

# Lifeline 3000 RIDE

*Proudly presented by*



# About Us

## Lifeline Darling Downs and South West QLD

Lifeline Darling Downs and South West QLD (**Lifeline**) was founded in 1975, and has been providing critical support programs and services to the Darling Downs and South West communities for the last 50 years. We have offices in Cunnamulla, Roma, Charleville, St George, Warwick, Dalby and Toowoomba as well as providing outreach services throughout South West Queensland.

We provide services and support to individuals and communities to engage and empower those to build resilient communities through our values of Connection, Inclusion, Relationships, Social Justice and Compassion.





**About the  
Lifeline 3000  
Ride**

# Why the Lifeline 3000 Ride

On 28 May 2025, the first-ever **Lifeline 3000 Ride** will commence, travelling from the Dig Tree (near Innamincka on the South Australia border) to Toowoomba. This 1,250km mountain bike journey will be undertaken by our **CEO Rachelle Patterson**, joined by her husband and a small number of family and friends to raise awareness and funds for **crisis counselling services**.

This initiative was conceived by Rachelle who was exploring ways to raise crucial funds to ensure the continued delivery of our crisis counselling services across the region. The **Lifeline 3000 Ride** reflects a sobering reality – **over 3,000 Australians die by suicide each year**, an average of **nine deaths per day**. Males are three times more likely to die by suicide than females, while females are significantly more likely to attempt suicide.

Beyond fundraising, the **Lifeline 3000 Ride** will also **showcase Lifeline Darling Downs and South West Queensland's essential services** across the communities we serve, from one end of our region to the other. Every dollar we raise will remain in SW QLD with proceeds used to provide services within this community.



# Why this Ride Matters

Statistical data shows that many residents across South West Queensland are at an increased risk of suicide<sup>1</sup> due to there being:

- A high proportion of males
- Young Indigenous populations
- Limited access to education and mental health services
- Rural isolation and economic hardship

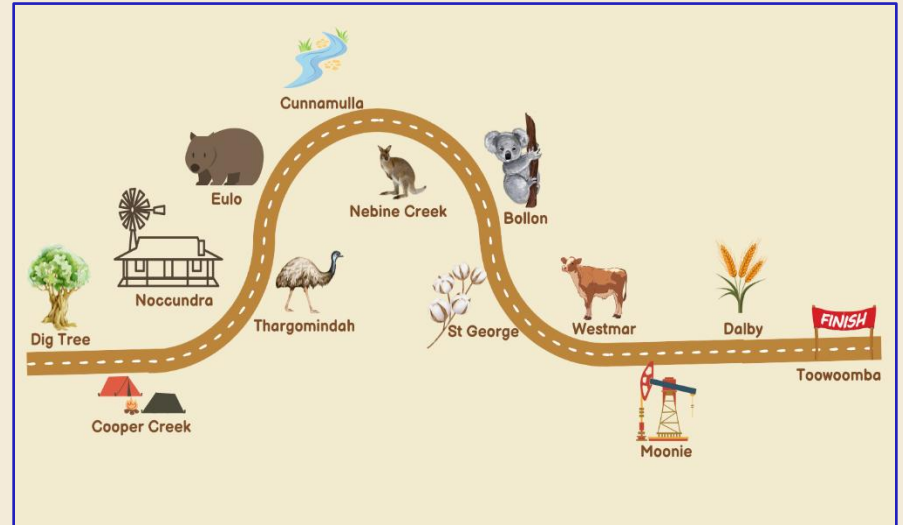
Through the **Lifeline 3000 Ride** we are aiming to raise much needed funds to ensure the continued deliver of crisis counselling services across our South West Queensland communities when and where they need it.

# Ride Route and Community Engagement

Our planned route reflects the region that Lifeline serves and provides an opportunity to raise awareness of all we do within these communities.

We will host community BBQs and events at four major locations along the route, providing an opportunity to:

- Engage with our local teams to discuss Lifeline's services.
- Raise awareness about mental health support.
- Publicly acknowledge our generous sponsors.



A photograph of two cockatoos perched on a weathered wooden post. The cockatoo in the foreground has its wings spread wide, revealing a mix of white and light pink feathers. The second cockatoo is perched slightly behind and to the left, looking towards the camera. The background is a blurred natural setting with brown and green tones. A large blue circle with a dotted orange border is overlaid on the left side of the image, containing the text 'The Opportunity' in white.

# The Opportunity

# Naming Rights Sponsorship

## One Package Available - \$40,000

1. Exclusive brand alignment with Lifeline Darling Downs and South West QLD.
2. Customised workshops for your employees (at a time that suits you) covering topics such as:
  - **Workplace Well-being** (mental health, financial literacy, responsible gambling, relationship resilience)
  - **Crisis Support Access** (dedicated resources for employees in need)
  - **Awareness Campaigns and Resources** (co-branded educational materials tailored to your workforce)
3. High visibility: Your logo on all **Lifeline 3000 Ride** event shirts, event materials and media promotions.
4. Speaking opportunities at community gatherings.
5. Featured as a sponsor/partner of Lifeline Darling Downs and South West QLD across all **Lifeline 3000 Ride** events, newsletters and social media.





# Gold Sponsorship

## Two Packages Available - \$20,000

1. **Two tailored workshops** for employees (valued at \$10,000).
2. **Logo placement** in all event materials and promotions.
3. **Acknowledgement** by the Lifeline Darling Downs and South West QLD CEO/event coordinators and team at all **four community gatherings**.
4. Featured as a **sponsor/partner** of Lifeline Darling Downs and South West QLD across all **Lifeline 3000 Ride** events, newsletters and social media.



# Silver Sponsorship

**\$10,000**

1. **One tailored workshop** for employees (valued at \$5,000).
2. **Logo placement** in all event materials and promotions.
3. **Recognition** by the Lifeline Darling Downs and South West QLD CEO and team at all **four community gatherings**.
4. Featured as a **sponsor/partner** of Lifeline Darling Downs and South West QLD across all **Lifeline 3000 Ride** events, newsletters and social media.



# Sponsor a Leg

**\$3,000 per leg**

Choose to sponsor one or multiple segments of the ride based on your business' regional footprint.

Sponsoring a leg provides:

1. Sponsor a section of the ride through a community where your business operates.
2. **Recognition** by the Lifeline Darling Downs and South West QLD CEO and team at the **relevant community gathering**.
3. **Logo placement** on all event materials and promotions.



# Why Partner with Us

- Enhance your corporate social responsibility profile by supporting mental health and crisis intervention
- Support a local community organisation where every dollar raised remains in the SW Qld communities where our staff work & live.
- Demonstrate commitment to employee well-being through customised support programs.
- Gain recognition as a leader in corporate mental health advocacy.

Join us in making a lasting impact by supporting the  
**Lifeline 3000 Ride.**

Together, we can save lives and build resilient communities.

# Get involved today!

**Your support can make a tangible difference in preventing suicide and improving your staff's access to invaluable life skills & resources.**

**If you are interested in becoming a sponsor or need more information please contact:**

Jenn Beckett, Executive Support Officer  
e: [jbeckett@lifelinedarlingdowns.org.au](mailto:jbeckett@lifelinedarlingdowns.org.au)  
t: (07) 4699 1650 or 0404 341 511

