



A JOURNEY TO DISCOVER, CONNECT & EMPOWER THE RANGERS OF OCEANIA
1 Year, 3 Oceans, 8 nations & over 30,000 Kilometres

Sponsorship Guide

#StandwithRangers

Take advantage of the unique opportunity to reach millions of people as a gear, service or financial sponsor of Walking the Thin Green Line Oceania



reach & return on investment

Walking the Thin Green Line Oceania is a unique and exciting opportunity for individuals and companies to support the Rangers of Oceania and help make this expedition possible.

Social Media & Website

Dedicated **Instagram, Facebook and YouTube** accounts

Reach more than 1.5 million followers through project partners and parks agency accounts

Benefit from influence and reach of major outdoor, environmental and scientific organisations and agencies

Feature on the **dedicated website**



Weekly **blog**, map with live location tracking. Will **include sponsor logos and links**



Facebook Story updates (signal permitting), regular field updates plus gear & event posts



Instagram Live updates (signal permitting), regular field, gear & event posts and reels



Mini films uploaded every expedition leg commencing at the start of the expedition

Youth Engagement

Regular **in person school talks** throughout the journey

Virtual field trips and live Q&A sessions with Rangers

Presentations

Major presentation at the Oceania Ranger Forum in Rotorua New Zealand, October 18-20, 2022

Exclusive presentation and documentary teaser trailer release at 10th World Ranger Congress in Azores, June 5-9, 2023

Documentary

Feature length documentary released on World Ranger Day 2024

Follow up to 2004 documentary *Thin Green Line* that premiered in over 330 locations, across 50 countries to an audience of more than 15,000 people

Will **feature interviews with TGLF Founder and Australian of the Year nominee Sean Willmore** as well as prominent TGLF ambassadors and supporters

expedition requirements



An epic expedition about incredible Rangers requires high quality gear, equipment and services to make the dream a reality.

A basic list of items that are essential to making this unique expedition possible can be found below.

Sponsors can donate their services and expertise, gear, equipment or financial support in return for incredible exposure and promotion opportunities.

I (Ranger Amanda) will be contributing over \$40,000 to the expedition and will apply for additional financial support through a Churchill Fellowship and other grants.

A detailed list and costing of equipment required for the expedition is available upon request for prospective sponsors.

- Filming equipment - lenses, action cam, tripod, drone, audio gear, memory cards & drives, camera bag
- 4WD (Aus leg), Van (NZ leg) & fuel
- Flights & ferries
- Sailing vessel & crew - Melanesia & Polynesia
- Carbon offsetting

- GPS tracking device & subscription
- Satellite phone & credit
- Power - battery packs & portable power station
- Graphic design & printing
- Educational material & live streaming
- Insurance - gear, travel & liability
- Editing & documentary post production

sponsor benefits



Bronze Gear Sponsor (Less than \$1000)

- 24 months of brand exposure including tags and links on social media and blog when sponsored gear featured or used in images
- Company logo and weblink on WTTGL website
- Company logo to appear in credits of documentary and on associated promotions



Silver Gear Sponsor (\$1000-\$2500)

As above PLUS

- Company logo on presentation slides for World Ranger Congress, Oceania Ranger Forum and school talks
- 6 x company specific social media posts about sponsored equipment
- 2 x specific blog posts reviewing sponsored equipment that can be used on companies own website/social media accounts



Gold Gear Sponsor (Greater than \$2500 to \$10,000)

As above PLUS

- Company logo on WTTGL clothing, worn for presentations & press events
- Company logo on trip vehicle (4WD/Van/yacht)
- Exclusive talk to company by Ranger Amanda following completion of the expedition

Major Sponsor (Greater than \$10,000)

As Above PLUS

- Your company mentioned in all public and press events
- Opportunity to participate in part of expedition hike or attend expedition event
- Company logo most prominent on WTTGL clothing, trip vehicle and all expedition and documentary promotional material and film trailers
- Opportunity for company to attend promotional events and screenings



Don't see what you're looking for? Feel free to discuss a tailored package for your level of support and company needs.

Thank you for taking the time to read the Walking the Thin Green Line sponsorship proposal

To speak further about sponsorship opportunities please
contact me directly.

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