



**KYUP!**  
PROJECT

# PLAY FOR A GOOD CAUSE

CORPORATE SPONSORSHIP

# TOGETHER WE CAN INSPIRE CHANGE AND KEEP OUR GIRLS SAFE

KYUP! Project empowers girls to value and champion their safety and well-being with programs that move beyond awareness into strong hearted action in schools, university and the community. KYUP! tackles the big uncomfortable issues surrounding bullying, gender equality, domestic violence and consent with practical life protection skills.

## A GOLF DAY TO REMEMBER



TUESDAY, 19 FEBRUARY 2019, New South Wales Golf Club

The NSW Golf Course, situated on the northern headland of historic Botany Bay is one of Australia's premier golf courses. Ranked top 10 best course outside the US by – Golf Digest, a round of golf on this course will be something to remember.



# GET YOUR BRAND NOTICED

Be the first to take full advantage of this unique opportunity to connect with KYUP! Project supporters. Our popular inaugural golf day is the ideal chance to generate new business and forge new relationships. We encourage sponsors to give our 100+ distinguished and like minded attendees a taste of your business.

Have your brand in the spotlight and showcased across our professional, eye catching marketing materials.

## PLATINUM PARTNER

Exclusive collaboration with KYUP! Project to host and deliver this major event.

**\$10,000**

## GOLD PARTNER

Recognition, promotion and exclusive benefits available for your organisation.

**\$2500**

## HOLE SPONSOR

Engaging players with your brand with fun and memorable activities on the day.

**\$500**

**CONTACT MEL THOMAS 0402 075 365 TODAY TO GET INVOLVED**

FEATURED IN:



Daily Telegraph

marieclaire

SHE SAID



InStyle



Herald Sun

AudiMagazine



## MEL THOMAS – THE DRIVING FORCE BEHIND KYUP! PROJECT

Mel Thomas is a writer, speaker, media commentator and mother of two girls with more than 15 years martial arts experience in Hapkido, the Korean art of self-defence.

Mel created KYUP! Project, a revolutionary self-worth and self-protection program to break the cycle of violence against women and children after she was awarded a grant with the Layne Beachley Aim for the Stars Foundation in 2013. Mel held the title of Australian Hapkido Woman of the Year in 2005 and is a co-founder of the WMA (Women’s Martial Arts Network Australia), promoting growth and equality for girls and women in martial arts.

More than a martial artist, Mel is a champion for change. Born into domestic violence with a front row seat to unhealthy relationships, emotional, verbal and physical violence. The cycle of violence continued into her early relationships with aggressive, controlling and abusive partners.

She was bullied throughout high school where an incident inadvertently revealed her violent home life. Sadly, the bullies were also living with family violence. Mel turned the table on the bullies when she joined a hardened inner city gang, but the sense of belonging and feeling of protection came at a cost. No longer a victim, she was now as mean as the meanest of girls with little regard for herself or others.

Mel overcame adversity with enviable street smarts, resilience and courage and is known as a passionate advocate for kids living with family violence.

Her personal account of growing up with family violence has been published in the Herald Sun and her story has made headlines with Lindy Kerrin and the ABC AM morning show, Business Chicks Latte Magazine, Mind Food Magazine, Blitz Magazine, Peninsula Living, Mamamia Network, Daily Life, Daily Telegraph, Legacy Project and more.

In 2016 Mel was a proud Commonwealth Bank Australian of the Day and an Australian of the Year Awards nominee in 2017.



Mel and KYUP! Project recently featured in the documentary story on SBS Feed, “The domestic violence survivor teaching women to fight like a girl”.

### WHAT OTHERS SAY ABOUT KYUP!

In 2016, we surveyed two hundred 15 to 17-year-old Aussie girls from private, public and Catholic schools. From that survey, 97% of the girls rated their experience as “excellent” (3% said it was very good) and 100% of the girls would recommend KYUP! training to a friend.

“I booked KYUP! workshops for our Year 9 and 10 girls. It was one of the most positive experiences I could hope to share as a Year Adviser. The girls were captivated by the anecdotal teachings of Mel Thomas, whose enthusiasm for empowering girls is infectious. Seeing our girls chanting positive affirmations at the top of their lungs was an uplifting experience. Mel is a truly inspirational woman and I cannot thank the team enough for giving our girls this amazing experience.”  
– **Tracey Walsh, Year 10 Advisor, Cronulla High School**

“It was one of the funnest things I’ve done. I learnt how to relax, not stress, trust in myself and defend myself too. It was really good and funny!!!” – **Mariah, 15**

“KYUP! was my favourite because it was really different and I’ve always wanted to know how to protect myself. I learnt to believe in myself, to see the positive side, always have a laugh and to appreciate the nice comments people make about me more. I really enjoyed it.” – **Kate, 16**

Some of the many schools and organisations that KYUP! Project provides programs for:

