

# Lachy's Long Way Home



In May 2024,  
Lachlan Cameron will be  
attempting to run from  
Brisbane to Sydney in the  
Fastest Known Time.

# Lachy's Long Way Home

Why would anyone want to attempt to run 1000km? Good question!

Most people know me as a carefree guy, always smiling, love to make people laugh. Unfortunately, alongside that guy is another part of me that battles with anxiety and depression. I felt very lost and extremely broken for a long period of time. I've done a lot of hard work since then to manage that part, and now I am making more positive life choices and seeing hope for the future. I've got enough tools and support now to say that I have evolved to the point where I can deal with the many ups and downs we face on this crazy roller coaster called life.

With this evolution, I've felt that I want to give back to others. It's almost as powerful as a sense that I owe it to others who are fighting a similar battle. I want to help show a way forward through the darkness. Running is a big part of my wholistic approach to mental health, so I wanted to incorporate that into my mission to help others. I've partnered with HOMS because of their belief that showing vulnerability is brave. It's incredibly strong to admit you're not ok, and then to actually do something about it takes a lot of courage. The power of being real with yourself and with others can be a catalyst for change.

My hope for this run is simple, I want to show people the power of believing in yourself and that we are all worthy of the love we sometimes deny ourselves.



# Lachy's Long Way Home

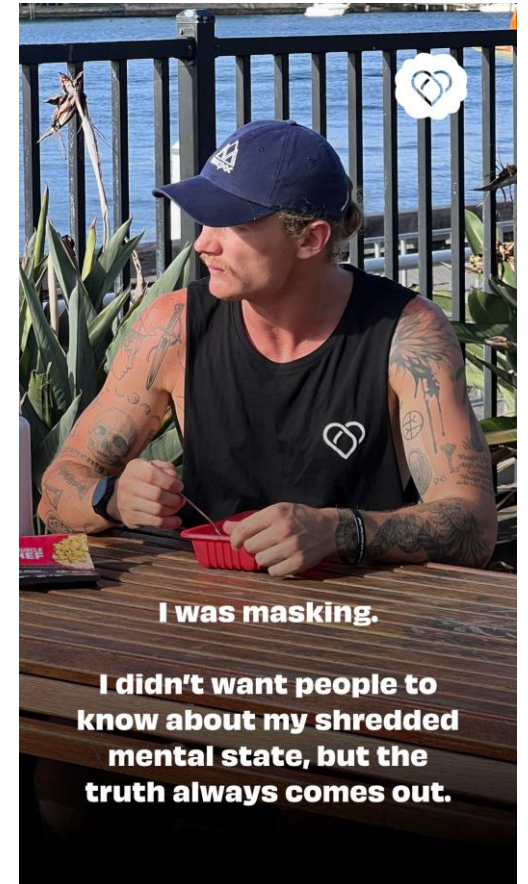


Lachy is not doing this for fitness, legacy or ego . He's doing it to prove his internal fortitude, and to shine a spotlight on mental health.

The run is to bust the stigma that gets in the way of people being able to talk about how they really feel. It's to start conversations.

Lachy has a goal to raise \$100K for Heart On My Sleeve to continue their work in the field of mental health.

**That's where you come in.**



# Lachy's Long Way Home

## Sponsorship Opportunities

We would like to reward major donors and show our gratitude for your contribution.

Sponsoring this event may:

- Improve community perception of your brand, as it demonstrates your commitment to supporting the mental health of your teams and clients
- Demonstrate positive social impact to your customers and clients
- Encourage your team and clients to take care of their own mental health by utilising HOMS' resources



# Lachy's Long Way Home

## Sponsorship Opportunities

### Branding Partner (1 available)

- Your brand logo on HOMS donation partner page.
- Marketing rights to use HOMS logo
- Feature article on our fundraising campaign page
- Promotional spot in our newsletter
- Social media post across our channels announcing sponsorship
- 1 Keynote from HOMS founder, Mitch Wallis
- Your logo on the event apparel, which will be worn by Lachy and support crew in the lead up to, and during the event

Donation \$25,000

**LACHY'S LONG WAY HOME**  
Brisbane to Sydney FKT  
May 2024

**Proudly sponsored by**

**YOUR  
BRAND  
HERE**



Sample design

# Lachy's Long Way Home

## Sponsorship Opportunities

### Tier I Donation Partner (5 available)

- Your brand logo on HOMS donation partner page.
- Marketing rights to use HOMS logo and recognise your partnership with HOMS on your website and collateral. "Proudly supporting HOMS"
- Feature article on fundraising campaign page
- Promotional spot in our newsletter
- Social media post announcing sponsorship
- 1 Keynote from HOMS founder, Mitch Wallis

**Donation: \$15,000**

# Lachy's Long Way Home

## Sponsorship Opportunities

### Tier 2 Donation Partner (unlimited available)

- Your brand logo on HOMS donation partner page.
- Marketing rights to use HOMS logo and recognise your partnership with HOMS on your website and collateral. "Proudly supporting HOMS"
- Feature article on fundraising campaign page
- Promotional spot in our newsletter
- Social media post announcing sponsorship

**Donation: \$5,000**

# Get in touch

Contact:

Julia Hern

General Manager

Heart On My Sleeve

[Julia@heartonmysleeve.org](mailto:Julia@heartonmysleeve.org)

If sponsorship doesn't feel like the right option, we welcome donations of any size.

You can contribute to Lachy's [fundraising page here](#).

Follow @Lachycam\_runs and @heartonmysleeve to follow the event progress.

**SEE YOU AT THE OPERA HOUSE!**

