

Partnership Prospectus

Serenity
in the
Stadium



Read the Play

Active
Geelong
THE MOVEMENT MOVEMENT

October 2026

About...



The Serenity in the Stadium idea was conceived by Read the Play General Manager, Michelle Gerdtz, who recognised the need for an event to celebrate World Mental Health Day in Geelong.

The idea was to promote the positive impact of physical activity on mental health, leading to the choice of yoga as the perfect activity.

The success of such an event relies heavily on strong collaborations. Kardinia Park Stadium Trust, which manages GMHBA Stadium, enthusiastically agreed to host this community initiative. Sally Ferris, the owner of Wonder Yoga in Geelong, joined as the instructor for the session. Additionally, Active Geelong partnered with Read the Play to bring this vision to life.

Serenity in the Stadium represents a meaningful collaboration between these local organisations, with all proceeds from the event dedicated to supporting Read the Play and Active Geelong's work in the Geelong community.



A Collaboration...



Serenity in the Stadium is a fundraising event for the "Read the Play/Active Geelong" partnership celebrating the important messages of World Mental Day.

Read the Play and Active Geelong are two of Geelong's most effective organisations delivering preventive measures for people in our communities challenged with mental health difficulties.



Read the Play

Active
Geelong
THE MOVEMENT MOVEMENT

Read the Play is a mental health literacy program that supports young people aged 12-18 through local sporting clubs.

The program empowers young players to recognise mental health challenges, seek help, and support their peers.

With a purpose of building mentally strong sporting communities by prioritising youth mental wellness, RTP is expanding programs to include all sports in the Barwon region.

By working closely with clubs, volunteers, and parents, RTP ensures mental health remains a key focus in community sport.

Active Geelong seeks to make Geelong the most physically active region in Australia by 2030.

Despite widespread knowledge of the benefits of physical activity in preventing chronic diseases and improving mental health, 50% of Australians are not active enough, and 20% of Geelong's adult population are reporting NO physical activity at all.

Given these alarming statistics and knowing that 47% of employees work in sedentary jobs, Active Geelong has become the leading voice in the Geelong region calling on the population to participate in higher levels of physical activity to enjoy improved physical and mental health.

The Event...



Serenity in the Stadium is a one-hour yoga class on GMHBA Stadium, that blends tranquillity with community spirit.

Whether you're an experienced yogi, or just starting out, this event is about much more than just yoga. It's a chance to connect, support each other, and embrace movement and mindfulness in a supportive setting.

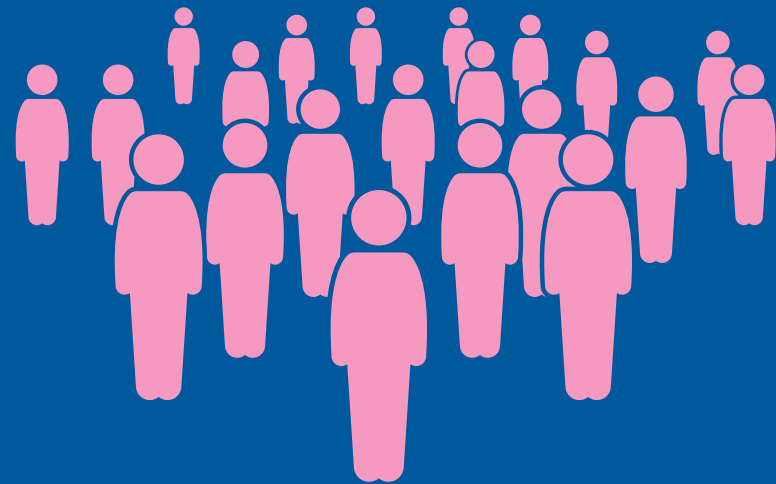
Be part of our inspiring journey toward better mental health. Together, we can make a difference and highlight the importance of mental wellness.

At the inaugural event last year, more than 250 people attended and overwhelmingly confirmed that they will be coming back next year, such was the quality of their experience.



**Our aim is to have
2,000 people involved
annually!**

Event Impact...



408
Registrations
2024
236



218
Adults
2024
207

46
Concession/Student
2024
25

8 (32)
Family
2024
1 (4)

94
Groups (5-10)
2024
0

42
Groups (11-20)
2024
0

**Conversion from
2024 to 2025**

62 people attended in 2024
and 2025

28% conversion rate

Event Impact...



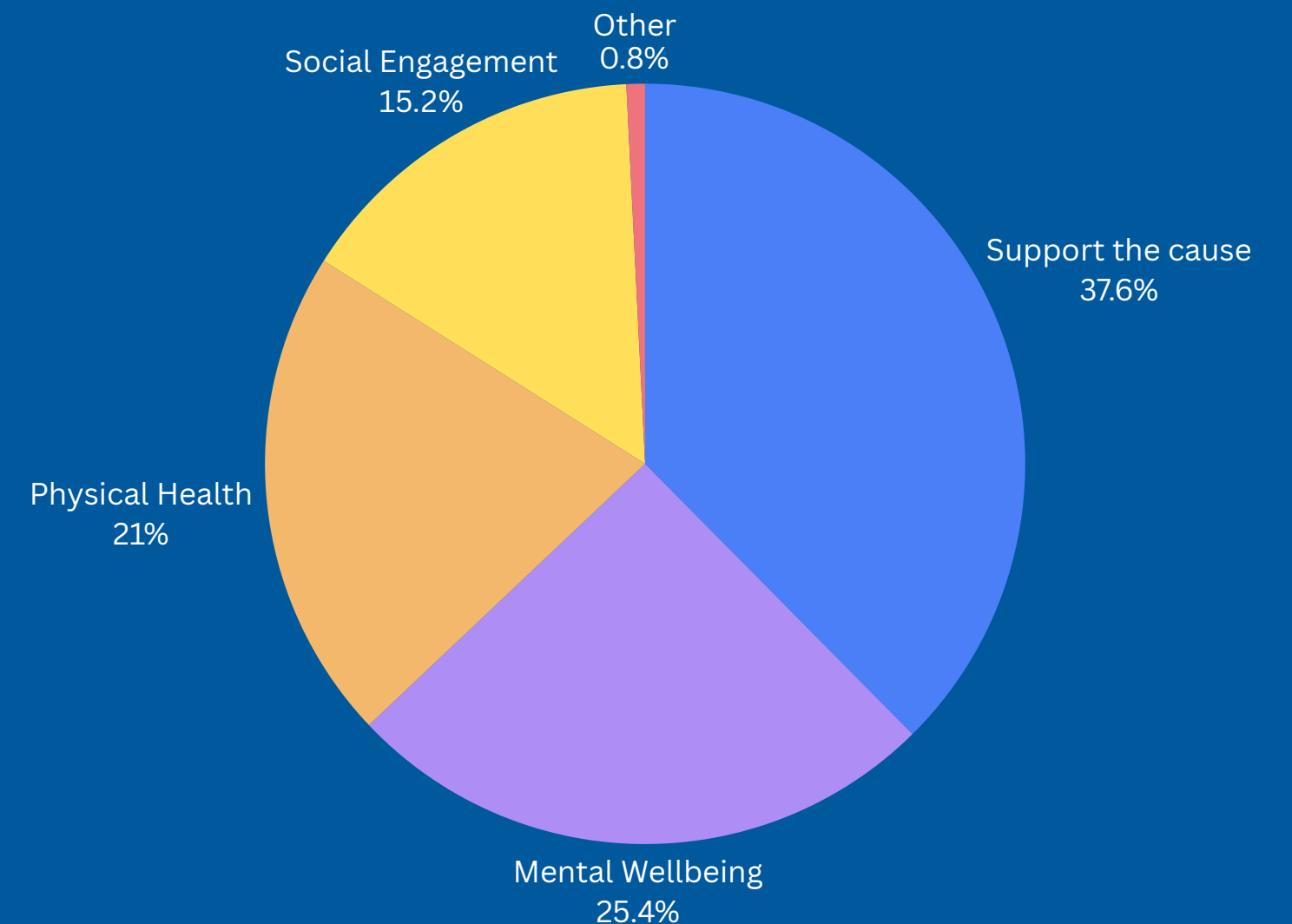
HOW PEOPLE DISCOVERED THE EVENT

1. **Word of Mouth**
2. **Social Media**
3. **Workplace**
4. **Other**
5. **Sport or Community Club**
6. **Print Media**

'Other' Examples

- Personal invitation
- Volunteer
- Attended last year
- Read the Play Events
- Wonder Yoga Connection
- Email Comms

MOTIVATION FOR ATTENDING

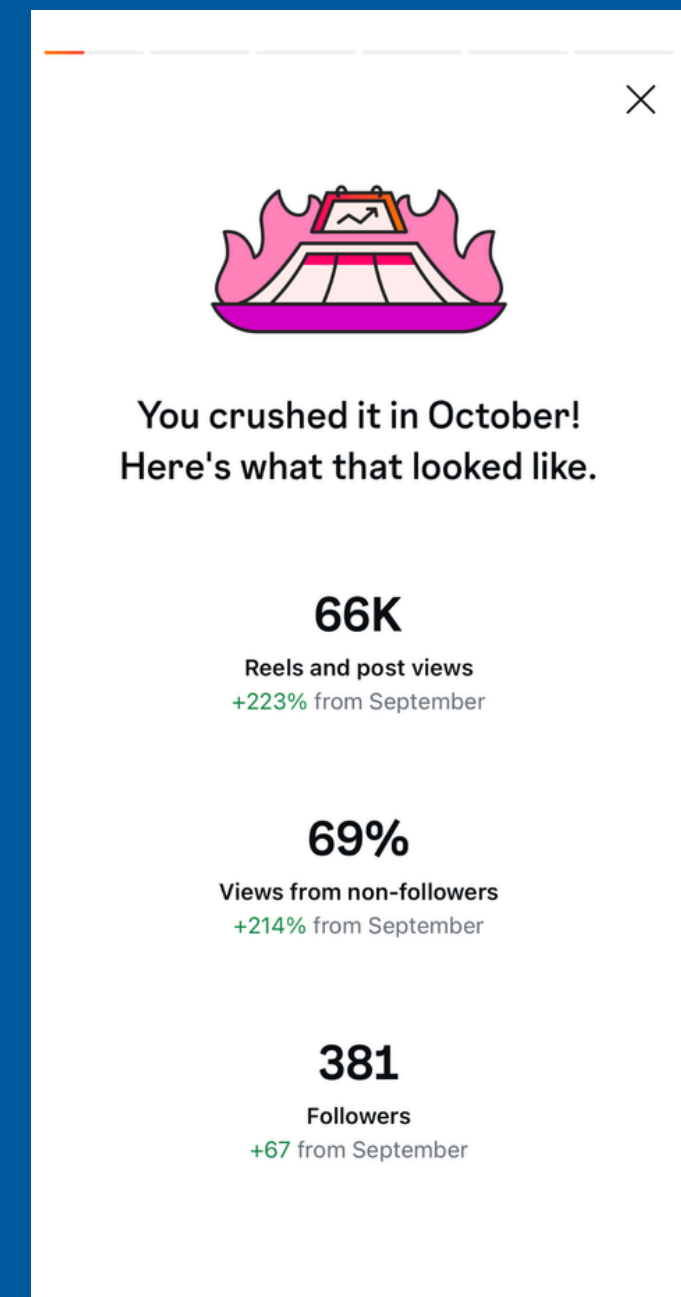
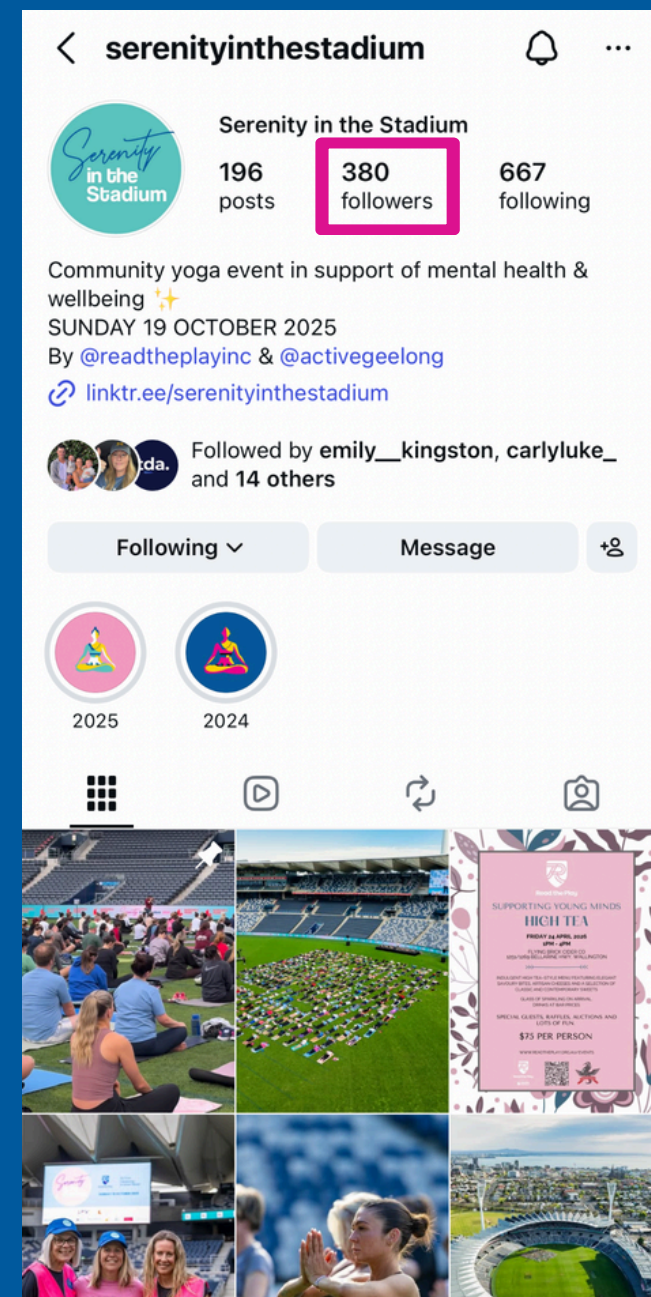


Event Impact...



Instagram:

- 380 followers
 - +165 followers from October 2024
 - +67 followers in October 2025
 - **66,000 views** in October (+223% from September)
 - 69% of views from non-followers in October
- The high percentage of non-follower views demonstrates that content is continuing to reach beyond existing networks.



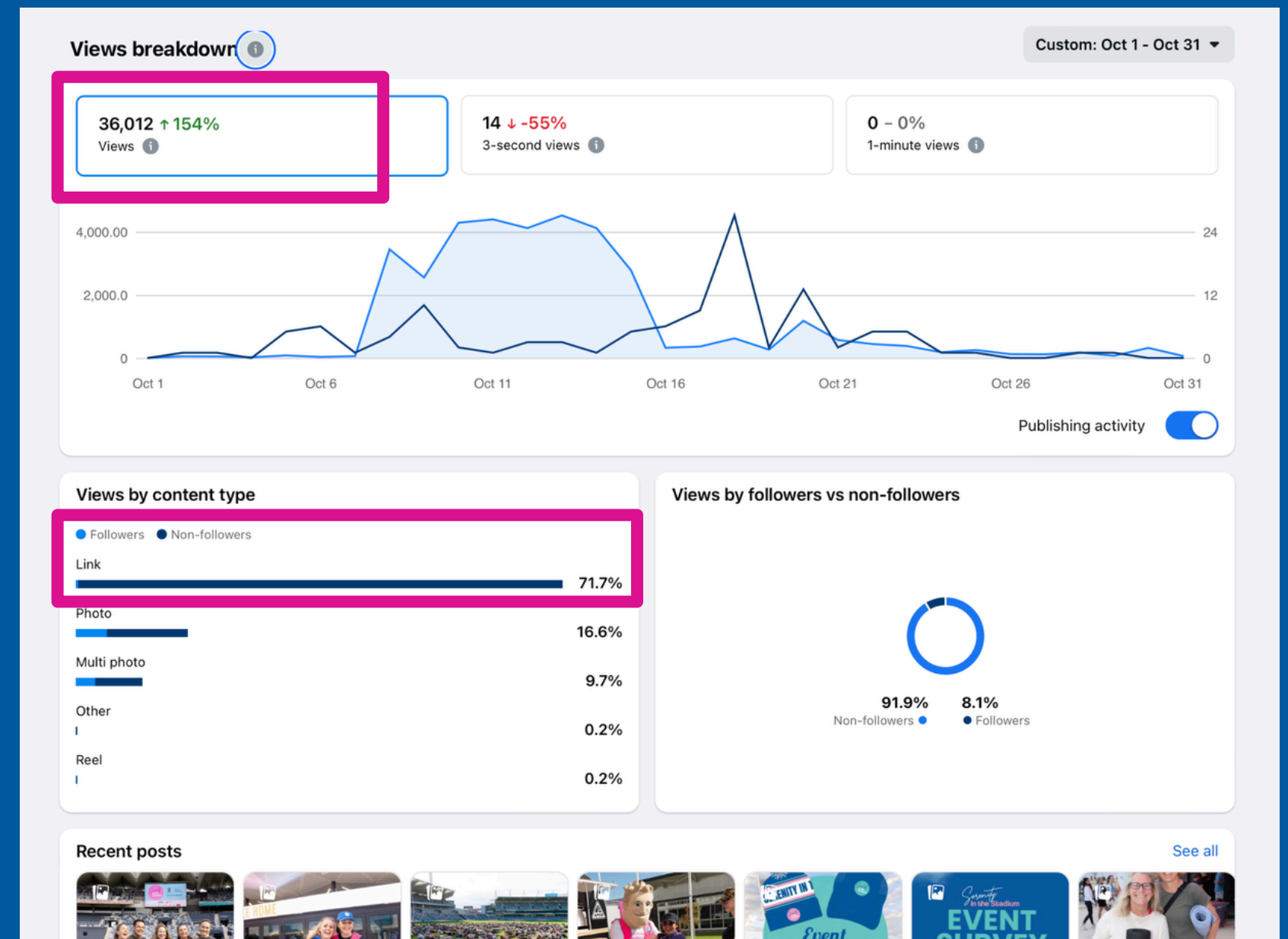
Event Impact...



Facebook:

In October:

- 32,012 total content views
 - 91.9% of views from non-followers
 - 71.7% of views generated by link-based content
- The majority of Facebook engagement was driven by link posts, indicating that the platform is functioning primarily as an informational and traffic-driving channel. This aligns with typical Facebook behaviour, where users are more likely to engage with posts that include event details, external links, or shareable information. The high proportion of non-follower views demonstrates effective campaign amplification beyond the existing audience, particularly during the event period.



How to get involved...



Major Partner



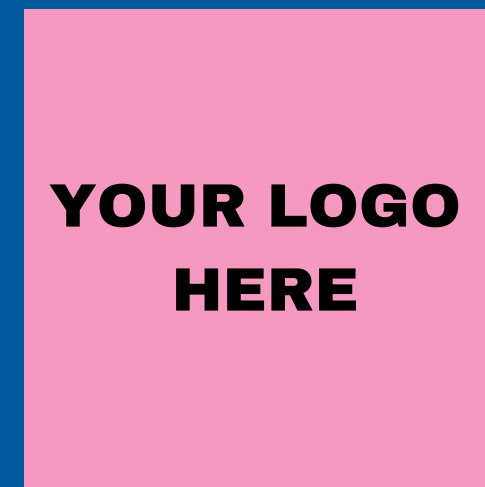
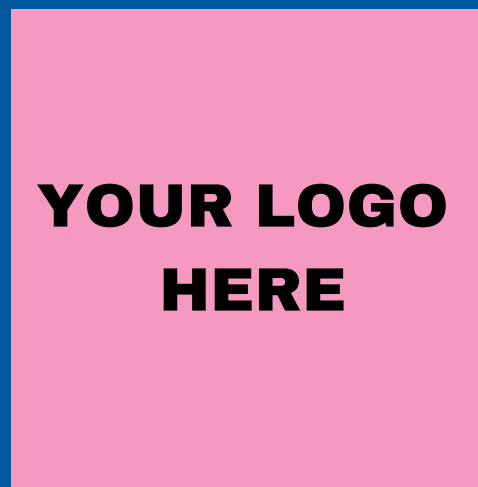
ploam.
G R O U P

Venue Partner



\$5,000 + GST

Event Partners



Two Available

\$3,000 + GST

Supporting Partners



**YOUR LOGO
HERE**

**YOUR LOGO
HERE**

**YOUR LOGO
HERE**

Three Available

Partnership Benefits....

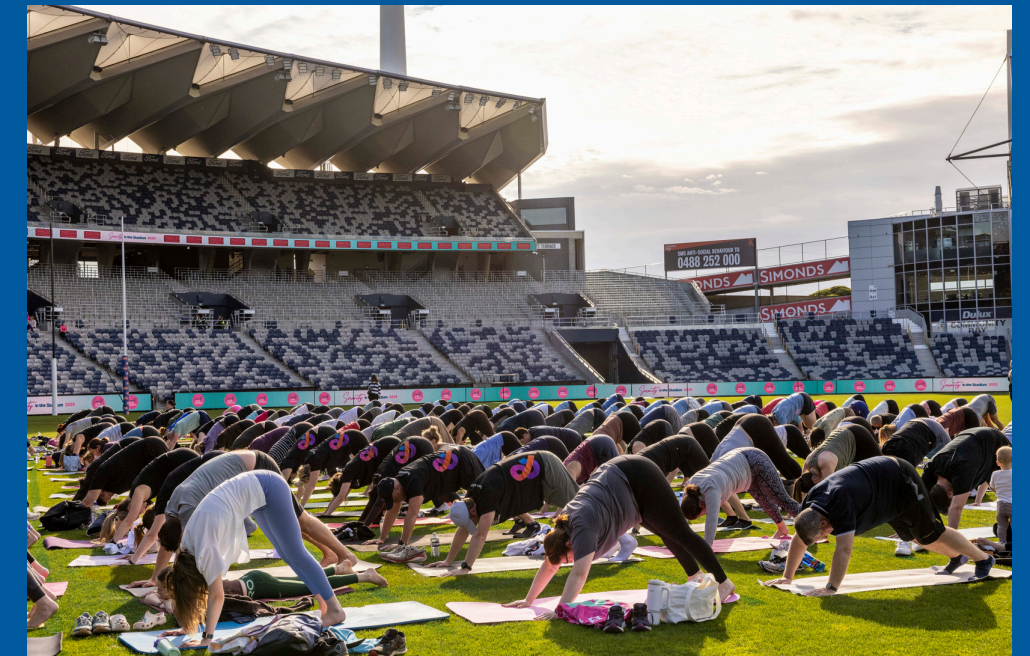


Choose a tier that reflects your organisation's goals, and join us in delivering an inspiring community wellbeing event like no other.

As a valued partner, your involvement will not only elevate your brand's visibility but also highlight your genuine commitment to supporting mental health and community connection across the Geelong region.

All Serenity in the Stadium 2025 partners receive the following in addition to partnership categories:

- Brand placement and clickable link on the Serenity in the Stadium website.
- Brand recognition in email campaigns shared with the Read the Play and Active Geelong networks.
- Coverage across Read the Play and Active Geelong social media channels leading up to the event.
- Potential inclusion in selected media promotions, including print, radio, and digital.
- Invitation to participate in a sponsor content day (photos, social media & storytelling).
- Complimentary event registrations for staff, clients, or your community.
- Verbal recognition from the event MC during the program.
- Access to signage opportunities within the venue, including high-traffic areas.
- A dedicated activation space to connect with attendees on the day.
- A detailed post-event report summarising your sponsorship impact and reach.



Partnership Benefits...



	MAJOR PARTNER	EVENT PARTNER	SUPPORTING PARTNER
OVERARCHING			
Event Naming Rights	X		
Category or Activation Naming Rights	X	X	
PRE-EVENT RECOGNITION			
Partnership Announcement	X	X	X
Logo on Marketing – Print & Digital	X	X	X
Company Bio on Event Website	X	X	X
Social Media Mention (Pre-event)	X	X	X
Invitation to Ambassador/Social Content Day	X	X	
EVENT DAY RECOGNITION			
Acknowledgement by MC	X	X	X
Speaking Opportunity (Welcome or Wrap)	X		
Promotional Table/Activation	X	X	X
DIGITAL SIGNAGE - EVENT DAY			
GMHBA Stadium - Outside Gate 1	X		
GMHBA Stadium - Inside Gate 1	X		
GMHBA Bowl Signage 20+ rotations	X	X	
GMHBA Bowl Signage 5+ rotations	X	X	X
POST-EVENT RECOGNITION			
Inclusion in Thank You Social Media	X	X	X
Logo in Post-event Report	X	X	X
MEDIA EXPOSURE			
Logo on Event Website	X	X	X
Social Media Promotion	X	X	X
Featured in Social Media Reels	X	X	
TICKETING & ACCESS			
Free Event Entries	20	8	5
Discounted Entries for Staff/Clients	X	X	
ADDITIONAL BENEFITS			
Early Access to Future Events	X	X	
Opportunity for Staff Volunteering	X	X	X
First Right of Refusal 2027	X		



For further information...



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IMAGERY THROUGHOUT THIS PUBLICATION IS BROUGHT TO YOU BY PAM HUTCHINSON PHOTOGRAPHY AND BARWON DRONE

Thank you



Read the Play

Michelle Gerdtz

Michelle Gerdtz

General Manager

Read the Play

Active
Geelong

THE MOVEMENT MOVEMENT

Pat Murnane

Pat Murnane

Executive Board Support

Active Geelong