

Bathurst to Newcastle 2026

Sponsorship & Partnership Pack

355km endurance run supporting men's mental health

Fundraising partner: Black Dog Institute

About the Initiative

Bathurst to Newcastle 2026 is a community-led endurance challenge in which three runners will complete 355km on foot over six days, from Bathurst to Newcastle.

The goal is to raise awareness and funds for men's mental health, supporting the Black Dog Institute's evidence-based research, education and support services.

This run is designed to start conversations, reduce stigma, and create visible local momentum around mental health support.

Why This Matters

- 1 in 8 men will experience depression.
- Suicide remains one of the leading causes of death for Australian men.
- Many men delay seeking support due to stigma and social pressure.

This campaign turns attention into action by combining community engagement, practical fundraising and visible advocacy.

What Support Is Needed

To deliver the run safely, partnership support is sought for essential logistics:

- **\$2,400** for food and nutrition
- **\$2,000** for accommodation

Total logistics requirement: \$4,400

Support can be financial or in-kind (for example meals, groceries, accommodation, vouchers, or services).

Partnership Packages

Gold Partner — \$1,500+

- Prominent recognition as a Gold Partner
- Logo placement on key social media and supporter materials
- Dedicated thank-you post highlighting your business

- Mention in post-event partner communications

Silver Partner — \$750-\$1,499

- Acknowledgement on social media throughout the run
- Business name/logo included in supporter posts
- Mention in post-event thank-you communications

Bronze Partner — \$250-\$749

- Business name acknowledged on social media
- Inclusion in group thank-you posts

Community Partner — In-kind support

(Food, accommodation, vouchers, or services)

- Social media acknowledgement
- Mention in supporter thank-you posts

Why Partner With This Run

- Demonstrate practical commitment to community wellbeing
- Align with a trusted national mental health organisation
- Gain positive visibility across local and regional audiences
- Be part of an initiative that delivers measurable social impact

Governance & Transparency

- **Partnership support** contributes to run logistics.
- **Public donations** are directed to the Black Dog Institute via Team Black Dog.

This separation ensures clarity for both sponsors and donors.

Contact

To discuss partnership options or tailor a support package:

Isaac Buttsworth & Ethan Comerford

Phone: 0457 315 110

Email: bx2newy@gmail.com

Prepared for business and community partners.

Bathurst to Newcastle 2026.