



**NATURE
FREEDOM**



Sponsorship Prospectus

2023/24 Financial Year

Creating inclusion through our natural environment



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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



AMP's tomorrow fund
2021 recipient

Our Activities



Nature-Based Activities

- Nature crafts and arts
- Nature journal experiences
- Education workshops
- Community garden projects
- Nature Play
- Tours including cultural tours



School Holiday Programs

- Brisbane City Council
- Moreton Bay Regional Council
- Logan City Council
- community group bookings



Group Activities & Vocational Programs

- Paddling
- Bushwalking
- Nature-based activities
- Community garden projects
- Nature arts and crafts



Participant Testimonials

"I find it really rewarding ... to provide this opportunity to all types of people regardless of their ability, and what I really get out of it is ... just seeing the excitement from each paddler. They're been outdoors, they've achieved something, sometimes new. But they've been part of a group as well where we're all on a level playing field and having to enjoy the outdoors and deal with the elements. So ... I love seeing what the participants get out of it as well. So if you haven't been, come along!"

• **Allana Bold**



"I had a lovely day today kayaking with a group of very friendly other people from all walks of life, and I recommend you come along. It's a lovely way to spend time outside, and enjoy yourself with people and enjoy nature."

- **Rueben Bristed**



"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**

Why Sponsor?

Nature Freedom's inclusive outdoor and nature-based activities are running into their 6th year in 2023/24, 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 Impact

- **Over \$1,375 reinvested to support activity concessions for over 40 participants**
- **210 volunteer hours**
- **1 person with disability hired**
- **Over \$9,000 of donations reinvested to improve inclusion of our activities**
- **2 x mentions in 4zzz radio**

2023/24 impact vision

- **Target of \$16,000 in concessions reinvested**
- **3 more persons with disability hired**
- **target of \$41,000 in donations to help us to purchase accessible activity equipment**
- **become a preferred inclusive tourism operator in SEQ**
- **launch of Inclusive Cultural Tours activity**

Our previous sponsors - thank you for support



Sponsorship Packages

Inclusive Paddling

\$12,000

12 activities

- inclusions
 - equipment hire
 - safety gear
 - morning tea
 - photography copy
 - qualified guided instructor

Inclusive Bushwalking

\$3,000

12 activities

- inclusions
 - binocular hire
 - activity packs
 - morning tea
 - photography copy

Nature-based Activities Inclusive Cultural Tours

\$2,400

12 activities

- inclusions
 - activity packs
 - guided activity
 - photography copy

\$8,000

4 activities

- inclusions
 - half day tours to Minjerribah
 - guided tour instructor
 - refreshments
 - photography copy
 - binocular hire
 - transport

Sponsorship inclusions

- Monthly reinvestment and social impact reports
 - Social Media inclusions
 - Logo and bio on our website
 - Mentions at the activities including logo feature on signages
 - Business strategy support on inclusion and diversity
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Our Communities and Partners

