



CHARITABLE TRUST
SPONSORSHIP

PROPOSAL



WHO ARE WE?

Introducing our Escape Adventurous Journeys Charitable Trust, born from the transformation of Escape Adventurous Journeys in 2021.

Our mission: bringing the great outdoors within reach of countless young people.

As an approved open award center for **The Duke of Edinburgh's Award** across New Zealand, our current focus lies in the beautiful Bay of Plenty. But we won't stop there.

Our Trust is devoted to bolstering participation in the award and breaking down barriers that keep young individuals from embracing nature's wonders.

Through targeted programs and generous financial support, we fulfill our core purpose: empowering young minds with educational and character-building experiences.

We nurture personal responsibility, well-being, community engagement, leadership development, and a deep sense of stewardship for our nation and the natural world.

Join us as we weave unforgettable adventures and shape a brighter future together for our young people



DEVELOPING YOUTH

As an accredited centre for The Duke of Edinburgh's Hillary Award, our Trust holds the key to transforming young lives and equipping them for the future.

This prestigious award program empowers participants to embrace challenges, honing vital skills that benefit both themselves and their communities.

Guided by our dedicated Award Leaders and Instructors, each individual is encouraged to delve into their passions and aspirations, setting personal goals across four distinct Award sections: Voluntary Service, Physical Recreation, Skills and an Adventurous Journey.

Escape AJ goes beyond mere mentorship for our youth in completing the award. We curate immersive outdoor education camps, deliver comprehensive training, and ensure access to essential outdoor equipment for all students.



OUR CORE VALUES

ADVENTURE

FUN

LEARNING

SAFETY

PERSONAL DEVELOPMENT

ENVIRONMENTAL STEWARDSHIP



CURRENT IMPACT

300+

Escape AJ has over 300 registered participants doing the award currently

6000hrs+

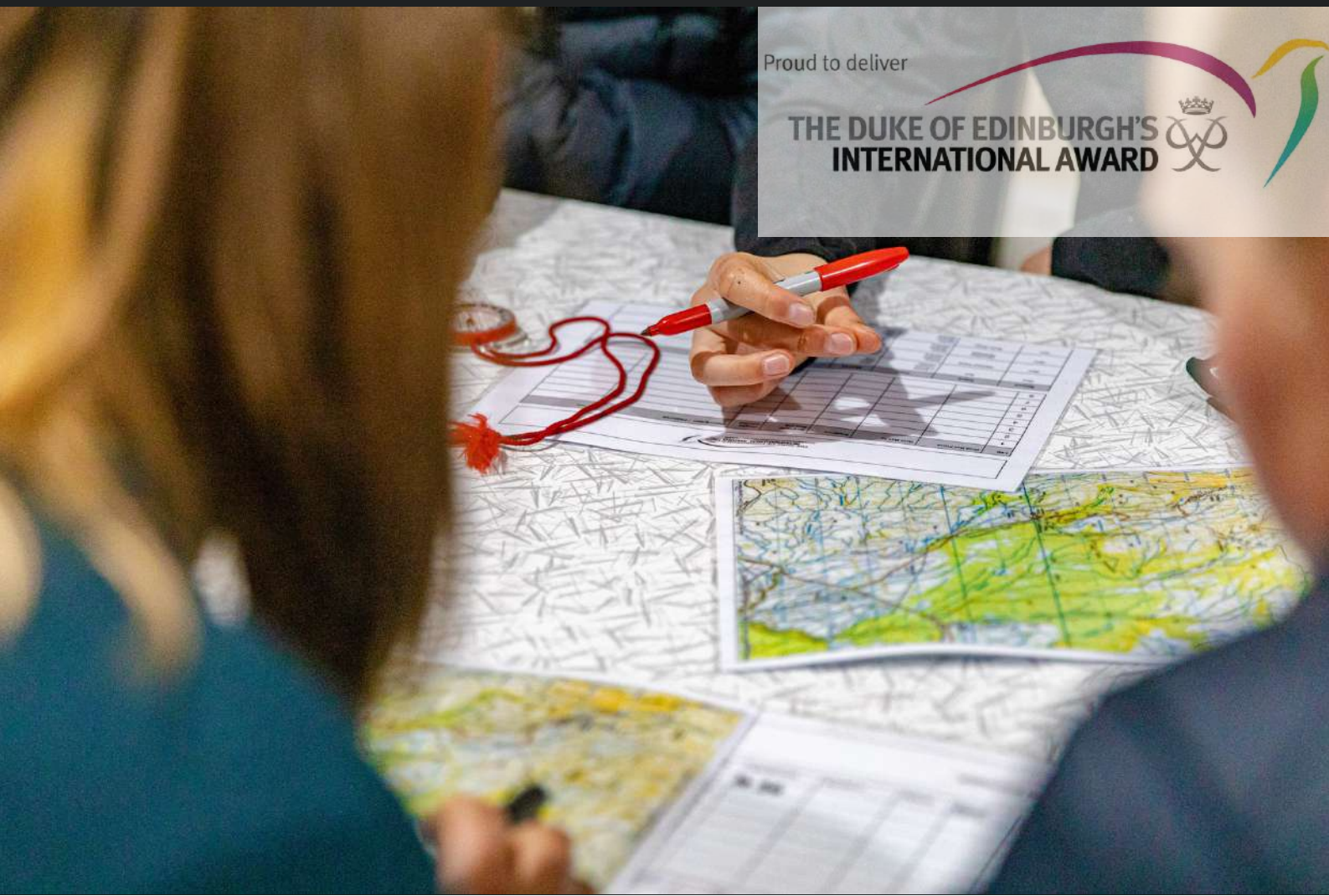
Participants will have volunteered 6000+ hours in our community this year



ESCAPE - LEARN - GIVEBACK

Explore, Learn, Giveback in collaboration with The Duke of Edinburgh's Hillary Award!

- Youth aged 14-18 from four different schools
- Sponsorship enables subsidisation of trip costs, reducing barriers and promoting equity
- Schools select students who will benefit from the program
- The program has a lasting impact on the lives of countless youth, fostering personal development, nurturing leadership skills, and facilitating memorable outdoor experiences.
- Sponsorship supports at-risk youth, providing them with opportunities for growth and development
- Funding helps create a supportive environment for youth in the BOP, fostering positive outcomes and brighter futures.
- Developing leadership skills and fostering a sense of responsibility towards conservation.
- Encouraging Conservation Guardians and Environmental Heroes through our partnership.



Proud to deliver

**THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD**



ESCAPE - LEARN - GIVEBACK

STUDENT FEEDBACK

THE AWARD HAS IMPROVED MY SELF-ESTEEM AND MADE ME FEEL GOOD ABOUT MYSELF AGAIN. I HAVE STRUGGLED MENTALLY AND PHYSICALLY IN THE PAST, BUT THE CHALLENGE AND CHANCE TO MEET NEW PEOPLE HAS BEEN A POSITIVE EXPERIENCE"

"GIVING SERVICE HOURS AT THE HOSPICE HAS HELPED IMPROVE MY INTERPERSONAL SKILLS AND MADE ME REALISE I CAN HELP PEOPLE IN MY COMMUNITY

"I'M NOT USUALLY A CONFIDENT PERSON, SO THE AWARD HAS MADE ME OVERCOME CHALLENGES WHICH HAVE DEVELOPED ME AS PERSON, IT HAS PUSHED ME OUTSIDE MY COMFORT ZONE"



SPONSORSHIP PACKAGES

GOLD PACKAGE \$20000

- **40 students fully supported through our Escape AJ - Learn - Giveback Program**
- Personal mentoring through the DoE Award sections
- All outdoor gear provided
- All transport provided
- Full navigation / bush craft and river crossing training
- Outdoor camps all provided (4-8 days depending on Award level)

40
STUDENTS

SILVER PACKAGE \$10000

- **20 students fully supported through our Escape AJ - Learn - Giveback Program**
- Personal mentoring through the DoE Award sections
- All outdoor gear provided
- All transport provided
- Full navigation / bush craft and river crossing training
- Outdoor camps all provided (4-8 days depending on Award level)

20
STUDENTS

BRONZE PACKAGE \$5000

- **10 students fully supported through our Escape AJ - Learn - Giveback Program**
- Personal mentoring through the DoE Award sections
- All outdoor gear provided
- All transport provided
- Full navigation / bush craft and river crossing training
- Outdoor camps all provided (4-8 days depending on Award level)

10
STUDENTS

POTENTIAL SPONSORSHIP BENEFITS

OUTDOOR CAMPS

- Camp naming rights
- Signs / Banners with logos
- Camp / sponsor profiling via all digital channels

DIGITAL COMMUNICATIONS

- Logo and profile on Escape AJ website (premier position)
- Email signature for all Trustee and staff members
- Branding on Escape AJ digital communications
- Branding on registration emails

EVENTS

- Event / Camp activation opportunities
- Signage at events
- Event / Camp naming right

PRINTED PROMOTIONAL MATERIAL

- Branding on all camp certificates
- Branding on all camp photos



ESCAPE - LEARN - GIVEBACK

CURRENT FUNDERS



CURRENT PARTNERSHIPS



ROTORUA GIRLS'
HIGH SCHOOL



John Paul College
ROTORUA | NEW ZEALAND



Rotorua Boys' High School

THANK YOU

Escape AJ Charitable Trust is immensely grateful for the incredible support we have received from the Rotorua and wider Bay of Plenty community. We greatly value the partnership opportunities and are open to exploring various suggestions and alternative proposals that can maximize benefits for all involved.

We eagerly anticipate further discussions to delve into the exciting opportunities that lie ahead in 2023 and beyond. Together, we can forge a successful and impactful partnership.

Best regards,

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