



RUN FOR RESPECT

PROUDLY PRESENTED BY  **Bupa**

**2026 RUN FOR RESPECT
PARTNERSHIP PROPOSAL**

**CARLTON
RESPECTS**



THE ONLY ACCEPTABLE NUMBER IS ZERO.



THE CURRENT CRISIS IN AUSTRALIA

Violence against women is a serious and widespread problem in Australia, it impacts all of us. The only acceptable number is zero and research indicates that we need to stop it at the start, through respect education and gender equality.

To prevent violence, we need to understand it.

- One woman every six days loses their life to family or domestic violence
- 2 in 5 women (39%) have experienced physical violence since the age of 15
- 91% of Australians agree that violence against women is a problem

WHAT IS CARLTON RESPECTS?

Carlton Respects is a long standing initiative which aims to use the power of footy to build awareness, funds and action to achieve Respect for a brighter future.

Striving to be a leader in the sports industry, an ally to the sector and to play a role in achieving gender equality and a future free from violence.

The initiative consists of three programs:

- Road to Respect schools program
- Workplace Charter
- AFL and AFLW awareness raising games

ROAD RESPECT

Road to Respect is the hero Schools Program for Carlton Respects, educating young people in respectful relationships to create a future free from violence.

About the program:

- Free digital-learning platform for primary school students in Grade 3 to 6
- Developed in collaboration with industry and education experts
- Includes easy to follow tools and information to help student challenge pre-existing gender stereotypes
- AFL and AFLW players feature in the program to engage students, reinforce the content and act as role models
- Our target is to deliver the program to 7,500 students in 2026

OUR IMPACT

20K STUDENTS

participated in the Road to Respect school program

82%

average satisfaction rating
from both primary and
secondary school teachers
and students

100%

of participating primary school
teachers would recommend the
Carlton Respects program

9K+ HOURS

spent delivering the
Carlton Respects Programs

*“It is fantastic to have an influential sporting group such as
Carlton support this work in schools as the voice of their football
idols carry a great deal of weight with all of our students.”*

— Teacher, Marymede Catholic School

OUR AIM

Help us achieve our objective of

RAISING \$2M

for the program to educate

40K STUDENTS

across all states by 2027.

Funds raised will help the Road to Respect schools program
grow in reach and impact, whilst also supporting women
and children directly affected by violence.

RUN FOR RESPECT 2025 SUMMARY

SUNDAY 2ND FEB 2025
IKON PARK AND PRINCES PARK
DISTANCES: 3KM, 5KM, 10KM

\$60,000k+

total funds raised

1,100+

total attendance

5,221km

distance covered

579,065

total digital impressions

1,367,000

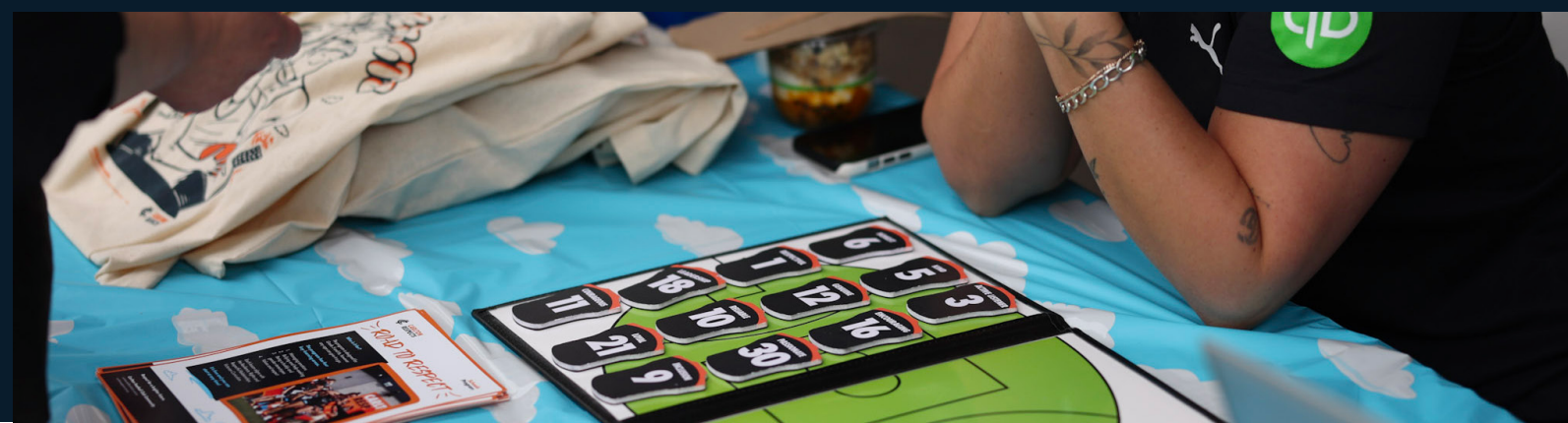
total broadcast reach

2025 RECAP VIDEO



RUN FOR A BRIGHTER FUTURE

2025 Campaign Theme





JOIN US

Align your company with Carlton Respects in our 10 year anniversary through a fun run sponsorship at IKON Park.

IKON PARK
SUNDAY 8TH FEBRUARY 2026
PREDICTED ATTENDANCE: 1,500-2,000

What is the Run for Respect

The Run for Respect is a fun run event supporting the awareness and fundraising initiatives of the Carlton Football Clubs flagship community program Carlton Respects.

Here's how it works:

- **Brand Activation Opportunities**
Engage directly with participants and attendees through on-the-day activations in our event village
- **Company Branding on Digital Assets**
Visibility across event-related digital platforms, including website, social media, email communications
- **Event Village & Course Branding**
Prominent brand placement throughout the event village and along the run course
- **Complimentary Event Entries**
Receive free registrations for staff or guests to participate in the run





PARTNERSHIP INVESTMENT

INVESTMENT OPTIONS

BENEFITS	\$15,000		\$10,000	\$5,000	\$1,500
	PRESENTING PARTNER	GOLD PARTNERSHIP	SILVER PARTNERSHIP	BRONZE PARTNERSHIP	SUPPORTER
DIGITAL					
Logo lock up with Run for Respect Logo	X				
Logo on email communications	X	X	X	X	
Logo on event website	X	X	X	X	X
Mention in all LinkedIn posts	X	X	X	X	X
Solus social post - Pre-Event (offer or activation announcement)	X	X	X		
Social Post - Thank you to our partners - post event	X	X	X	X	
Big Screen logo feature	X	X	X		
Inclusion of a partner offer in post-event eDM	X	X			
EDM Footer with company discount, offer or giveaway always on in registration comms - pre event	X	X	X	X	
BRANDING					
Start & Finish Line Gantry	X				
Opportunity to include branded items in participant race packs *items to be provided by sponsor'	X	X	X	X	
Opportunity to use activation space in the event village *cost of activation not included*	X	X	X	X	
Opportunity to place mesh banners around the course *Cost of mesh banners not included	X	X	X		
Logo on event wayfinding signs	X	X	X		
Logo on event registration hub signage	X	X	X		
Logo on runners bibs	X	X			
Logo on event t-shirts	X	X			
Logo included on medals	X				
ADDITIONAL					
Recognition at start of run via MC welcome	X				
Number of complimentary registrations into 500m (Junior Dash), 3km, 5km or 10km	30	20	10	5	4
Option to purchase further registrations at a discount of 10%	X	X	X	X	X

* All packages exclude GST

