



Mandurah Bridge Swing

6th – 8th December 2019

Achieve the unthinkable
@ Australia's highest and Western Australia's
ONLY bridge swing event!

Charity Event Prospectus



Mandurah Bridge Swing

RAISING FUNDS FOR YOUR CAUSE!

It only takes a few swingers for your cause to make thousands of dollars in income. For example, 10 participants have the potential to raise a minimum of \$4,000 for your cause. 25 a minimum of \$11,250.00, and 50 a minimum of \$22,500.00. However, the maximum fundraising potential is endless!

- ★ Engage with your sponsors and supporters and provide them with the opportunity to take part in this exciting fundraising event and get them attracting new donors to your cause.
- ★ Urban Descent is Australia's most unique and exhilarating not-for-profit adventure fundraising specialists, having raised over \$11 million for charities from 37 events since 2002, winning numerous national and international fundraising awards.
- ★ In January 2017, Founder and CEO of Urban Descent, Terry Hewett received an Order of Australia Medal for his service to charity through Urban Descent.
- ★ The experienced Urban Descent team can abseil you and your supporters from city skyscrapers, flying fox them from light towers across stadium fields, and swing them from bridges!
- ★ Imagine your supporters taking a leap of faith and swinging across the Dawesville Cut, while raising a minimum of \$750 each for your cause.
- ★ Whilst we require the minimum fundraising to be \$750 per person, each charity is permitted to set a higher minimum fundraising target. We proudly encourage this!
- ★ Let our experienced team guide you through this unique and exciting fundraising opportunity.

Event capped at 240 swingers.

“When there is teamwork and collaboration, wonderful things can be achieved”
- **Mattie Stepanek** poet, peace advocate and motivational speaker

Working in Partnership with you



Charities registered for an Urban Descent event will be included in a drop-down menu on our event registration page. Participants are required to select a charity to complete their registration and we firmly believe that your organisation will organically pick up participants who want to take part in the event without having a charity in mind to fundraise for.

Our vision is that each event will support multiple charities - we want to share the love of adventure fundraising with everyone! We aim to create the most exciting events that will raise a significant amount of funds with the least possible time and resources impact on charities. We appreciate what you do and acknowledge that resources are limited. Our dedicated team is a fundamental asset in guiding you through the whole process, having experience delivering numerous successful Urban Descent events, we are available to provide support and guidance to your team to ensure you maximise the fundraising potential the Mandurah Bridge Swing offers to you.

Our Event Manager's four key strategies for not only engaging your participants, but also for achieving the most funds raised from everyone are:

1 | Email your database letting them know about the event and that they can fundraise for you whilst having fun.

2 | Email the relationship managers of your corporate partners letting them know about the event and the benefits to them.

★a

Corporate partners are looking for team bonding experiences, exciting staff incentives and unique ways to demonstrate their social responsibility. Urban Descent events provide them with this opportunity. Most of our events are made up of corporate teams.

★b

Most corporates will also dollar match their teams fundraising to a maximum of \$1000 for a specific number of employees!

A good opportunity

★c

Top 5 industry corporates who take part

1. Banking
2. Mining and Oil & Gas
3. Professional services
4. Engineering & Construction
5. Medical & Health

3 | Share the event on your social media page at least twice a week.

4 | Engage a couple of your team members, board members and/or ambassadors do it.

In addition to our Event Manager, we will support you further by providing a comprehensive marketing kit for both engaging participants and for participants to engage supporters.

We've really made this to be as simple as that!

Working in Partnership with you

Our commitment to you

- Digital Online Fundraising platform management (we partner with **mycause**)
- Social media campaign
- Complete Event management
- Volunteer recruitment and management
- Media and publicity management
- Risk and liability management
- Safe Work Method Statement Documents
- Experienced technical delivery partner
- Key stakeholder management such as Department of Transport, Main Roads and local council

Your commitment to success

- Follow our 4 steps to recruit your enthusiastic thrill seekers!
- Embrace the thrilling nature of the event and spread the word to your supporter networks.
- Place an event banner on your website to drive more traffic. This will help fill your spots.
- Communicate with your fundraisers, keep them connected to the cause.
- Promote the event across all your digital, social and media channels, ensuring Urban Descent is tagged and represented.

Benefits

★1 | 1 participant averages 36 individual donors.

★2 | 25 participants equal approximately 1200 new financial supporters to your cause

★3 | Increase e-news subscribers

★4 | Increase social media following

★5 | Increase brand profile and awareness

We will deliver a fun, safe, successful and exhilarating experience for all involved!

Stop Collaborate and Listen!



Our aim

- Maximise income for your cause
- Maximise publicity for your cause
- Maximise donor engagement for your cause
- Minimise event costs for everyone

Fundraising

- Each charity is encouraged to set their own minimum target above \$750
- Each participant is required to pay a non-refundable registration fee of \$150
- Participants agree to raise the minimum agreed target by signing T&C's at registration
- Participants agree to promote the event and your cause to their networks, friends and family
- Your cost (charity fee) for each participant swing is \$350
- To confirm your booking (time and slots) you are required to sign a basic agreement outlining the terms and conditions, then pay an invoice equal to 10% of the charity fee
- The balance of the charity fee is due no less than 3 business days prior to the event. This formula ensures your involvement is self-funding
- We recommend that participants falling short of fundraising targets do not swing. But this remains your/the charity's decision.
- Participants accept fundraising terms and conditions at registration and acknowledge the registration fee and donations are non-refundable
- The event will be subscribed as a three-day event. With a capped number of participants
- Urban Descent reserves the right to offer reserved spots to another organisation should the fundraising milestones not be met. We will consult with you prior to this.
- Costs are fixed per participant to maximise your fundraising potential.

Number of Places	Gross Revenue to Charity		Charity Fee (\$350/pp excl GST)	Net Revenue to Charity	
	\$750 Min Target	\$1,500 Stretch Target		\$750 Min Target	\$1,500 Stretch Target
10	\$7,500.00	\$15,000.00	\$3,500.00	\$4,000.00	\$11,500.00
25	\$18,750.00	\$37,500.00	\$8,750.00	\$10,000.00	\$28,750.00
50	\$37,500.00	\$75,000.00	\$17,500.0	\$20,000.00	\$57,500.00

**Jim Green Hear & Say Goodwill
Bridge Swing 2019 (Brisbane)**

**2019 – 13 participants,
total income \$32,000.00
average \$2,469.00pp**

**Megan Reynolds Lifeline WA
QV1 Abseil 2019 (Perth)**

**2019 – 30 participants,
total raised \$47,900.00
average \$1,599.00pp**

Get swinging today!

Take the first step

- ★ Email us today with an expression of interest
- ★ We'll send you a registration page that will create your charity fundraising page
- ★ Select 10 – 50 time slots for your charity
- ★ Get sharing and promoting to your donors
- ★ Sit back and watch the funds start rolling in!

Event timeline

NOW	Expressions of Interest and sign-up your charity	Budget, set targets, book time slots
July	Planning and preparation to launch the event campaign	Prepare event launch material and supporters for online registration
August	Wednesday 7 August - Event launch	Media launch and deposit payment
Sept-Oct	Marketing and promotion	Support participant fundraising efforts
November	Event Program released by UD	Strive for stretch targets
December	Full Payment of charity fees	Event 6, 7 & 8 December

Contact information

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The Urban Descent Team



In January 2017, Founder and CEO of Urban Descent, Terry Hewett received an Order of Australia Medal for his service to charity through Urban Descent.

As the country's most unique and exhilarating Not-for-Profit adventure fundraising specialists, having raised over \$11m for charities from 37 events since 2002, winning numerous national and international fundraising awards, Urban Descent is Australia's leading provider of adventure fundraising events supporting numerous charities and community groups across Australia.

Our mission is to provide exhilarating urban adventures that inspire and promote philanthropy, and fosters community connections. We seek courage and commitment from both individual and corporate participants to challenge themselves and make a difference in their community whilst sharing in a unique and exciting experience, serving your community.

Our adventure fundraising events enable enthusiastic participants to take part in bucket list, money can't buy experiences, such as abseiling from city skyscrapers, zip lining across stadium fields from light towers, and swinging from iconic bridges.

Global - International Fundraising Congress:

2012 Global Award, category "Big Ideas – Small Budget"

Australia - Fundraising Institute of Australia:

- 2013 National Award for Princess Margaret Children's Hospital
- 2012 WA State Award for Princess Margaret Children's Hospital
- 2012 National Award for Sir David Martin Foundation
- 2011 NSW State Award for Sir David Martin Foundation
- 2005 National Award for Princess Margaret Children's Hospital
- 2004 WA State Award for Princess Margaret Children's Hospital

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Hear and Say were delighted to participate in Brisbane's 2019 Goodwill Bridge Swing. Twelve participants managed to raise a total of \$32,000 and a net profit of \$27,500, providing an extremely successful profit margin with 86% of funds raised going directly to our cause. As a unique challenge style fundraising event the Goodwill Bridge Swing also generated a vast amount of media appeal and our fundraisers were featured in newspaper articles (local and statewide) on radio and in both Channel 7 and Chanel 10 News stories, significantly boosting our brand awareness for the duration of the campaign. The average raise of our fundraisers was \$2,500, well above the \$1,000 minimum raise, largely due to the unique nature of the event that led to some very creative content sharing on their social media platforms. Each of our participants has pledged to take part again in 2020 and they are also actively recruiting their friends and colleagues to ensure we can go even bigger next time around - Jim Green Hear and Say (Brisbane)