



Volunteer Guide: Connecting with Like-Minded Organisations & Sponsorships

Why Partnering Matters

As a volunteer, you have a unique opportunity to showcase your community's commitment to mental health by connecting with local charities, mental health programs, and businesses that share our mission.

By partnering with these organisations,

- ☒ You expand the reach and impact of Walk 'n' Talk For Life.
- ☒ You demonstrate community unity around mental health and suicide prevention.
- ☒ You help build a network of support, connection, and hope in your local area.

How to Connect with Like-Minded Organisations

1 Identify Local Partners

- Local mental health charities and support groups
- Community centres and councils
- Sporting clubs and gyms
- Schools and universities
- Allied health professionals (GPs, psychologists, social workers)
- Local cafes and small businesses committed to community wellbeing



2 Invite Participation

Encourage these organisations to:

- Attend your event and walk alongside your community.
- Host an information stall or simply chat with participants.
- Share your event through their newsletters, email lists, and social channels.
- Volunteer on the BBQ or welcome table, or assist with water stations.
- Donate bread, sausages, fruit, or water to support the event and showcase their community spirit.

This offers them a wonderful opportunity for connection while giving them visibility for their services and demonstrating their commitment to mental health in the community.

Sponsorship Opportunities

Local businesses and organisations are invited to sponsor Walk 'n' Talk For Life shirts and events, offering a valuable way to:

- Support a meaningful cause
- Gain community visibility and brand recognition
- Demonstrate social responsibility

All sponsorships are tax-deductible.



Shirt Sponsorship Packages

Example Structure: Please check with head office to confirm sponsorship packages, inclusion and investment before approaching any potential sponsor. This data is for demonstration purposes, and costs change over time.

Sponsorship Option	Inclusions	Investment (Sample Only)
Gold Sponsor (1 spot)	Large logo on top back of shirts	\$2,000
Silver Sponsor (2 spots)	Medium logos on mid-back	\$1,250 each
Bronze Sponsor (3 spots)	Smaller logos on lower back	\$750 each

Notes:

- Sponsorship covers production costs for shirts, supporting free community access to Walk 'n' Talk For Life.
- Logos will be included in local event social media promotions and newsletters.
- Sponsors are invited to attend and connect with participants on the day.

Talking Points When Approaching Organisations

"We would love your support to make our Walk 'n' Talk For Life even more impactful for our community."

"Your involvement will help break the stigma around mental health and show that our community stands together."

"This is an opportunity for your organisation to showcase its commitment to mental wellbeing while connecting with the community."

"Sponsorship is tax-deductible, and your brand will be seen by hundreds of community members."

"You can help by volunteering, donating supplies, or supporting our shirt sponsorship program."



Tips for Success

- Always share why Walk 'n' Talk For Life matters to you personally.
- Use our provided flyers and sponsorship information sheets to make conversations easier.
- Follow up with an email after your discussion to confirm interest.
- Share photos and stories with us if a business or group comes on board.

Together, We Create Impact

Your connections and enthusiasm can build strong local partnerships that:

- Grow attendance and community engagement
- Create lasting connections for people seeking mental health support
- Build a united front in the fight for better mental wellbeing

Finding Sponsors

Now that you know what to ask for, you need to find organisations that are willing to sponsor your walks. How can you do this?

1. Media Outreach

- Contact local newspapers and radio stations for an interview, using the opportunity to promote the event and attract potential sponsors or donors.

2. Local Sponsorship for BBQ

- Approach local butchers and supermarkets for donations to support the BBQ. This is a great way to engage with the community while promoting the event.



3. Shirt Sponsorship

- Secure shirt sponsors by offering businesses the chance to sponsor event shirts. Sponsors can contribute \$1,000 for three sponsors or \$3,000 for one, covering approximately 300 shirts.

4. Long-Term Community Support

- The ultimate goal is to build strong, ongoing support from the local community to fully fund and sustain future events.

Thank you for helping expand the reach and impact of Walk 'n' Talk For Life in your community.

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For more information, [visit our website.](#)