



**NATURE
FREEDOM**



Sponsorship Proposal

Creating inclusion through our natural environment



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PO Box 4066 Gumdale, QLD 4154

About Nature Freedom

Nature Freedom is all about inclusion. That is, creating meaningful opportunities for participation in nature for young people living with disabilities and/or mental health issues.

The organisation was founded by Mathew Townsend in 2017. It is based on Mathew's lived experience, and his belief there should be improved access and inclusive opportunities for people with disabilities and/or mental health issues to allow them to participate in nature-based activities and enhance their prospects of gaining meaningful and worthwhile employment.



Everything we do is based on lived experience and we aim to deliver quality and inclusive activities co-designed by individuals with disabilities and the community. Nature Freedom aims to improve systemic challenges in infrastructure, landscape (natural environment), and employment barriers.

We prioritise collaboration by connecting across Industry, Government, Private and Public Organisations and Community to form strong partnerships and develop better ideas for inclusion.

Our Vision

Nature Freedom aims to improve accessibility and inclusion in environmental and outdoor recreational activities by seeding employment opportunities, connections with nature and a passion back for the environment.

Our Goals

- Creating inclusive and accessible tourism and local experiences in nature
- Employment opportunities for people with disabilities and youth
- Raise environmental awareness
- Providing inclusive education opportunities

Awards and Recognition



FINALIST
CREATE CHANGE AWARD
2019 SEVEN NEWS YOUNG
ACHIEVER AWARDS QLD



AMP's tomorrow fund
2021 recipient

Our Activities



PADDLING



NATURE JOURNALLING



BUSHWALKING

Nature-Based Activities

- Environmental crafts and arts
- Nature journal experiences
- Education workshops
- Community garden projects
- Nature Play
- Tours



School Holiday Programs

- Brisbane City Council
- Moreton Bay Regional Council
- Logan City Council



Group Subscription Bundles

- Paddling
- Bushwalking
- Nature-based activities
- Or a combination of the above



Participant Testimonials



"Nature Freedom inspires me to get out into my community, socialise with others and join in activities I have never done before. Making new friends and learning from others in activities! It is important to socialise, have friendships, and to enjoy life. Nature Freedom brings me all of those things!"

- **Brendon Donohue**

"Nature Freedom inspired me to get out of my comfort zone and engage in outdoor recreational activities including canoeing and bushwalking in a safe, inclusive and social environment.

Nature Freedom plays an important role in connecting young people with disabilities to nature and the outdoor environment which has both physical and mental health benefits to the person. Nature freedom also plays an important role in breaking down accessibility barriers in nature that ultimately benefits everyone."

- **Belinda Harris**



"It's awesome that you guys offer experiences that make our natural world accessible for everyone."

- **Angela Bowen**

Why Sponsor?

Nature Freedom's inclusive outdoor and nature-based activities are running into their 5th year in 2022, delivering engagements across the Greater Brisbane Region. Sponsors will gain valuable exposure from our clients, stakeholders, visitors and support networks in the organisation's promotions and correspondence.

Sponsorship Benefits

- Connect your business with the profile in our activities' promotions
- Support and nurture the inclusion of nature lovers in South-East Queensland
- Support the inclusive education and employment of people with disabilities into outdoors space
- Promotion of your business via local and regional advertising and social media (according to the level of sponsorship)
- Gain access to exclusive Nature Freedom inclusive events.

See the Sponsorship tiers with details on the next page.

Our Growth

Period	Activities	Participants	Contracts	Volunteers	PWD Paid Employee	EFY revenue
2017	0	0	0	0	0	\$0
2018	3	9	0	0	0	\$5,500
2019	6	45	1	0	0	\$11,500
2020	11	80	1	1	1	\$15,300
2021	20	175	8	3	1	\$30,500
2022*	22	155	9	12	1	\$44,500

Period	Activities	Participants	Contracts & Subscriptions	Volunteers	PWD Paid Employee	EFY revenue
2023	36	240	15	25	3	\$95,000
2024	50	500	20	40	6	\$255,000
2025	70	750	30	50	12	\$410,700



12-month Sponsorship Package

Inclusions	Gold	Silver	Bronze
	\$10,000	\$5,000	\$1000
Company logo displayed on "partners" section of website, including description and link added to the logo	Y	Y	Y
Linking sponsors' social media profile(s) in our social media posts	3 x month	2 x month	1 x month
Featured sponsor at events – logo on digital and print promo materials	Y	Y	Y
Promotion in online newsletters – logo and brief about your business and services/products	2 x month	1 x month	N
Presence at events – opportunity to share products or services with our community members	2 x month	1 x Month	N
Monthly updates on how your money has been used to support individuals with disabilities to in accessing or being employed in nature-related fields	Y	Y	N
Monthly feature blogs on our website – including logo and articles from your team	Y	N	N
Featured sponsor in our Super Bundle subscription – paddling, bushwalking and nature-based programs for community, corporate and school groups	Y	N	N
Inclusive Paddling session for 14 members of your group	1 x year	N	N
Invitation of our representative with a disability to your corporate or business function	Y	N	N



Our Communities and Partners



Sponsorship Form

To reserve your preferred sponsorship package, please return this completed form together with payment details to the address below. For more information or to discuss sponsorship options please contact Mathew Townsend (see below).

Please select your preferred level of sponsorship					
Gold		Silver		Bronze	
Organisation Name					
Contact Name					
Address					
Phone					
Billing Email					
Signature					

How to make payment

We will process a recurring invoice for the 12-month period with monthly payments corresponding to your preferred sponsorship package. Please fill out the invoice details and send to:

Mathew Townsend

Founder and CEO

Email: mathew@naturefreedom.org.au

