

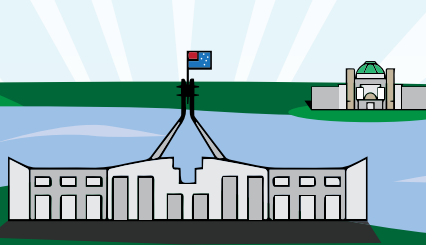
LAKE RATTLE & ROLL

WORLD RECORD ATTEMPT

2023

SPONSORSHIP
PACKAGE

Proudly supporting



DANCE A LIFELINE AROUND THE LAKE!

WE NEED 5,000 PEOPLE TO CREATE A CANBERRA LIFELINE TO SUPPORT THIS VITAL ORGANISATION, AND HAVE SOME FUN WHILE WE ARE IT BY BREAKING THE WORLD **TWIST RECORD!**

This inaugural event supporting Lifeline Canberra will be monitored by the Australian Book of Records who will be awarding Certificates on completion of the event.

DATE: SUNDAY 8 OCTOBER 2023

LOCATION: KINGS AVENUE BRIDGE AROUND LAKE BURLEY GRIFFIN TO COMMONWEALTH AVENUE BRIDGE

**TIME: REGISTRATION CHECK IN FROM 9AM
TWIST RECORD ATTEMPT AT 9.45AM**

There are several ways you can support this event:

REGISTER to participate!

SPONSOR a leg of the lifeline!

DONATE if you can't make it (or shake it!)

VOLUNTEER as an official marshal (we need 50!)

WHY LIFELINE?

One of our most critical support programmes in Australia are the services provided by Lifeline. Lifeline is Australia's leading suicide prevention service.

24 HOURS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR

Lifeline Canberra exists to support people in crisis and save the lives of those experiencing thoughts of suicide.

Our highly skilled volunteers provide 24/7 support via our local crisis support service on 13 11 14. Telephone crisis support workers listen with care and acceptance, whatever the circumstance. We lose a Canberran every week to suicide. Each day our staff and volunteers fight to save the next life.

Lifeline Canberra is a leading charity in the ACT, setting the benchmark for suicide prevention and community-wide awareness for mental health advocacy. Every \$26 enables Lifeline Canberra to answer a lifechanging call from someone in need.

OUR MISSION

We provide immediate crisis support to individuals and proactively build mental health resilience within our community. We are always available to offer timely and skilled support for those who are in crisis, feel overwhelmed or isolated and also provide support to their family and friends. Through early intervention and prevention approaches, we aim to build life skills and community awareness so that people are better able to identify, respond effectively to and ultimately prevent emerging mental health crisis.

TOTAL CALLS ANSWERED IN 2022

1,142,234

THE TWISTED BIT

So because everyone will be gathered together we thought we would add a fun element to this fundraiser and break the World Twist Record!

The current World Record is 3,040 people set in Mississippi back in 2014.

We are going to put Lifeline on the world stage by doing this dance **SIMULTANEOUSLY AND CONTINUOUSLY FOR 5 MINUTES!**

IT GOES LIKE THIS...



HOW IT WILL WORK

1

THE CIRCUIT FOR THE LIFELINE WILL BE SECTIONED AT 100M INTERVALS WITH AN OFFICIAL MARSHAL SUPERVISING EACH SECTION.

2

PARTICIPANTS WILL REGISTER BEFOREHAND BY **BOOKING ONLINE** AND PAYING THEIR REGISTRATION FEE/S. THEY WILL THEN RECEIVE A **CONFIRMATION QR CODE**.

3

ON THE DAY, EACH QR CODE MUST BE SCANNED BY A MARSHAL TO RECORD OFFICIAL ATTENDANCE.
A **WRIST BAND** WILL BE ISSUED TO EACH PARTICIPANT.

4

TUNE IN TO RADIO FM 104.7 AT 9:30AM, THEN AT 9:45AM **START TWISTING AND KEEP GOING FOR 5 MINUTES!**

TICKETS



PLEASE NOTE

CHILDREN UNDER 12 MUST BE ACCOMPANIED BY AN ADULT

FOR SCHOOL GROUPS PLEASE CONTACT US TO PLAN YOUR DANCE LOCATION
(SEE BELOW)



SPONSORSHIP PACKAGES

There are several ways to sponsor the event and help us support Lifeline!

THE CHUBBY CHECKER 'TWIST & SHOUT' \$5000

- Six tickets on board the MV Southern Cross special event brunch cruise
- Six lakeside TWIST registrations
- Sponsorship of one leg of the lifeline in a mix of high profile area/s, inc signage
- Premium promotion on all collateral. merchandise and in all radio / TV / socials
- Design and production of 5 x A1 corflute signs

THE BILL HALEY 'SHAKE, RATTLE & ROLL' \$2,500

- Two tickets on board the MV Southern Cross special event brunch cruise
- Six lakeside TWIST registrations
- Sponsorship of one leg of the lifeline, inc signage
- Promotion on selected collateral and in all radio / TV / socials
- Design and production of A1 corflute sign

THE JOEY DEE 'PEPPERMINT TWIST' \$500

- Six lakeside TWIST registrations
- Sponsorship of one leg of the lifeline, inc signage
- Promotion on all collateral and in all radio / TV / socials
- Design and production of A1 corflute sign

VOLUNTEER

Help us out as a World Record marshal or bump in/bump out hand!

For more information - Brett 0419 419 462 or Euvi 0479 134 573

YES!

I want to Lake, Rattle and Roll!

SPONSORSHIP

The Chubby Checker 'Twist & Shout' Pkg	\$5,000	_____
The Bill Haley 'Shake, Rattle & Roll' Pkg	\$2,500	_____
The Joey Dee 'Peppermint Twist' Pkg	\$ 500	_____

DONATE TO THE EVENT

LIKE TO VOLUNTEER?

Official marshal _____
Bump in/bump out _____

YOUR CONTACT INFO

Name: _____
Organisation: _____
Email: _____
Phone: _____

THANK YOU! WE'LL BE IN TOUCH



THERE IS HOPE!
LIFELINE IS HERE FOR YOU



13 11 14

www.lifelinecanberra.org.au

THANK YOU TO ALL OUR SPONSORS



Australian Government
National Capital Authority