

# DARKNESS TO *Daylight* EVERY STEP COUNTS

## SPONSORSHIP PROSPECTUS

DARKNESS TO DAYLIGHT 2023  
10<sup>TH</sup> ANNIVERSARY

TOGETHER, WE CAN END DOMESTIC AND FAMILY VIOLENCE.

*Challenge DV*  
YOUR WORKPLACE PARTNER TO END  
DOMESTIC & FAMILY VIOLENCE



# YOUR OPPORTUNITY

Darkness to Daylight is Queensland's marquee community event for domestic and family violence awareness and prevention. It offers your organisation a unique platform to:



amplify your social impact  
with the communities you  
serve



engage your workforce and  
staff in ending domestic  
and family violence



create new connections and  
opportunities



strengthen your brand's  
reach across Queensland  
and beyond

Partner with us for our biggest Darkness to Daylight yet: our 10<sup>th</sup> anniversary in May 2023



# ABOUT DARKNESS TO DAYLIGHT

Darkness to Daylight is Challenge DV's community education, awareness and fundraising event for domestic and family violence prevention.

It is a 110km challenge, with each kilometre symbolising a life lost through domestic and family violence in Australia in the year the event launched.

The event was developed by **Robert Reed OAM**, Special Counsel at MinterEllison. Following a life-changing trip to participate in the American Indian Movement's Sacred Run held in Japan in 1995, Rob developed the Darkness to Daylight challenge to give the community an opportunity to do something physical and meaningful about domestic and family violence prevention and gain a deeper understanding of the issue.

Over the years, Darkness to Daylight has grown from strength to strength, thanks to our incredible Foundation Partners, MinterEllison, who have been part of Darkness to Daylight from day one and the incredible support from the Queensland Government and our other amazing sponsors. In 2023 it will commemorate its 10<sup>th</sup> anniversary and it's set to be our biggest yet!

Find out more: [www.darknesstodaylight.org](http://www.darknesstodaylight.org)



# WHY IS IT IMPORTANT?

## Domestic and family violence is a public health issue

- **One** woman is killed every **10** days by her current or former partner.
- **13** women per day (on average) are hospitalised for assault injuries due to domestic and family violence.
- **2.2 million** Australians have experienced physical or sexual violence from a current or previous partner.
- **42%** of people assisted by specialist homelessness services had experienced domestic and family violence
- Australian police deal with a domestic violence incident **every two minutes** – yet **4 in 5 women** experiencing violence from a current partner never contact the police.

## Domestic and family violence is an economic and productivity issue

- It takes on average seven to eight attempts to leave a relationship and around \$18,000 and 141 hours to extricate oneself from an abusive relationship.
- The total business and productivity cost was estimated at **\$1.9 billion**:
  - \$860m due to absenteeism of those experiencing violence
  - \$443m due to perpetrator absenteeism
  - \$96m in management costs.
- Violence against women and their children was estimated in 2016 to cost Australia **\$26 billion** in 2015–16, with victim-survivors bearing approximately 50 per cent of that cost.



# HIGHLIGHTS: DARKNESS TO DAYLIGHT 2022

3,254

participants

\$418,820

funds raised

119

teams

100,000+

conversations

The Queensland government played a key role in supporting Darkness to Daylight 2022.

The Queensland government was our major sponsor for Darkness to Daylight 2022. In addition, 69% of our participants were from Queensland government agencies and every agency was represented. Together, Queensland government participants raised over \$153,000.

This year, we were thrilled to partner with the government's Domestic and Family Violence Prevention Council to encourage families to join the 3km walk and have conversations about healthy and respectful relationships.

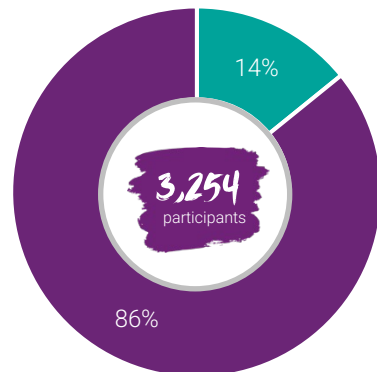
We are grateful for the government's support, testament to its commitment to ending domestic and family violence.

100%

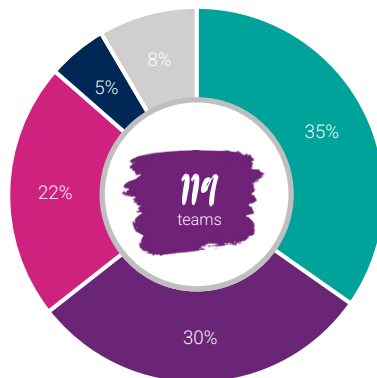
QLD government agency participation



# OUR DARKNESS TO DAYLIGHT 2022 COMMUNITY



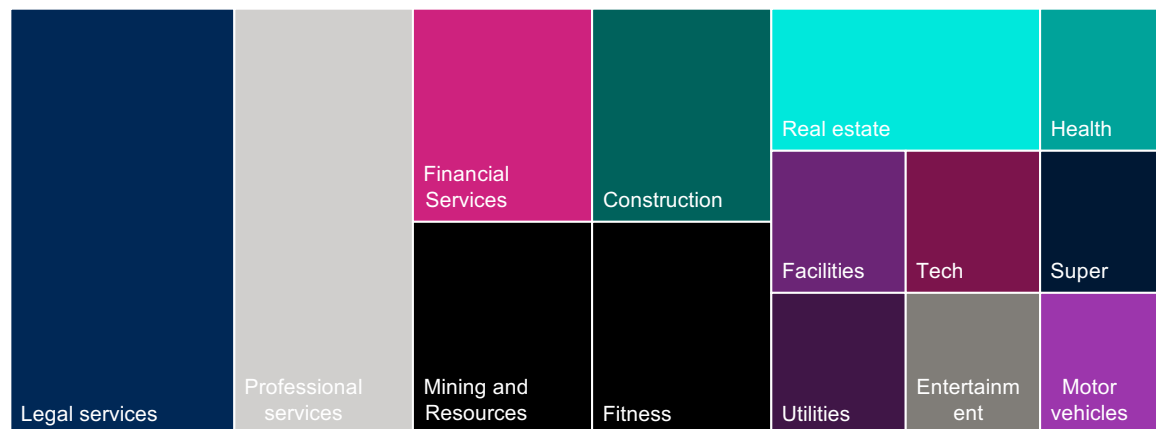
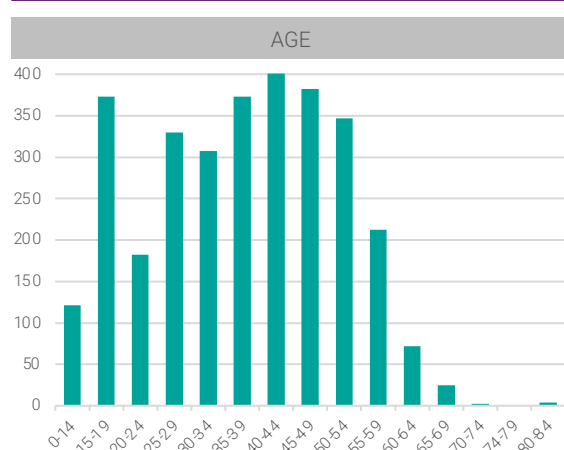
■ Individual ■ Team



■ Community ■ Government ■ Business ■ Not-for-profit ■ Schools



■ QLD ■ ACT ■ NSW ■ SA ■ TAS ■ VIC ■ WA





# THE DARKNESS TO DAYLIGHT 2022 IMPACT

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Thanks to our amazing supporters, Darkness to Daylight 2022 raised close to \$420,000.

This investment will enable us to deliver the following initiatives over the next 12 months:

- build more partnerships between businesses and frontline services, such as women's refuges, particularly in regional and rural areas
- develop new domestic and family violence prevention programs to meet the needs of our diverse communities and workplaces
- provide domestic and family violence awareness training to small businesses and charities
- enable professional development for First Nations refuge workers
- fund secretariat support for critical peak domestic and family violence bodies.

We look forward to sharing news of how this has made an impact in future through our [website](#), events and social media channels.



# DARKNESS TO DAYLIGHT 2023 SPONSORSHIP OPPORTUNITIES

	BRONZE	SILVER	GOLD	PLATINUM
	\$5,000 PLUS GST	\$10,000 PLUS GST	\$15,000 PLUS GST	\$20,000 PLUS GST
Team registration places	15	30	50	80
Logo on the Darkness to Daylight website	✓	✓	✓	✓
Event day presence and activation opportunity	✓	✓	✓	✓
Social media acknowledgments (minimum)	1	1	2	3
Business and team profile on the Darkness to Daylight website			✓	✓
Logo and business profile on digital collateral, such as EDMs			✓	✓
Workplace programs discounts			5%	10%
Speaking opportunities at Opening and Closing Ceremonies				✓

We can tailor all opportunities to suit your requirements and will provide you with tools and materials to promote your support to your teams and the communities you work in.

If you would like to make a greater impact beyond Darkness to Daylight by becoming a Challenge DV Social Impact Partner, get in touch at [team@challengedv.org](mailto:team@challengedv.org) to find out more.



# JOIN US FOR DARKNESS TO DAYLIGHT 2023

Mark May 2023 in your calendar for the biggest Darkness to Daylight challenge yet to commemorate its tenth anniversary.

You are invited to take part in the 110km challenge in whatever way suits you. For example, you can complete the challenge virtually over the course of May. You can join the community on 31 May to complete 10km – or 3km – before the challenge concludes with a live event in Brisbane CBD. You can also run through the night – individually or in teams – to complete the 110km, or as much of it as possible, before the live event. You are also welcome to combine any of these options or take part in the challenge in another way – let us know!

In 2023, we are planning for Darkness to Daylight to reach every corner of Queensland through targeted events and activities with local communities. Darkness to Daylight founder, Robert Reed OAM, is looking to run from regional Queensland to Brisbane throughout May.

Together with the Domestic and Family Violence Prevention Council, we will be partnering with local government agencies, businesses, community groups and individuals to make an even greater impact in regional and rural areas, a key focus of our Social Impact Strategy, to be launched in late 2022.

Contact us to be part of Darkness to Daylight 2023 at [team@challengedv.org](mailto:team@challengedv.org)

**\$500,000**

raised

**5,000**

participants

**500,000+**

conversations

# ABOUT CHALLENGE DV

Challenge DV has been partnering with Australian businesses since 2001 to educate, advocate and empower people to end domestic and family violence. We do this through market-leading workplace programs, impactful strategic partnerships and powerful events and advocacy that unites a community no longer able to accept abuse or violence of any form.

## Workplace Programs

Our **workplace programs** empower businesses to be part of the solution by educating managers and staff to recognise the signs of domestic and family violence and respond appropriately.

## Strategic Partnerships

Our **strategic partnerships** connect people and workplaces across government, businesses, charities, frontline services and the community to create change and develop collaborative initiatives that prevent domestic and family violence.

## Advocacy

Through **advocacy**, we use our profile and harness the insight and voices of our community to keep domestic and family violence prevention on the local and national agenda. We raise funds through events, such as the Darkness to Daylight challenge, that we reinvest into research and prevention programs that make an impact to workplaces and communities across Australia.

Find out more, visit [www.challengedv.org](http://www.challengedv.org)

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Experiencing domestic and family violence is like running a marathon daily that you didn't sign up for.

You have no idea where you'll find the strength.

You have no idea what the course will look like.

When you somehow get through the marathon, without the water stations, without a support crew or first aid, you hope with everything inside of you that the marathon tomorrow will be cancelled due to poor weather conditions.

I participate in Darkness to Daylight every year to remind myself of the relentless physical and mental fortitude it takes for a survivor to escape and to get to a place of recovery.

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AMY COOK

Darkness to Daylight 2022 participant and top fundraiser

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# GET IN TOUCH

Join us for Darkness to Daylight's 10<sup>th</sup> anniversary in 2023!

Contact us [team@challengedv.org](mailto:team@challengedv.org)

Visit our social media channels to find more:



[@ChallengeDV](#)



[@ChallengeDV](#)



[@Challenge\\_DV](#)



[@Challenge.DV](#)

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