through life
heartkids.org.au



WHO WE ARE

HeartKids is the only national charity leading the fight to conquer congenital heart disease by supporting affected children, teens, adults and their families across Australia.

We also fund life-saving research, provide information and advocate for these families' needs.

Our support is a commitment for life, because there is no known cure. People with congenital heart disease face unique challenges for their entire lives.

Our motivation

Congenital heart disease is a leading cause of death and hospitalisation of Australian babies.

HeartKids fights for the eight babies born with congenital heart disease every day, to provide each of them with the best chance of living a long and fulfilling life.

Sadly, 4 lives are lost each week.

Our work, our impact

HeartKids work is outcome focused and demonstrates real impact for families and for the community. Specifically, we:

- Deliver high quality support services via all major Australian children's hospitals and in the community
- Drive world class research into the causes, treatment and management of congenital heart disease, committing over \$3.75 million to date
- Advocate for the needs of people with congenital heart disease, their families and carers
- Provide quality information to guide families on their whole life journey.

Heartkids is committed to providing support throughout the whole life journey of the 64,000 Australians living with congenital heart disease.



TWO FEET & A HEARTBEAT

4km charity walk

HeartKids Two Feet & A Heartbeat is a 4km walk, in honour of the four lives lost to congenital heart disease every week in Australia. Those keen to take on a greater challenge can choose to do the course twice, and tackle 8km in recognition of the eight babies born with congenital heart disease every day.

Participants walk side by side with HeartKids families and every walker carries a coloured flag. Blue is carried by those living with congenital heart disease, red by those walking in support and white by those walking in memory of a Heart Angel (deceased loved one).

The walk concludes with a period of silence in memory of our Heart Angels. Families have the opportunity to come forward and place flowers during this emotional time for reflection.

A true sense of community surrounds the day as families enjoy picnics, face painting, jumping castles and other fun, family friendly food and entertainment following the walk*.

Walks take place in major capital cities and local communities across the country. In 2019 we aim to have 4,200 participants raising \$350,000 across all events, allowing your investment to be leveraged and enhanced by the community.

Each walk has an assigned ambassador - usually a local celebrity or an inspirational individual impacted by congenital heart disease - who is available to support with media opportunities.

Family entry \$ 80
(2 adults & up to 3 kids)
Adult \$ 30
Child \$ 10
Each entrant receives a pair of socks and a coloured flag.

* Specific details of memorial ceremonies, activities and entertainment may differ across locations. Check with your local event.



HeartKids Two Feet & A Heartbeat sponsors have priority access to HeartKids' suite of volunteering and employee engagement initiatives.

SPONSORSHIP OPPORTUNITIES

Sponsoring HeartKids Two Feet & A Heartbeat provides a cost-effective opportunity to meet your social, marketing, networking and employee engagement objectives.

NATIONAL SPONSORSHIP \$ POA

- Your brand on event marketing materials
- Co-branded collateral bag and signage
- Verbal recognition at events and opportunity to present to participants
- Opportunity to distribute prizes, merchandise or advertising
- Visibility at event locations, for example merchandise booth and banners
- Promotion to HeartKids' highly engaged community on Facebook (over 42,000 likes and active database of supporters)
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies
- Tailored PR support and recognition in advertising
- Inclusion in all HeartKids press releases
- Your logo on the HeartKids sponsor page and the Two Feet & A Heartbeat event page
- 400 entry tickets nationally valued at \$12,000 to be used for your employees to attend the events and engage with the HeartKids community
- Invitations to key HeartKids events throughout the year.

STATE SPONSORSHIP \$ POA

- Verbal recognition at state events
- Opportunity to distribute prizes, merchandise or advertising
- State specific promotion to HeartKids' highly engaged community on Facebook
- Secondary level recognition on signage
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies
- Tailored PR support
- Recognition in state level event communications
- Your logo on the HeartKids sponsor page and Two Feet & A Heartbeat event page
- 40 entry tickets in your state valued at \$1,200 to be used for your employees to attend the events and engage with the HeartKids community
- Invitations to key HeartKids events throughout the year.

EVENT SPONSORSHIP \$ POA

- Verbal recognition at event
- Opportunity to distribute prizes, merchandise or advertising
- Event specific promotion to HeartKids' highly engaged community on Facebook
- Compelling content for your social media channels including use of HeartKids' powerful imagery, logo, stories and case studies
- Tailored PR support
- Your logo on the HeartKids sponsor page and Two Feet & A Heartbeat event page
- 10 tickets valued at \$300 to be used for your employees to attend the events and engage with the HeartKids community
- Invitations to key HeartKids events throughout the year.





TWO FEET & A HEARTBEAT Charity Walk

The impact

HeartKids Two Feet & A Heartbeat offers a highly visible, engaging and fun way for the community to demonstrate their support for local families living with congenital heart disease. Importantly, it serves as a tribute and celebration of lives lost.

HeartKids is 98.7% funded by the public and corporate community. HeartKids Two Feet & A Heartbeat raises vital funds to enable HeartKids to continue and expand our much-needed support services for families living with the daily challenges of congenital heart disease, as well as those in need of bereavement support. We rely on the generosity of donors and partners to reach more families across Australia with vital services such as our Family Coping Program.

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* Cavill + Co 2014

All donations over \$2 are tax deductible

In just **1 year** more than
3 million

Australians switched from their normal product or service to another brand because it supported a charity or cause.*

**HeartKids Two Feet
& A Heartbeat**

provides fun health-based opportunities to engage employees and customers whilst raising funds and awareness.