

Memorandum



To: Surf Life Saving Clubs
Date: 20 October 2016
Subject: Fundraising opportunity for SLS Clubs – “Surf Life Saving Red Centre Trek 2017”

Surf Life Saving Foundation is pleased to announce an exciting new fundraising event - The “**Surf Life Saving Red Centre Trek 2017**”. This is an incredible opportunity for Surf Life Saving Club members and the general public to experience one of Australia’s premier walking tracks - the Larapinta Trail - to raise funds for Surf Life Saving. You can nominate for funds raised to go to your Club.

The Surf Life Saving Red Centre Trek will take place on **21–27 August 2017**.

Working in partnership with Inspired Adventures, we are able to offer trek participants the ability to raise funds for your Club.

Benefits to your club

- Fundraising activity to promote within your local community which directly brings a financial return back to your club.
- Fundraising activity which requires minimal club resources and outlay - simple as sending emails to club members, supporters, advertising on club website/social media.
- All funds raised by participants who select your club as beneficiary are directed to your club.

About the Trek

- Discover the beauty of Central Australia and explore the mountains, valleys, rivers and desert landscapes of the Red Centre.
- Learn about Australia’s unique Indigenous culture from local guides on traditional lands by day and sleep under the desert stars at night.
- Ascend Mount Sonder, which is one of the Northern Territory’s highest peaks, and trek one of Australia’s most magnificent trails.
- Join Team Surf Life Saving and raise vital funds to help save lives on Australia’s beaches.

Your club is encouraged to promote the event to your local community.

Club Promotion Kit

A promotional flyer, poster, plus imagery to place on your website/social media pages are [available here](#). This collateral is designed to help your club promote to your networks and get them involved in raising funds for your club!

An editable cover letter is also attached – personalise this template to include your club’s contact details, etc.

Surf Life Saving Foundation have also included a copy of the **Information Pack** that explains the trek in more detail, including associated costs and the fundraising goals for participants.

Would you like further information?

To find out more please visit: www.inspiredadventures.com.au/events/surflifesavingredcentre-2017/

Any questions relating to the trek or how to register should be directed to Inspired Adventures on: 1300 905 188 or email: laura.c@inspiredadventures.com.au.