RUN FOR RESPECT

PROUDLY PRESENTED BY Bupa

2027 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 is killed every 9 days by a current or former partner
- 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 our role in preventing violence against women.

The initiative consists of three programs:

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

ROAD TO RESPECT

Road to Respect is the hero Schools Program for Carlton Respects, empowering students to build knowledge and skills that lead to a brighter, kinder, more respectful future.

About the program:

- Free digital-learning and face-to-face program for primary students in Grades 3 to 6
- Developed in collaboration with industry and education experts
- Includes tips and tools to help students manage their emotions, ask for help, be an upstander and break down unhelpful 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 9,000 students in 2027

OUR IMPACT

30K STUDENTS

participated in the Road to Respect school program

9/10

average school rating of the program

97%

agree the program increased students' understanding of key respect lessons

4K+ HOURS

hours delivering the program

"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 2026 SUMMARY

SUNDAY 8 FEBRUARY 2026
IKON PARK AND PRINCES PARK
DISTANCES: 500M (JUNIOR DASH), 3KM, 5KM, 10KM

$80,000k+

total funds raised

1,600+
total attendance

8,750km
distance covered

9.12/10
event satisfaction

96%
are interested in attending next year

1,909,235
total content impressions

45,580
engagements

2026 RECAP VIDEO



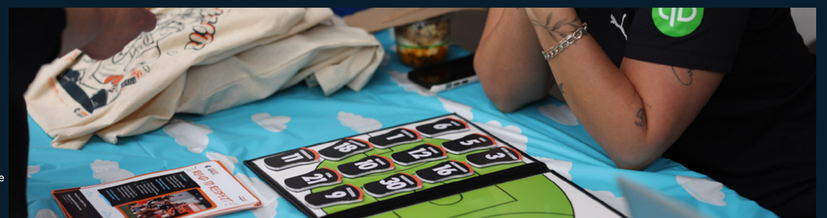
RUN FOR A BRIGHTER FUTURE

2026 Campaign Theme





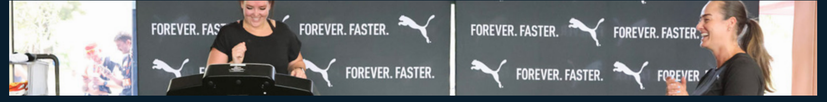
























JOIN US

Align your company with Carlton Respects through a fun run sponsorship at IKON Park.

IKON PARK
DATE: SUNDAY 7 FEBRUARY
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 initiative 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

RUN FOR RESPECT
PRESENTED BY Bupa

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**

