



Ski for Life

**2025 SPONSORSHIPS**

**07 – 09 March**



The **2025** Ski For Life event will be the 12<sup>th</sup> annual event which has become a household name along the mighty Murray River. In 2024, over \$330,000 was raised for Ski For Life Inc. Fundraising and sponsorship over the event provides Ski For Life the opportunity to provide small to medium grants to rural and regional communities as well as create and deliver Ski For Life projects. The grants, projects, events and initiatives all have a focus toward mental health wellbeing and suicide prevention and in particular within the much needed rural communities. In 2025, 40 teams and 400 participants will come together to ski a marathon of 456km upstream from Murray Bridge to Renmark over three consecutive days. During the event participants will continue to have conversations along the way to not only change the lives of those involved in the event but also members of the local river communities we pass through. Whilst it is hard to measure, we know Ski For Life has had enormous impact throughout the event. We know that our work is both significant and vital. The feedback surrounding our countless conversations over the 12 years of Ski For Life events indicate these conversations are influential in ensuring people are still here today.



## STATISTICS

Statistics regarding suicide are extremely sensitive. It is essential to remember that each number is a person who was loved and cared for and is missed. As with any statistic, when released they are reporting on the previous year and therefore the latest statistics are from 2023.

### **Suicide Statistics (ABS 2023)**

- 8.8 Australians died by suicide each day
- 3,214 suicide deaths - 230 in South Australia
- 2,419 males and those aged 55-59 years had the highest age-specific suicide rate and accounted for 9.5% of male suicides; Males aged 45-49 years accounted for the largest proportion of deaths due to suicide (9.9%)
- 795 females and those aged 50-54 years had the highest age-specific suicide rate and accounted for the largest proportion of female suicide deaths (10.7%)
- 275 Aboriginal and Torres Strait Islander people died by suicide - the median age of death was 33 years. Aboriginal and Torres Strait Islander people account for 3% of the Australian population therefore the suicide rate is twice that of non-Aboriginal people.



## STATISTICS

- Beyond the tragic loss of the person, the impact of suicide deaths can be felt by up to 135 people, including family members, work colleagues, friends and first responders at the time of death (Cerel et al, 2019).
- Most commonly reported risk factors across all ages in 2023:
  - Mood disorders (including depression) (37.5%)
  - Suicide ideation (shared thoughts with others) (29.5%)
  - Problems in spousal relationship circumstances (23.7%).
  - Personal history of self-harm (21.3%)
  - Anxiety and stress-related disorders (19.3%)

### **Mental Health Statistics (Beyond Blue)**

Note: not every suicide death is related to a mental health condition and not every person experiencing ill mental health is suicidal.

- Over two in five people experience a mental health condition at some point in their life.
- Almost a third of people in Australia will experience an anxiety condition in their lifetime.
- One in seven people in Australia will experience depression in their lifetime.
- One in five people in Australia have experienced a mental health condition in the past 12-months.

**These statistics are overwhelming.**





**Ski for Life** is passionate about changing the trajectory of these statistics in Australia through raising awareness and funds to support and promote the importance of mental health wellbeing and suicide prevention. We value and appreciate sponsor support in helping us strive for this achievement.

**Ski for Life** is seeking to develop corporate partnerships with the business and local communities to share the journey; the experience; and raise the awareness of suicide prevention in our communities and our children.

**Ski for Life** is endorsed as a deductible gift recipient.





## EVENT SPONSOR 2025

**07 – 09 March**

- Invitation to the welcome breakfast and 2025 Event Launch in Murray Bridge on Friday 07 March
- 2 Minute presentation at the Welcome Breakfast Launch in Murray Bridge on Friday 07 March
- Full Day or selected Point to Point lengths on the Chaser Boat over 2 days
- 30 minute plane flight over the river course viewing the teams skiing with Ski Spy Air Crew
- Refreshment/meals at all day stops
- Promotional interview on Radio 5RM live outside broadcast on Friday and Sunday
- Invitation to attend dinner on Friday at Roonka and Saturday Auction Night at Cobdogla
- Invitation to attend and present at the official closing dinner of the Ski For Life 2025 event
- Option to ski along a portion of the course
- Logo Branding on the Ski For Life and Merchandise Trailer





## EVENT SPONSOR 2025

### Branding and Business Representation of Event Sponsor

- Direct e-marketing to Ski For Life database
- Professional photo of the Ski For Life family
- Brand Exposure at all rest points along the Murray River
- Representation and recognition on the Ski For Life website as event partner with hyperlink to company website
- Certificate of recognition as Event Partner
- Exposure on all Social media platforms

**EXCLUSIVE PACKAGE ONLY**

**INVESTMENT**

**\$ 20,000.00**

*\*\* Note : all marketing collateral to be provided by the partner company.*



# DAY SPONSOR 2025



**OPTION OF FRIDAY 07, SATURDAY 08 OR SUNDAY 09 MARCH (based on availability)**

- Invitation to the Team Breakfast
- Full Day or Point to Point Lengths in the Chaser Boat
- 30 minute plane flight over the river course viewing the ski teams with Ski Spy Air Crew
- Refreshment/meals at all stops during the day
- Invitation to attend the team dinner
- 2 Minute presentation at the Team Dinner
- Option to ski along a portion of the course







## DAY SPONSOR 2025

### Branding and Business Representation of Day Sponsorship

- Direct e-marketing to Ski For Life database
- Professional photo of the Ski For Life family
- Brand Exposure at all rest points along the Murray River (for the sponsored day only)
- Representation and recognition on the Ski For Life website as Day Sponsor with hyperlink to company website
- Certificate of recognition as Day Sponsor
- Exposure on all Social media platforms

**3 PACKAGES ONLY**

**INVESTMENT**

**\$ 10,000**

*\*Note : all marketing collateral to be provided by the partner company. Logo to be provided for promotional purposes*





## ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you would like to be involved with Ski For Life 2025 and would like to discuss further opportunities and to customise your own package, we would love to hear from you. All support is appreciated and we are very willing to create a partnership that best suits your business and can provide a mutually beneficial opportunity for both parties.

We also welcome business/item donations for our auction event held on the Saturday night team dinner held in Cobdogla.

For all other sponsorship enquiries please get in touch at [info@skiforlife.com.au](mailto:info@skiforlife.com.au).

Or visit our website [www.skiforlife.com.au](http://www.skiforlife.com.au)

**INVESTMENT**

**By Negotiation**



# Ski for Life



A day on the river restores the soul

@skiforlife.aus



# Ski for Life

