

RUN THE NIGHT: FOR THE 113 WOMEN KILLED SINCE 2023

#FORTHE113

We need your support.

KYUP!PROJECT



KYUP!PROJECT

OUR MISSION IS TO...

Run 113km

In memory of the 113
Women killed since 2023

Raising \$113k for domestic
violence education in
Australian schools

KYUP! Advocate Hayden
Westwood will run 113KM
on the 15th of November
across Sydney's violence
hotspots from 7 PM to 7
AM, the time period when
many women are most
vulnerable to attacks.

Every step he takes is a
commitment to raising
\$113,000 to empower
Australia's youth through life-
changing self defence and self
empowerment workshops.

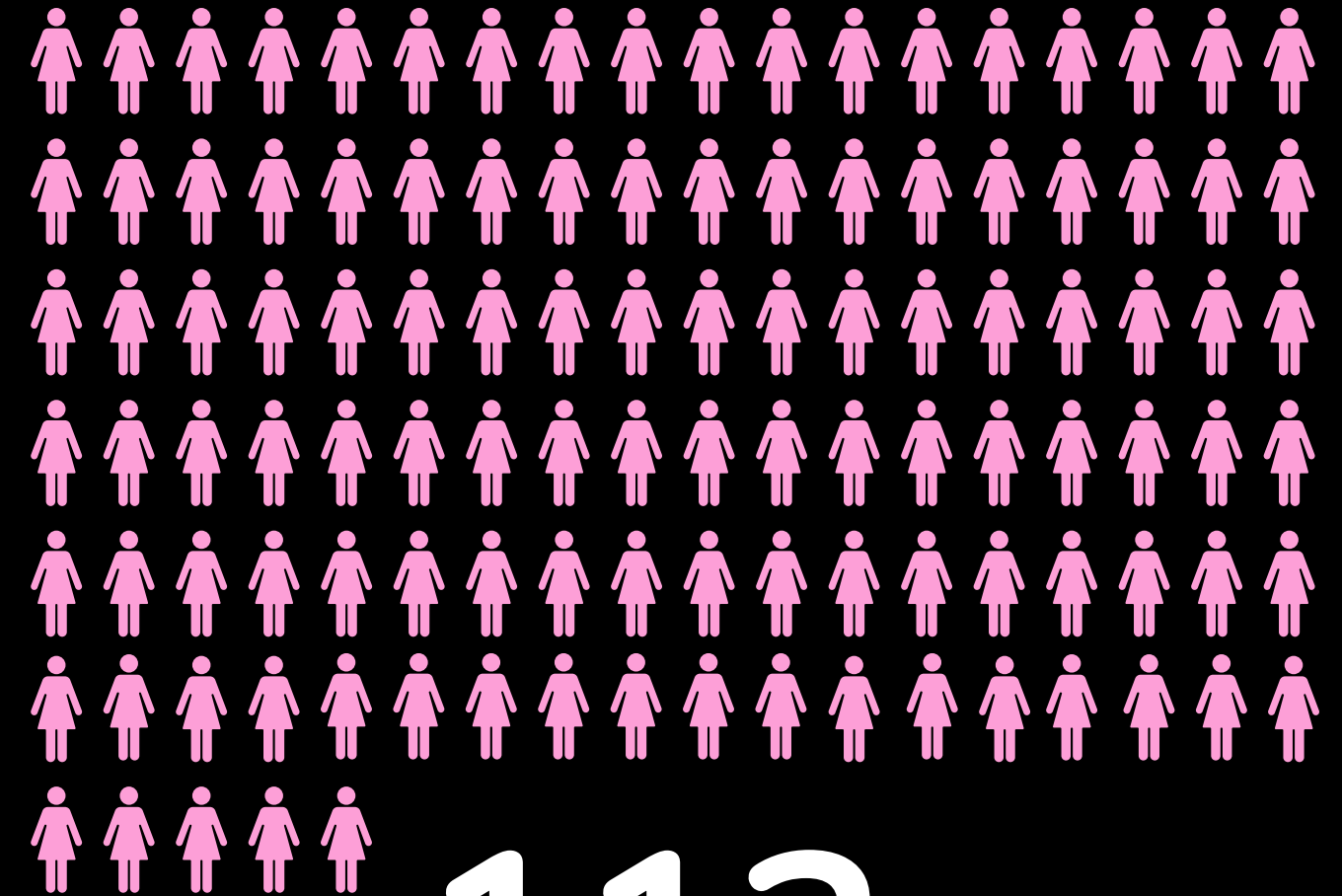


#FORTHE113

113 women have died in Australia at the hands of their abuser since the start of 2023.

We're running 113 KM run across Sydney's violence hotspots from 7PM to 7AM, the time when many women feel most vulnerable.

Every step taken is a commitment to raising \$113,000 to empower our youth through life-changing workshops.



113

women have died in Australia **since 2023** at the hands of their abuser.

The Catastrophic Impact of Gender Based Violence

Research shows that family and domestic violence rates in Australia are **rising rapidly**, with an alarming increase in the **deaths of women and children**.



One woman murdered because of **domestic violence** every four days in Australia in 2024.*

3.8 Million

Australians have experienced family domestic violence since the age of 15**

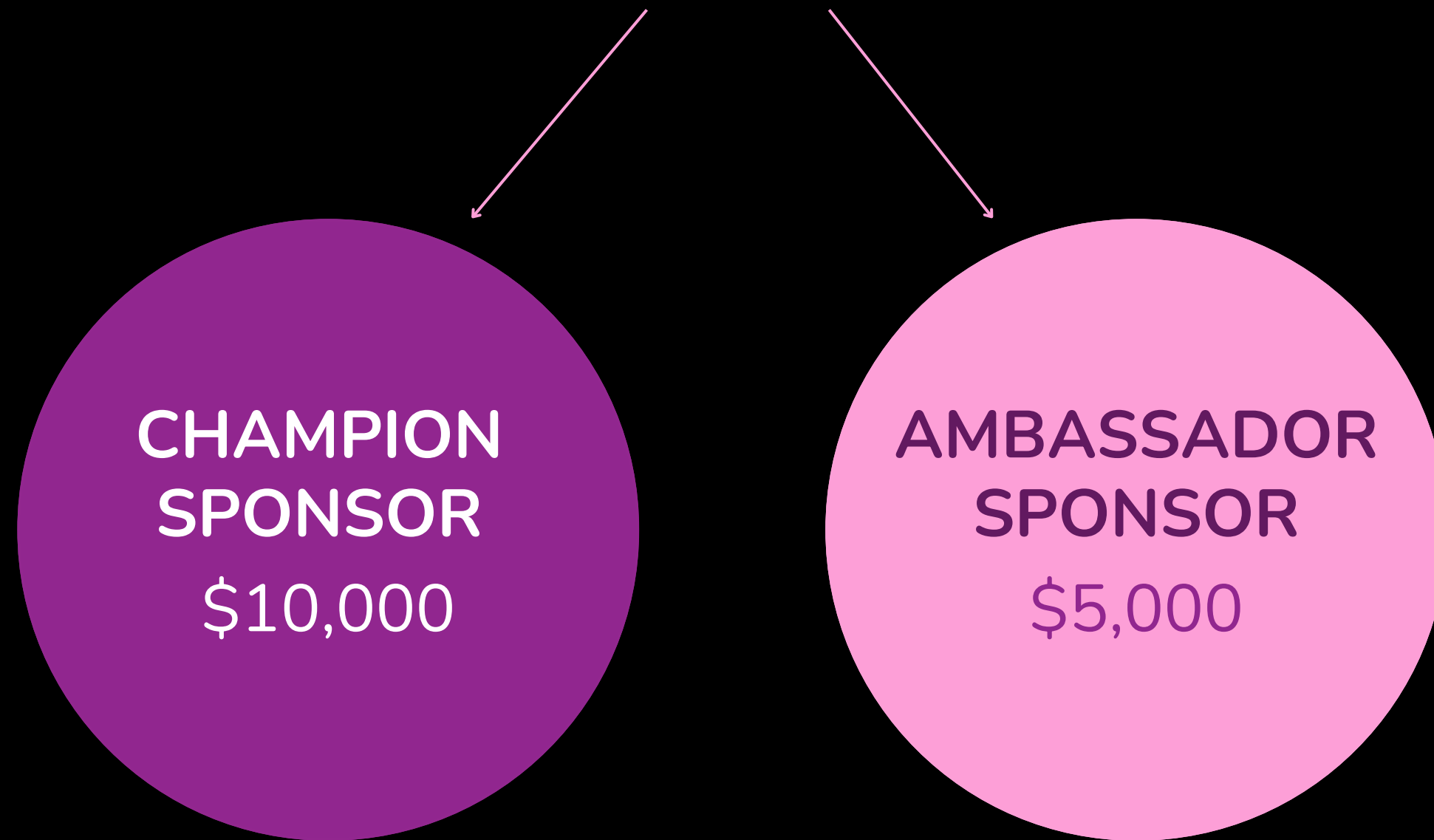
*ABS 2024

**ABS 2023



How Your Business Can Help

Become a Sponsor



The Impact

If we hit our goal of \$113K that's **3,955 students** who receive a KYUP! workshop, **equipping them with the knowledge and skills to protect themselves.**

We don't charge schools for these vital resources, relying instead on the generosity of individuals and businesses like you.

Your Support is Needed Urgently

Every day, **1,300 reports** of child abuse are made in Australia.

46,000 children cannot live with their parents due to neglect and abuse.

Young women, especially aged 18 to 24, face the highest risk of violence, with girls as young as 10 also at risk.

Your support is vital to changing these statistics and ensuring a safer future for Australia's women and youth.

Champion Sponsor Package (\$10,000)

- Branded Headwear for the Run: Sponsor logo prominently displayed on participant headwear.
- Branding on KYUP! Project Landing Page: Company logo featured on the official project landing page, enhancing visibility.
- Media Announcement of Sponsorship: Press release detailing the sponsorship to be distributed to local media outlets.
- Special Mention in Key Address During the Event: Recognition during opening or closing remarks to highlight the sponsor's support.
- Dedicated Social Media Post: One unique post across KYUP! Project's social media channels showcasing the sponsor.
- High-Quality Shareable Media Video Post: A professionally produced video highlighting the sponsorship and its impact, designed for sharing.
- Social Media Mentions (Pre and Post-Run): Regular mentions and tags on social media leading up to and following the event to maintain engagement.
- Presentation Opportunity: Chance to present a large cheque to the KYUP! Project and deliver remarks at a supporting event.

Ambassador Sponsor Package (\$5,000)

- Logo on Running Gear: Your company logo prominently displayed on running gear worn by participants during the event.
- Branding on KYUP! Project Landing Page: Your logo featured on the official KYUP! Project landing page for increased visibility.
- Mention in Press Release: Inclusion in the official press release announcing the sponsorship, reaching local media.
- Special Mention in Key Address: Recognition during a key address at the event, highlighting your support.
- Dedicated Social Media Post: One special social media post across KYUP! Project channels that showcases your brand.
- Social Media Mentions (Pre and Post-Run): Ongoing mentions and tags on social media both before and after the event to enhance engagement.

The KYUP! Project empowers Australian women and girls to raise their standards and advocate for their safety and well-being through self-worth and self-defence training.

We are an **Australian first** evidence-based initiative that confronts the alarming rates of violence against women and children in Australia. Our workshops promote personal safety and well-being with practical skills, strategies, and expert support.

Partnering with experts in policing, education, martial arts, and psychology, we deliver impactful programs for schools, universities, corporations, and crisis centres.

KYUP! Project moves beyond awareness campaigns and good intentions into strong-hearted action.



KYUP! Project Mission

Purpose

Empowering everyday Australians to raise their standards and champion their safety and wellbeing.

Vision

Every Australian can claim their right to be safe.

Goal: 1 Million Students

Break the cycle of family and domestic violence at a grassroots level.

Our Impact Since 2021

20,000

women and children empowered to break the cycle of violence.

500

partner schools.

50

All female black belt instructors in Qld, SA and NSW.

Who We've Worked With



Owner and Operator of *Westfield* in Australia and New Zealand



Featured on



**Together, we can
make a difference!**

**We urge you, please support
Hayden's journey and our mission.**

Help us raise awareness and funds to
provide essential workshops for thousands
of young girls facing violence today.

113 LIVES STOLEN.

113 FAMILIES SHATTERED.

113 FUTURES CUT SHORT.

WE'RE RUNNING FOR THEM.

FOR THEIR VOICES.

FOR THEIR STORIES.

The number **MUST**
STOP at **113.**

Please support our cause and become a sponsor today.

#FORTHE113

KYUP!PROJECT

Ready to Sponsor? Book in a call with our Founder Mel Thomas

→ 0402 075 365

→ mel@kyupproject.com

→ www.kyupproject.com.au

