



Darkness to Daylight

Sponsorship Proposal 2026

MAKE EVERY STEP COUNT



About Us



Challenge DV has been partnering with Australian businesses since 2001 to educate, advocate and empower people to end domestic and family violence. We do this through market-leading workplace programs, impactful strategic partnerships, and powerful events and advocacy that unite a community no longer able to accept abuse or violence of any form.



Workplace Programs

Our workplace programs empower businesses to be part of the solution by educating managers and staff to recognise the signs of domestic and family violence and respond appropriately.



Strategic Partnership

Our strategic partnerships connect people and workplaces across government, businesses, charities, frontline services and the community to create change and develop collaborative initiatives that prevent domestic and family violence.



Advocacy

Through advocacy, we use our profile and harness the insight and voices of our community to keep domestic and family violence prevention on the local and national agenda.



Darkness to Daylight is Challenge DV's community education, awareness and fundraising event for domestic and family violence prevention.

It is a 110km challenge, with each kilometre symbolising a life lost through domestic and family violence in Australia in the year the event launched.

The event was developed by **Robert Reed OAM**, Special Counsel at MinterEllison. Following a life-changing trip to participate in the American Indian Movement's Sacred Run held in Japan in 1995, Rob developed the Darkness to Daylight challenge to give the community an opportunity to do something physical and meaningful about domestic and family violence prevention and gain a deeper understanding of the issue.

Over the years, Darkness to Daylight has grown from strength to strength, thanks to our incredible Foundation Partners, MinterEllison, who have been part of Darkness to Daylight from day one and the incredible support from the Queensland Government and our other amazing sponsors. 2026 will mark the event's 13th anniversary, and it's set to be our biggest yet!

Find out more: www.darknesstodaylight.org



YOUR OPPORTUNITY

Darkness to Daylight 2026

The Darkness to Daylight challenge is Queensland's marquee community event for domestic and family violence awareness and prevention. It offers your organisation a unique platform to:



Amplify your social impact within the communities you serve



Engage your workforce and staff in ending domestic and family violence



Create new connections and opportunities



Strengthen your brand's reach across Queensland and beyond



HIGHLIGHTS

Darkness to Daylight 2025

Darkness to Daylight 2025 received support from the community, government, and corporate entities – united in their commitment to put an end to domestic and family violence.



\$308,000
funds raised



2,263
participants



110 teams



100,000+
conversations

IMPACT

Darkness to Daylight 2025

Thanks to our amazing supporters, Darkness to Daylight 2025 raised more than \$300,000. The money raised from Darkness to Daylight 2025 will enable us to deliver many critical initiatives over the next 12 months, including:

- Delivering new social impact projects, starting with an ambitious expansion of Respectful Relationships programs into schools
- Providing domestic and family violence awareness training to organisations of all shapes and sizes
- Strengthening partnerships between businesses and frontline services, such as women's refuges, particularly in regional and rural areas where it's needed most
- Supporting refuge leaders to take joint action to better support women and children impacted by violence
- Developing new domestic and family violence awareness prevention programs to meet the needs of our diverse communities and workplaces
- Funding support for critical peak domestic and family violence bodies

Challenge DV will also continue to connect businesses and government with frontline services to provide support. This program continues to grow, including through new partnerships with Rotary clubs across South East Queensland who have provided direct funding and material support to a number of women's refuges.

SPONSORSHIP PACKAGES

Bronze: \$5000 + GST

Logo on the Darkness to Daylight website
Event day presence and activation opportunity
Social media acknowledgments (at least 1)

Silver: \$12,500 + GST

Logo on the Darkness to Daylight website
Event day presence and activation opportunity
Social media acknowledgments (at least 1)

Gold: \$18,000 + GST

Logo on the Darkness to Daylight website
Event day presence and activation opportunity
Social media acknowledgments (at least 2)
Business and team profile on the Darkness to Daylight website
Logo and business profile on digital collateral, such as EDMs
Workplace programs discounts (5%)

Platinum: \$25,000 + GST

Logo on the Darkness to Daylight website
Event day presence and activation opportunity
Social media acknowledgments (at least 3)
Business and team profile on the Darkness to Daylight website
Logo and business profile on digital collateral, such as EDMs
Workplace programs discounts (10%)
Speaking opportunities at Opening and Closing Ceremonies

We can tailor all opportunities to suit your requirements and will provide you with tools and materials to promote your support within your teams and the communities you work in.

GET IN TOUCH

Join us for the 13th anniversary of
Darkness to Daylight in 2026!

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Together, let's make every step count
to end domestic and family violence.