



Sale to Sea Disability Kayak Challenge

Sponsorship Proposal

11th-14th March 2015



“True Character is Found in Adversity and Strength is Held in One’s Mind”

Overview

Sale to Sea Disability Kayak Challenge Statement of Purpose

To provide support to those within our Gippsland East community who have been affected by permanent or long term disability, assisting them to attain/gain an improved quality of life and independence.

The Sale to Sea Disability Kayak Challenge grants provide relief in the form of in-kind support, volunteer labour or a monetary contribution to individuals who have a disability, as classified by the Disability Discrimination Act 1992.

To provide assistance which encompasses:

Compassion - Quality - Understanding - Independence

How did Sale to Sea come about?

At the age of 19, founder of Sale to Sea, Andrew Bedggood, was involved in an accident on his way home from work when the vehicle he was travelling in ran out of fuel 5 minutes from home. Whilst standing at the boot of his car, another vehicle ran off the road and collided with the rear of his vehicle at 100km per hour.

The impact basically cut Andrew in two and resulted in his right leg being amputated below the knee, left leg crushed below the knee and head injuries.

As a part of his own rehab and physical fitness program, Andrew began kayaking the local waterways around Maffra in East Gippsland to strengthen his upper body. It was during these times on the water that the idea of doing something bigger for those with disabilities began to form.

In 2009, the Sale to Sea Amputee Kayak Challenge was established to raise awareness and promote active participation within all our communities for those living with a disability.

The Sale to Sea Amputee Kayak Challenge involved a journey of 120km from the Port of Sale to Lakes Entrance through the iconic Gippsland Lakes. The event was run from 7 October to 10 October 2009 during Amputee Awareness Week as a lead up to International Day of Disabilities in December.

The Challenge was not a race, but an adventure undertaken by Andrew, close mate Troy Anderson, two other amputees and three individuals with various types of disabilities, to highlight victory over adversity.

Since the completion of the 2009 Challenge, the event has received numerous comments and feedback regarding the team's success in completing the journey in conditions that most non-disabled people would frown or baulk from.

The courage and determination to succeed has left an impression on a lot of people with footage of the event viewed as far as Indonesia and Darwin.

Sale to Sea has grown from the original six paddlers in 2009 to 60 paddlers in 2013.

Sale to Sea is a kayak challenge with no ambition to be a race; our focus is on assisting those living with a disability to live life on their terms.

Participants now include those with mobility impairment, vision impairment, hearing impairment and intellectual disability as well as those without a disability.



Founding members of Sale to Sea – Andrew Bedggood, Claire Drum, Troy Anderson.

How can you make a difference?

Individual contributions and sponsorships are essential for the running of the event. Sale to Sea is a not-for-profit organisation and all proceeds are donated to those in need within our community (see below *Community Benefit*).

We are asking for your support in this unique event which highlights individual feats of courage and determination for those with a disability that are focused on leading an active life.

We are looking for sponsors for the 2015 event and will also be accepting individual donations.

To get involved please contact either Andrew or Alison (details on page 7).

Community Benefit

One in five Australians (18.5%) had a reported disability in 2009. A further 21% had a long-term health condition that did not restrict their everyday activities.

The key message and philosophy of Sale to Sea is to highlight the abilities of all people and that there can be victory over adversity and to promote a positive lifestyle.



The Sale to Sea Committee present a donation to Limbs for Life Executive Officer Melissa Noonan in 2012.

The Gippsland East Community has benefited from Sale to Sea Inc. with the following individuals and groups receiving donations on application:

- Limbs4Life - \$10,000 ongoing donations from each event
- Sale Ambulance Auxiliary - \$4,000 for specialised medical equipment
- Caulfield Medical Centre Amputee Clinic - \$3,000
- Sale Specialist School - \$4,000 in equipment
- Ivy Bloom Appeal - \$800
- Minee Anstee Appeal - \$500
- Malcolm and Kerry Pratt - \$2,300 motorised wheelchair batteries/access ramp to home
- Glasses for low income woman in Sale - \$420
- All Abilities Playground Bairnsdale - \$3,200 for two pieces of play equipment

In addition to the Disability Kayak Challenge, additional funds are raised through a Dinner and Auction Night where the Strzelecki Stringbusters play. This has been a major fundraiser and is always popular.

The Sale to Sea Golf Tournament is run in February each year and is a two day event between the Newry and South Pine Golf Clubs. Sale to Sea has had golfers from as far away as Townsville attend.

Past Event Coverage

Past coverage of the Sale to Sea event includes:

WIN TV News (2011/2013) - covered the beginning of the event at Sale and the arrival at Metung. Channel 7 covered the initial Challenge in 2009 with exposure reported in Darwin and Indonesia.

ABC Radio Gippsland – ABC Gippsland multi-media reporter Jenni Henderson interviewed Andrew Bedggood and new participants at a 'come and try' day prior to the 2013 event. This interview was played on ABC radio and an article and the accompanying photos were placed on the ABC website and Facebook page. Jenni travelled with the Challenge taping numerous interviews and commentary that was played on ABC Gippsland, State-wide and Radio National. The photographs of these two days appeared on the ABC website tracking the progress of the event.

Gold 1242FM - interviewed Andrew Bedggood after crossing Lake Wellington and this went to air on the same day. Interviews have been conducted numerous times in the lead up to and completion of the Challenge.

The Gippsland Times and Bairnsdale Advertiser – regular articles and photos.

Magazines - Paddlemag (e magazine), SALT Magazine (NSW Sea Kayak Club), Limbs4Life Magazine.

Additional exposure - is received through websites of sponsors, Facebook, Sale to Sea website (www.saletosea.com) and kayaking websites as far reaching as Italy. Feedback has been received from Italy, the US, South Africa and New Zealand.



Day 1 2013 – Paddlers depart the Port of Sale.

Sale to Sea Inc. Committee Members

Incorporation No - A0054766L

ABN No – 93 047 040 744

Sale to Sea became incorporated in July 2010 with the intention of becoming a Tax Deductible Charity that promotes and encourages people living with a disability to lead an active life.

The Committee is made up of a variety of volunteers, both disabled and abled, who come from different backgrounds - all with the passion to promote positive lifestyles.

Chairperson – Shaunagh Murphy - Financial Planner, Westpac Bank.

Vice President - Dean Murphy – Lifelong amputee who currently works as a Car Salesman for Donalds Motors in Maffra, Victoria. Dean has played football, plays golf today and has become an avid kayaker and supporter of the Sale to Sea Challenge.

Treasurer – Andrew Bedggood – Amputee since 1983 - Founder of Sale to Sea Disability Kayak Challenge and lead kayaker, Occupational Rehabilitation Consultant for The Recovre Group, experienced road trauma support worker and public speaker.

Secretary - Claire Drum – Logistics Manager.

Assistant Secretary - Lol Bedggood – Sales Assistant / Stock Controller – Terry White Pharmacy.

Ordinary Members:

- Troy Anderson – Catering and IT Support – Head Chef.
- Tony Beaman – Fitness and Yoga Instructor.
- Chris Fink – Maintenance / Building Contractor.
- Kirsten Mackintosh – Life Educator / Diabetes Facilitator.
- Alison Topilnicki – Marketing and Promotion.
- Carol White – Retired Administrator.
- Leanne Wishart – Rural Access Project Coordinator Wellington Shire Council.
- Noleen Wyld – Administration Officer.
- Kim Dunlop – Retired Ambulance Officer / Current First Aid Training Officer.
- Alda Dunlop – Critical Care Nurse.



Contact:

Andrew Bedggood, Founder and Treasurer

e. bedgie@dodo.com.au

m. 0407 471 539

Alison Topilnicki, Marketing and Promotion

e. al_82_@hotmail.com

m. 0433 023 738

Website: www.saletosea.com

Facebook: Sale to Sea Disability Kayak Challenge

Sale to Sea Inc. would like to thank the following businesses that have supported the Sale to Sea Disability Kayak Challenge since the beginning. Without their kind support this event may have not been possible.

Proudly Supported by: The Recovre Group - Transport Accident Commission (TAC) – Mitsubishi Gippsland Dealers - Wellington Shire Council – Carmody Tyres, Sale - East Gippsland Water - Limbs4life - Collins Booksellers, Sale - Anderson Removals, Maffra - George Gray, Maffra - Pro-rent, Morwell - GET WET Outdoors, Traralgon - Fuji Film Australia - Findley & Weymouth, Sale - Wild Oak Restaurant, Olinda - The Moorings at Metung - Captains Cove, Paynesville - The Lakes Apartments, Lakes Entrance - No Limits Watersports, Seaford - Camera House, Sale - Lakes Entrance Bowls Club - Elmswood Estate, Olinda - Maffra Community Sports Club - Darren Chester MP, National Party Member for Gippsland – Gippsport - POD Orthotics, Torquay - Gippsland Foot Clinic – Disability Sports & Recreation Victoria – Water Toys Australia, South Australia – Nicholson River Winery - Bulls Cruisers, Paynesville – East Coast Kayaking, Seaford – Dagger Australia – Fozzy's Motorcycles & Kayaks, Sale – Todd Chiropractic & Wellness Group – Friends of the Gippsland Lakes – McDonalds Restaurant, Sale & Traralgon – King George Ave Comfort Inn, Sale – GoPro Cameras – V-Sport Performance Street & Competition Equipment, NSW – Geelong Insurance Brokers – Bakers Delight, Sale – East Gippsland Shire Council – Latrobe City Shire Council - Murray Goulburn, Maffra – Stobies Mensland, Maffra – Alexander Cycles, Maffra – Coates Hire – Newry & South Pines Golf Clubs – Wellington Tourism Board – Healthy Inspirations, Sale – Traralgon Vineyard, Traralgon – Wavedance Kayaks, Melbourne – Electric Water Spray-decks – Glenmaggie Winery – Briagolong Wines – The Strzelecki Stringbusters – Tim Bull, MP The Member for East Gippsland – Metung Waters, Metung – National Australia Bank, Maffra – Scott Rawstorne, The Global Paddler – Edge Aviation - BankVic







Rohan Klopfer

The Kayak Shop - The sea kayaking specialists,
37 Jetty Road Sandringham, Open 9am-5pm Saturday
and Sunday between September and May, all other times
via appointment, Ph (03) 9597 0549,
www.eastcoastkayaking.com



Andrew Mangion

Get Wet Outdoors
83 Argyle St, Traralgon 3844
Ph (03) 51743-999
Fax (03) 51749-599
www.getwetoutdoors.com.au



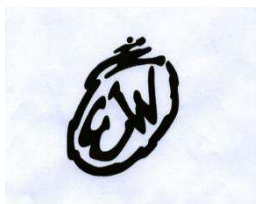
Canoes Plus

733 High St, Kew East Vic 3102
Ph: (03) 9857 0110
www.canoesplus.com.au



Gippsland Kayak Company

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5/2 Macleod St, Bairnsdale Vic 3875
Ph: 0429 489-249
www.gippslandkayakcompany.com.au



Electric Water Spray Decks
PO Box 334
Mount Waverly
VIC 3149
Ph: 0488 392-837
Web: www.electricwater.com



Water Toys Australia
PO Box 704
Kent Town, SA 5071
Ph: Lawrie Shem 0417 729 998



www.globalpaddler.com.au

Event Sponsorship Agreement

Sale to Sea Disability Kayak Challenge 2015

Sale to Sea Inc., henceforth known as “Company,” and _____,
henceforth known as “Sponsor,” enter into this agreement freely and willingly on the

_____ (Date)

The covenants of this agreement are as follows:

The Event

_____ agrees to provide sponsorship (details below)
for the **Sale to Sea Disability Kayak Challenge 2015**, henceforth known as
“Event.”

The Sponsorship

Sponsor agrees to provide Company with {amount of money, specific items, anything
that the Sponsor will be giving to the Company for this event} for Event.

- Monetary support to the amount of _____

- Goods and services support (Please specify)

- Equipment (Please specify)

Note: All equipment donated for use in the Sale to Sea Disability Kayak Challenge must be in good working order and maintained for the purpose for which it will be used. Sale to Sea Inc. will hold no liability for faulty equipment and any incident occurring due to poor equipment standards will remain the responsibility of the donor.

Credit

In exchange for this sponsorship, Company agrees to provide:

- Logo exposure
- Exposure on Sale to Sea Website
- Other (Please Specify)_____

Delivery

Sponsor agrees that the item(s) listed above will be delivered to Sale to Sea Inc. no later than _____ {date}, via _____

(means by which the item(s) will be delivered)

Relationship

This agreement represents the only relationship between Sale to Sea Inc. and _____ (Sponsor). No other relationship between the two entities exists, implied or otherwise.

Sponsor Name

Sponsor Signature

Company Representative Name

Company Representative Signature

Date

Date

Please return to:

Andrew Bedggood
4 Flint Court,
Maffra, Vic
3860

Email: bedgie@dodo.com.au