



**SPONSORSHIP
PACKAGE**

**LET'S PUSH FOR
BETTER MENTAL
HEALTH TOGETHER**





WHY WE PUSH FOR BETTER MENTAL HEALTH

**3,249 AUSTRALIANS LOST
THEIR LIVES TO SUICIDE IN 2022**



The focus of The Push-Up Challenge is to raise awareness and reduce the stigma around mental health. We take a multi-layered approach to making a real difference in the mental health space.

We're sparking conversations and reducing stigma by opening up the dialogue around mental health in an approachable way.





OUR IMPACT !

In just seven years, The Push-Up Challenge has transformed into the largest mental health and fitness event in Australia.

We've raised over \$40 million with over 500,000 people pushing for better mental health and completing more than 900 million push-ups. We're helping mental health organisations across Australia and the world to invest in research, resources, services and programs to support our communities.

LAUNCHED IN
CANADA 2024
1 - 23 FEB

THE PUSH-UP CHALLENGE 2023

315M

Push-Ups

215K

Participants

\$14.7M

Raised



"The Push-Up Challenge has been a great way to challenge myself physically and mentally, while at the same time raising awareness and funds for this important cause." - Angela, participant

99%

Felt fitter and stronger

93%

Felt connected

96%

Learnt about
mental health



OUR REACH



Facebook

42,000+ Followers
4.8 million+ Reach

Email Database

480,000
Participants & donors

Instagram

34,000 Followers
19.4 million + Reach

LinkedIn

4,500+ Followers
56,508 + Reach

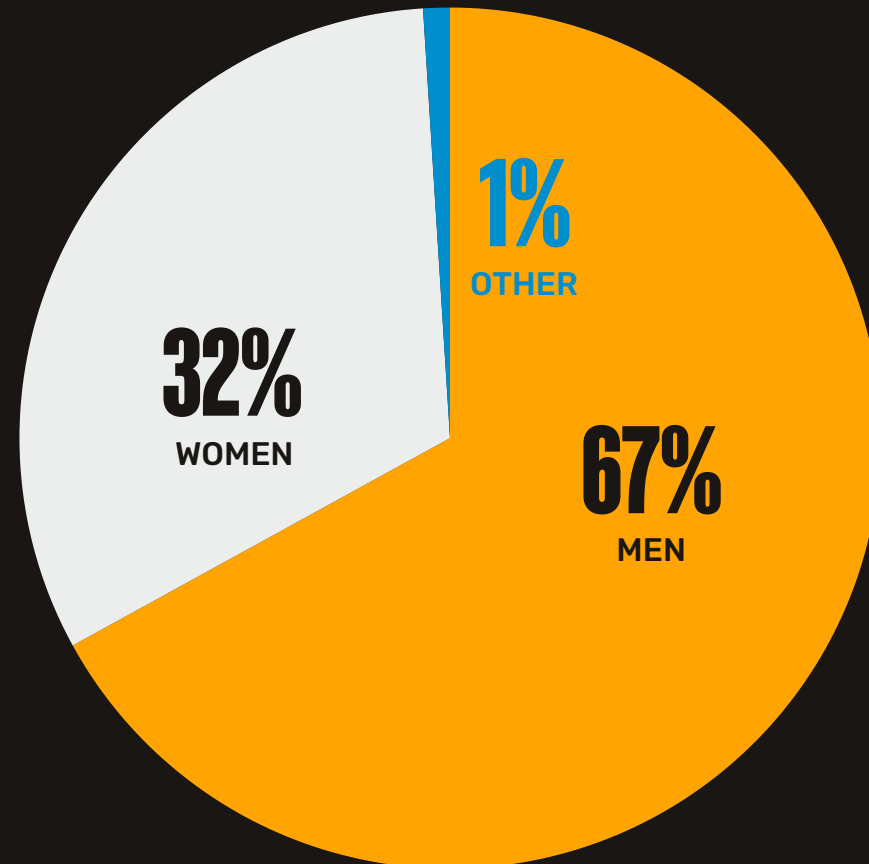
Website & app

2.7 million + website visits
100,000+ app downloads

PR

12 million
Impressions

PARTICIPANT DEMOGRAPHICS



AGE GROUP

%TOTAL

10-19



23%

20-29



27%

30-39



21%

40-49



17%

50-59



9%



OUR AMBITION



1.5 million
participants

1.5 million donors raising
\$50 million for mental health

7 million conversations
about mental health*

*Extrapolated from data captured in 2021 participant survey on conversations had about mental health sparked by The Push-Up Challenge

An aerial photograph of a group of people arranged in a circle on a paved surface, all performing push-ups. They are wearing bright yellow-green high-visibility vests with the word 'PROK' printed on the back. The text 'TO ENGAGE 10 MILLION PEOPLE IN MENTAL HEALTH THROUGH THE PUSH-UP CHALLENGE BY 2027.' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. A large, hand-drawn style yellow arrow points from the bottom right towards the text.

TO ENGAGE 10 MILLION
PEOPLE IN MENTAL HEALTH
THROUGH THE PUSH-UP
CHALLENGE BY 2027.



GET INVOLVED WITH THE 2024 CHALLENGE



"Exercise helped me overcome my own mental health challenges, so The Push-Up Challenge really resonates with me. Now that I have found a better headspace, the challenge also gives me an opportunity to give back to others." - Jordan, participant

THE OPPORTUNITIES

- Student Ambassador Program Sponsorship
- Dollar Matching
- Sponsored Donations
- Trophies & Rewards
- Media & Promotion
- Merchandise
- Travel & Accommodation

THE BENEFITS

- Branding and Marketing
- Audience Access
- Event Activation
- Press releases
- Access to photography
- Team merchandise and trophies
- Workplace visit from CEO, Nick Hudson
- VIP admin support

2024
AUSTRALIAN
OF THE YEAR
WA LOCAL HERO
NICK HUDSON
CEO





LET'S DO THIS! #PUSHFORBETTER

www.thepushupchallenge.com.au

