

WANTED:
BUSINESSES
WHO HAVE
OUR BACK



PROJECT IMPOSSIBLE:

KING
OF THE
WINS

PROUDLY SUPPORTING



THIS IS WILL CORLETT.

LOCAL BLUE
MOUNTAINS LAD
WHO IS TRYING
TO MAKE A
DIFFERENCE.

ON JUNE 12 2024
WILL ATTEMPTS
THE *KING OF THE
MOUNTAINS...*

505KM IN 7 DAYS

**TO RAISE \$200,000
FOR LIFELINE**



PROJECT IMPOSSIBLE:

KING — OF THE — MTNS

PROUDLY SUPPORTING

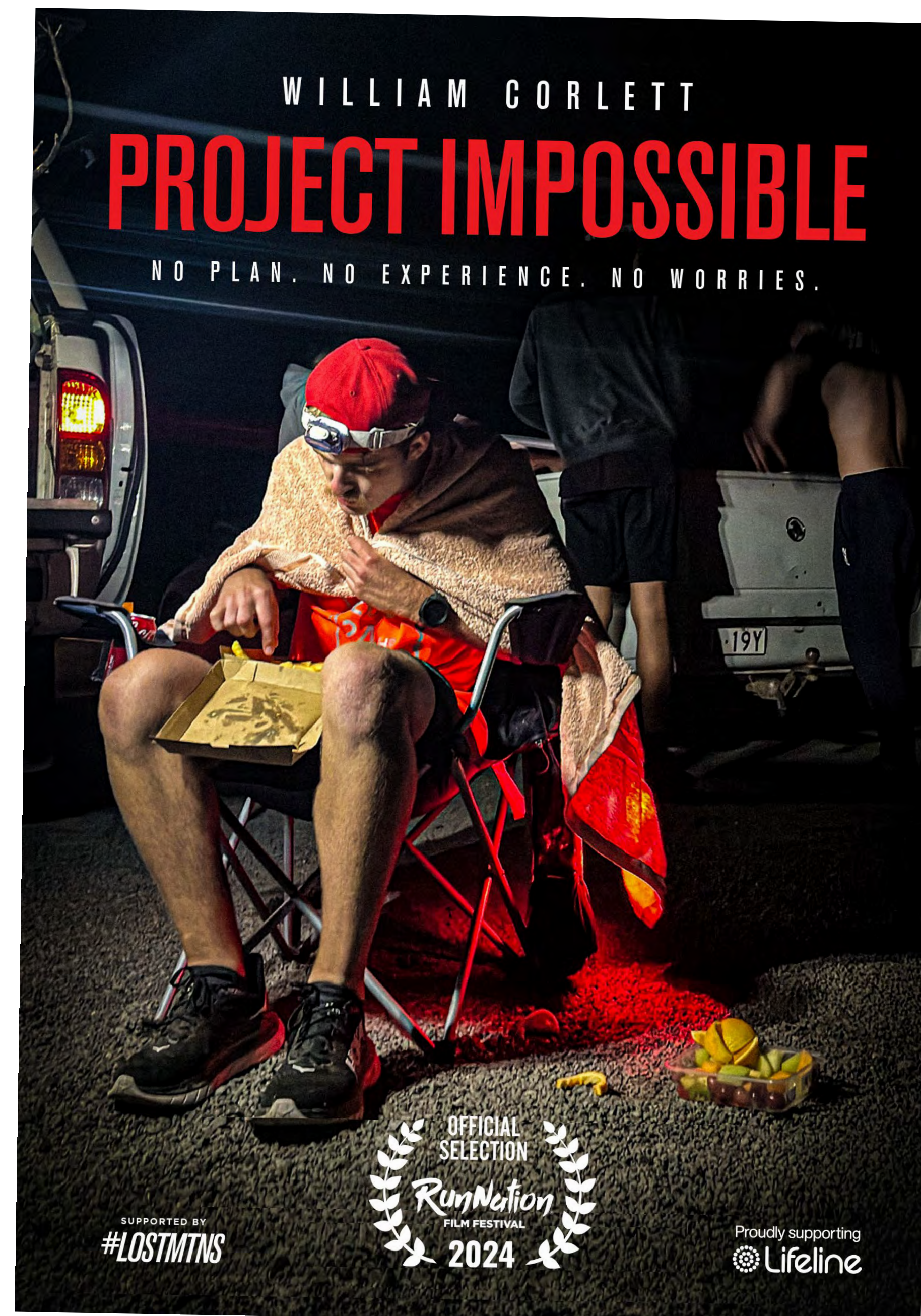


LAST YEAR WILL RAN THE TASSIE 200.

DUBBED 'PROJECT IMPOSSIBLE',
WILL AND 3 MATES DOCUMENTED
WILL'S ATTEMPT TO RUN
200KM IN 24 HOURS.

THEIR EFFORT BECAME A FILM,
CURRENTLY TOURING AS PART OF
RUN NATION FILM FESTIVAL 2024.

[WATCH THE TRAILER](#)



WILL IS THE FIRST EVER #LOSTMTNS ATHLETE

THE **#LOSTMTNS** ADVENTURE TEAM
ARE ADVOCATES FOR ALL THINGS BLUE
MOUNTAINS AND HAVE A MASSIVE
LOCAL AND SYDNEY-BASED FOLLOWING.

WILL IS THEIR **FIRST EVER**
SPONSORED ATHLETE.

THEY WILL BE SHARING EVERY STEP
OF THE JOURNEY TO **OVER 350,000**
FOLLOWERS, FOR HUGE EXPOSURE.

FOLLOW #LOSTMTNS AT:

@BLUEMTNS_EXPLORE

@LOSTMTNS



HOW YOU CAN HELP WILL.

AS WILL GEARS UP FOR THE KING OF THE MTNS, HE IS **SEEKING SPONSORS** TO JOIN HIM IN HIS MISSION TO SUPPORT LIFELINE.

PARTNERING WITH WILL AS HE RUNS THE KING OF THE MTNS ISN'T JUST ABOUT GIVING BACK—IT'S ABOUT AMPLIFYING YOUR BRAND'S IMPACT AND CONNECTING WITH A COMMUNITY DEDICATED TO POSITIVE CHANGE.



SPONSORSHIP OPPORTUNITIES

As a sponsor, you'll enjoy excellent visibility and engagement opportunities. From logo placement to press exposure, we'll ensure your brand receives the recognition it deserves while supporting a meaningful cause.

1. OFFICIAL RUN PARTNER (LIMITED TO 1) **FINANCIAL CONTRIBUTION: \$10,000**

1. Exclusive main Partner of The King of the Mtns 2024
2. Priority Logo position on running clothing & equipment
3. Logo inclusion on projectimpossible.com.au & social media platforms
4. Priority Logo placement on all promotional materials
5. Recognition in pre-event press release & media coverage
6. Prioritised inclusion of your brand in the King of the Mtns film
7. Opportunity for brand activity during race week
8. Social media shout out & gratitude pre & post run

3. PEAK PARTNER **FINANCIAL CONTRIBUTION: \$2500**


1. Logo inclusion on run-associated Branding
2. Logo inclusion on projectimpossible.com.au & social media platforms
3. Recognition in pre-event press release & media coverage
4. Inclusion of your brand & logo in the upcoming King of the Mtns Film
5. Social media shout out & gratitude pre & post run

2. SUMMIT SPONSOR **FINANCIAL CONTRIBUTION: \$5000**

1. Prominent Logo positioning on all run-associated branding
2. Logo inclusion on projectimpossible.com.au & social media platforms
3. Recognition in pre-event press release & media coverage
4. Prominent inclusion of your brand in the King of the Mtns Film
5. Opportunity for brand activity during race week.
6. Social media shout out & gratitude pre & post run

3. BASE SUPPORTER **FINANCIAL CONTRIBUTION: \$1000**

1. Logo placement on select event materials
2. Logo inclusion on projectimpossible.com.au & social media platforms
3. Social media shout-out and gratitude pre and post-run



**DON'T MISS THIS OPPORTUNITY
TO BE PART OF SOMETHING TRULY
SPECIAL. WILL'S JOURNEY IS NOT JUST
ABOUT RUNNING—IT'S ABOUT HOPE,
RESILIENCE, AND MAKING A DIFFERENCE.**

**CONTACT WILL NOW TO BECOME
A SPONSOR AND JOIN US ON THIS
INCREDIBLE ADVENTURE.**

WILL CORLETT

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