

HUMPTY DUMPTY
**BALMORAL
BURN**




20 YEARS
IN 2020
~~2021~~
2022



**STRONGER
TOGETHER**



2022 HUMPTY DUMPTY
**BALMORAL
BURN**



**ONE DAY
= BIG
IMPACT!**



One day that unites the community.
A unique race that challenges us.
It's a call to support sick kids in hospital.
Will your brand take part?



SYDNEY'S STEEPEST HILL RUN FOR KIDS!



After an unprecedented two years, now is the time to bring your team back together at one of Australia's premier outdoor events.

Your association with one of Australia's leading charities, the Humpty Dumpty Foundation, and its landmark event, the Humpty Dumpty Balmoral Burn will truly demonstrate your philanthropic commitment to the community, while helping sick kids in hospital.

Created by Wallaby great Phil Kearns AM, the Burn sees participants take on the 420 metre race course of Sydney's steepest street - Awaba Street in Mosman.

The Burn will inspire your organisation and enrich your corporate social responsibility program while delivering significant commercial benefits. Elevate your brand, enjoy exceptional hospitality and unite your workplace through a memorable event experience.

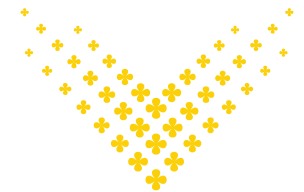
Take your participation to the next level by becoming a Race Category Naming Rights Sponsor.

Make an impact, with Humpty's support every step of the way!

Let us show you how...



**WE INVITE
YOU TO
JOIN US.
SPONSORS'
DINNER
FRIDAY
27 MAY
RACE DAY
SUNDAY
29 MAY**





TOGETHER, EVERY STEP OF THE WAY



IN THE LEAD UP...

DURING THE EVENT...

POST EVENT...

Unite your entire workplace with guided fundraising activities

*
See your brand featured strongly across Humpty's range of high impact advertising activities across NSW

*
Inspire your workplace with a tailored address by Phil Kearns

Easy sign up + engage with your team via a range of email shoutouts

Rub shoulders with some of Australia's leading Executive Teams at the Sponsors' Dinner on Balmoral Beach Friday 27 May

*
Be a part of an incredible day where every detail has been considered - an exclusive team marquee on Balmoral Beach, a breakfast hamper & plenty of excitement for competitors & supporters alike

AWABA ST
420 M

Celebrate everyone's achievements at the Post Race Sponsors' Luncheon

*
Own the hill with bespoke brand activation opportunities, brand signage, race bibs and large format screens throughout the event

Know your team are equipped with all of the vital information they need for race day Sunday 29 May

Share the impact your organisation has made for sick kids in hospital

FINISH



Exclusive to Tier 1 Sponsors

ELEVATE YOUR BRAND + MAKE A DIFFERENCE



As a Race Category Naming Rights Sponsor, your company will have the opportunity to align your brand with this iconic event, whilst supporting kids in hospital.

- ✓ **Logo recognition on all of Humpty's 'Out of Home' advertising**
With a \$300,000 campaign on Out of Home assets across oOh!media's extensive network in NSW, have your logo featured across major shopping centres, cafes and office towers.*
- ✓ **Logo recognition across highly circulated Humpty collateral:**
 - *Humpty's Good Egg Magazine - 2nd Edition, 2022 (digital and print)* - distribution 200,000 homes through leading national papers.
 - *Marquee Sponsors' Board & Dinner program.*
- ✓ **Digital promotion via Humpty's social channels**
Acknowledgement as a Race Category Naming Rights Sponsor, a minimum of 3 social posts on Facebook, Instagram and LinkedIn.
- ✓ **Event website** - logo recognition on the home page of the Balmoral Burn website, click through options to your website.

**Terms & conditions apply*

WORKPLACE ENGAGEMENT

Leverage the Balmoral Burn as a platform to connect and engage across your entire organisation in a space of health, well-being and community.

✓ **Burn together, stay together**

Research shows that people who exercise regularly experience improved mental health and emotional wellbeing. Build the Burn into your workplace daily routine – take the stairs, pound the pavement, whatever you do – do it together. With 50 complimentary race day passes, maximise this opportunity to build the hype, promote teamwork and support each other.

✓ **Align your team for success**

Phil Kearns will address your team not only motivate but to also promote your company’s goal in giving back to the community.

✓ **Bring everyone together for good**

While you lead the charge, encourage your staff to step up and set up their own fundraising pages under your company banner to have an even bigger impact. Earn boasting rights with your logo at the top of the fundraising leader board.

Together, let’s take on the challenge so that children and their families have the best possible access to health care and the opportunity to achieve a positive health outcome.

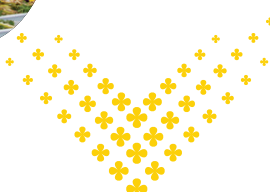


HOSPITALITY AT ITS BEST



Humpty is a true entertainer. Let us spoil your team with world-class catering across the entire event weekend.

- ✓ **Sponsors' Dinner – Friday 27 May – Two tables**
 Rub shoulders with some of Australia's leading CEO's and executive teams. Take the opportunity to reward and recognise your leadership team or invite your best clients to this premier charity event. A magnificent four course menu prepared by Bathers Pavilion, matched with the finest of wines and Vintage Piper-Heidsieck. An unforgettable occasion.
- ✓ **Race Day – Sunday 29 May**
 - *Dedicated corporate marquee with signage, located on the sand at Balmoral Beach (3mx3m)* – a light breakfast hamper will be delivered to your exclusive marquee zoned area. Tables, chairs and one marquee umbrella is included. Your company's HQ for the day.
 - *Post Race Sponsors' Luncheon* – After the hard work has been done, reward your team and spectators with 30 tickets to Humpty's corporate marquee to enjoy a celebratory feast.



OWN THE HILL

Celebrate your brand through race category sponsorship and activations on the hill. Maximise your sponsorship through the following benefits:

- ✓ **Make a race your own:**
 With multiple race categories to sponsor, let us work with you to select the one that best suits your business or marketing objectives.
- ✓ **Recognition on the day as a Race Category Naming Rights Sponsor:**
 Select the race category to sponsor that best aligns with your brand values and or target markets. See your brand come to life with:
 - *Logo recognition on sponsored race bibs* and event screens.
 - *Opportunity to be seen and heard with 20 second TVC spots* on event screens.
 - *Race caller announcements* during the race to recognise your valued partnership.
 - *6 branded signs placed along the race course* including prime start and finish line positioning.
- ✓ **Activate your brand on the Hill**
 The Humpty Team are happy to discuss your ideas on how we can showcase your community heart and spirit on the hill.
- ✓ **2 teams (4 runners per team) to participate in the corporate team relay** - the choice is yours to have each runner take on the 420m course - or split it into 105m legs. Choose from the following categories:
 - **Corporate Burn:** All team members run the full 420m - company employees/or non-employees.
 - **Humpty's Dash:** Each team member runs 105m and passes a baton. Company employees only. Includes specific industry races.





ABOUT HUMPTY



A children's charity, the Humpty Dumpty Foundation for more than 30 years has helped save lives of sick and injured lives of sick and injured children across Australia.

Led by our Founder and Chairman Paul Francis OAM and Patron Ray Martin AM, Humpty's mission is to ensure equitable healthcare for all Australian children no matter where they live.

To date, Humpty has provided medical equipment to paediatric wards, neonatal units, maternity and emergency departments at...



Humpty's Wish List has enabled thousands of pieces of medical equipment to be delivered directly to the hospitals as selected by donors.

This unique Wish List model provides supporters the opportunity to identify locations across Australia where they may have a footprint to support their local hospital, their community and their staff.

Make a meaningful difference for your organisation and our community. We look forward to seeing you on the hill!

By Partnering
with Humpty you can:



Stand out from the pack

Align your brand with a better future for children and communities around Australia



Engage your staff

Motivate, unite and empower staff by creating a culture of giving



Reach a national audience

Have a positive impact in your local community by leveraging our relationships with more than 500 hospitals and health services across Australia





“From a mother who holds her child in her arms every day because of the Humpty Dumpty Foundation, all the water in the ocean and all the stars in the sky are less than all my thank you’s.”

Xaviera with Francis at 10 months old

Francis was born in Darwin with a hole in his heart that was not compatible with life and needed a life-saving operation in Melbourne at 22 days old. Francis is one of the 40 babies in the Northern Territory whose lives have been saved through Humpty’s Transport Incubator.



**WE ARE
STRONGER TOGETHER.
LET'S TALK!**

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Humpty Dumpty Foundation

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