



**REOM**  
REAL ESTATE OF MELBOURNE



Sponsorship Packages

**Bowl-A-Thon!**

## **Bowl-A-Thon**

Presented by Real Estate of  
Melbourne

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**Supporting We  
Are Mobilise  
with this unique  
charitable  
challenge and  
event**

“Bowl-A-Thon” is our first charity challenge event to support We Are Mobilise, who we’ve developed a partnership with in early 2024.

Our director of Property Management, Rob Gillies will be 10 pin bowling for 18 hours at The Keys Leisure center in Preston, with the aim to raise \$20k for the charity.

Rob will be aiming to bowl 100 strikes throughout the day, along with ten 200+ games on the lanes, and will be seeking donation pledges from people of \$x per strike, and \$x per 200+ game across the day. We will also be seeking bowlers to come in and bowl with Rob during the day, with minimum donations of \$100 per person to participate.

The day will be live streamed, with various social media posts and lives being put out not only during the day, but in the lead up as well. The venue will have approximately 100 people in attendance, with marketing available across the day and in the lead up for all our sponsors.

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# The Event run down

1

### Bowling for 18 hours

Rob will be bowling continuously starting from 6am to finishing at Midnight

2

### Live streaming throughout the day

There will be a live stream of the bowling across the day that will be available via Youtube with live crosses to social media channels like LinkedIn, Instagram and Facebook

3

### Trivia event in the evening

The venue is hosting a Trivia event in the evening, with an estimated 70-100 patrons

4

### Advertising opportunities

From branded T-Shirts over the day, to banners and flyers, and social media, there will be ample opportunities to market directly to participants, patrons and people following us via the live stream

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## Why be a Sponsor

Real Estate of Melbourne has the opportunity to run Bowl-A-Thon at The Keys Leisure Center in Preston, to raise money for **We Are Mobilise**, and assist them in making a difference to the lives of homeless people here in Melbourne.

There will be patronage of approximately 200 people across the day

### **THE AUDIENCE WILL COMPRISE A 50/50 SPLIT OF PATRONS & SME SECTORS**

This event will be heavily marketed not only to the patrons of The Keys Leisure Center in the lead up to the event, but Real Estate of Melbourne will also be marketing directly to our client base (350 plus current clients alone) as well and capitalising existing networks to publicise the event and attract donations.

There will be ample opportunities for our sponsors to be able to market directly and be acknowledged for their sponsorship across all the various platforms.

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# Sponsorship Packages

We have three Sponsorship levels on offer for this event, both cash and limited in-kind opportunities.



- 1-hour time slot for 1 person to participate in the bowling
- Displayed Banner during at the event/live stream
- Logo placement on the donation/live stream website
- Social media public acknowledgement via REoM channels



- 1-hour time slot for 2 people – to participate in the bowling
- Displayed Banner during live stream
- Prominent logo placement on the donation/live stream website, with additional blurb to further promote your business
- Dedicated social media public acknowledgement via REoM channels
- Branded T-Shirt logo placement on Rob and the volunteers shirts



- 1-hour time slot for 4-5 people to participate in the bowling
- Large displayed Banner during live stream
- Primary logo placement on the donation/live stream website, with long form blurb to further promote your business
- Dedicated social media public acknowledgement via REoM channels, and singular prominent placement on live stream overlay
- Prime position on Branded T-Shirt logo placement on Rob and the volunteers shirts
- Opportunity to market to participants and patrons on the day
- Opportunity to direct a follow up email post event to all participants
- Introduction to the founders of We Are Mobilise\* and photo opportunity

\*Introduction will need to coincide with their attendance in the evening



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# **Who is Real Estate of Melbourne**

We are a fully integrated property sales, property management & project marketing agency

We are equally experienced and dedicated in all our departments and work together as a cohesive and professional team to deliver exceptional results for our clients, no matter where they are on their real estate journey.

We don't want to be the biggest Real Estate Agency in Melbourne. We just want to be the best. We value quality over quantity. This means our team are not overloaded so they have more time to deliver the dedicated service that is a hallmark of REOM's brand.

We're locals who live and breathe Melbourne. We have deep knowledge and an impeccable track record selling and managing properties & marketing projects across a diverse range of suburbs and property types across all of Melbourne. We know what makes each neighborhood unique and can leverage this knowledge to position your property or project effectively in the market.

Our expertise goes beyond the 'transactions' or real estate. We offer strategic property advisory. We have the market knowledge, experience and insights to offer sound and strategic advice to help realise and exceed our client's goals.

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# Who does We Are Mobilise help?

We proudly support **We Are Mobilise** to achieve their vision to create a world where no one has to sleep on the street.

By supporting us through our Bowl-A-Thon, you are helping us help **We Are Mobilise** to deliver grassroots projects that tackle some of the biggest challenges facing people who sleep rough, couch surf and have temporary accommodation in shelters.

We Are Mobilise believe that through pushing boundaries and their unwavering commitment to 'connection for change', genuine human connection, time, and companionship, will create transformational change.

They deliver 3 key programs to achieve their mission to help 10,000 people impacted by homelessness:

- **Mobilise Matched** - Building Australia's first Direct Cash Transfer Program
- **Mobilise Kickstarter** - Rental assistance program to help individuals into housing
- **Mobilise Pay** - Supporting Australian families to pay their bills





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