



# MARCH ON

WITH **SOLDIER**  
ON



## 1-31 MARCH 2021

WALK 96KM IN 31 DAYS TO HELP PREVENT VETERAN SUICIDE

The rate of suicide in ex-serving men and women is higher than in Australia's general public. Help veterans and their families rebuild and thrive. March On with Soldier On.

## MARCH ON WITH YOUR ORGANISATION

Strengthen your market presence by aligning your company to March On with Soldier On. The March On fundraising initiative calls upon Australians to walk 96 kilometres during the month of March. Soldier On aims to raise \$1 million from the campaign to extend the reach of its services for veterans and their families. Participants can choose from the following challenges to complete the 96 kilometres:

**Choose your own challenge:** Complete 96kms at your own pace in the month of March while paying tribute to those who defended our nation.

**Mountain Challenge:** 10 Aussie Summits challenge is a guided trek with Peak Learning Adventures where you climb the ten highest peaks in Australia over four days.

**Pinnacle Challenge:** (Postponed for 2021 due to Covid-19). Register interest for walking the Kokoda Trail in PNG in April 2022 via Charlie Lynn's Adventure Kokoda.

## ABOUT SOLDIER ON

Soldier On has been supporting the Veteran community since 2012. Through the delivery of holistic services Soldier On provides support to those who have served and continue to serve in the Australian Defence Force.

As a national charity, we support more than 3000 veterans and their family members through our Health and Wellbeing services, Employment Support, Learning and Education Programs, as well as Participation and Social Connection activities. Our services help individuals build resilience and create meaningful connections with family, community and employers. These programs are made possible through the generous support of the Australian community and our Corporate partners.





# SUPPORT OPPORTUNITIES

<b>ADVENTURE BRAND SPONSOR</b>  Exclusive opportunity	Recognition as a sponsor with priority logo placement on: <ul style="list-style-type: none"> <li>• campaign collateral</li> <li>• digital and social media</li> </ul>
	Recognition of sponsorship: <ul style="list-style-type: none"> <li>• in media coverage</li> <li>• during campaign activation</li> <li>• logo and mention in March On campaign article in the quarterly Soldier On journal</li> <li>• in a short presentation by the sponsor</li> </ul>
	Promotional items for your company use, including email footer and social media tiles
	Feature in Soldier On's monthly state based newsletters
	Advertisement and company profile in the nationally distributed quarterly Soldier On journal, as provided by the sponsor
	Acknowledgement as a sponsor in Chairman/CEO Address
	Access to Soldier On CEO or Ambassador to address up to 2 events as guest speaker
	Opportunity to display corporate material during campaign
	Thank you acknowledgment following the campaign on social and digital media
<b>PLATINUM SPONSOR</b>  Valued at \$60,000  1 available	Recognition as a sponsor with priority logo placement on: <ul style="list-style-type: none"> <li>• campaign collateral</li> <li>• digital and social media</li> </ul>
	Recognition of sponsorship: <ul style="list-style-type: none"> <li>• in media coverage</li> <li>• during campaign activation</li> <li>• in quarterly Soldier On journal, including a 200 word company profile provided by the sponsor</li> <li>• in a short presentation by the sponsor</li> </ul>
	Opportunity to display corporate material during campaign
	Access to Soldier On CEO or Ambassador to address a company event as guest speaker
<b>GOLD SPONSOR</b>  Valued at \$30,000  2 available	Recognition as a sponsor with logo placement on: <ul style="list-style-type: none"> <li>• campaign collateral</li> <li>• digital and social media</li> </ul>
	Recognition of sponsorship: <ul style="list-style-type: none"> <li>• in media coverage</li> <li>• during campaign activation</li> <li>• in quarterly Soldier On journal</li> </ul>
	Opportunity to display corporate material during campaign
<b>SILVER SPONSOR</b>  Valued at \$10,000  6 available	Recognition as a sponsor with logo placement on: <ul style="list-style-type: none"> <li>• campaign collateral</li> <li>• digital and social media</li> </ul>
	Recognition of sponsorship: <ul style="list-style-type: none"> <li>• in media coverage</li> <li>• in quarterly Soldier On journal</li> </ul>

COMMUNITY  
MENTAL HEALTH FUTURE  
GET FIT RAISE FUNDS  
HEALTH SUPPORT **MARCH ON** KOKODA WALK  
PREVENT VETERAN SUICIDE  
YOUR CHALLENGE 96KM  
WELLBEING STRONG  
PARTICIPATION

[soldieron.org.au](https://soldieron.org.au)



#MarchOn2021 #Time2Thrive #SoldierOnAustralia