

MISSION 1 MILLION

STUDENT EDUCATION
CAMPAIGN



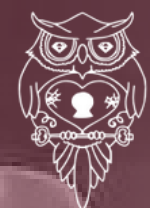
PAT CRONIN
FOUNDATION



As little as \$10 helps save lives by educating a student on the dangers of the Coward Punch.

\$10

MEANS ONE MORE STUDENT EDUCATED



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MISSION 1MILLION

CREATING A WORLD FREE FROM THE COWARD PUNCH

The Pat Cronin Foundation provides education on the dangers of the Coward Punch – working in schools, sports clubs and amongst community groups we are pushing towards our mission of educating 1 million students on the dangers of the Coward Punch, the impact it has on victims, their families and the wider community. Join us on our Mission.



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MISSION 1MILLION

LET'S END THE COWARD PUNCH!

In 2016, 19-year-old Pat Cronin was struck in the head with a Coward Punch. Two days later his parents made the agonising decision to turn off his life support.

The Pat Cronin Foundation is dedicated to making sure no other victim, family or community have to suffer in the same way.

By supporting PCF to deliver education sessions, success is achieved if even one student in each changes their attitudes and becomes a leader in our communities and ensuring that social violence and the Coward Punch stops with them.

Our core education sessions take our students through the tragic story of Pat with our expert facilitators.

We are here to honour Pat's life by helping young Australians make wise decisions so we can end the senseless violence that devastates families and communities.

Pat isn't here to take care of his mates anymore, but we are.

And you can help...



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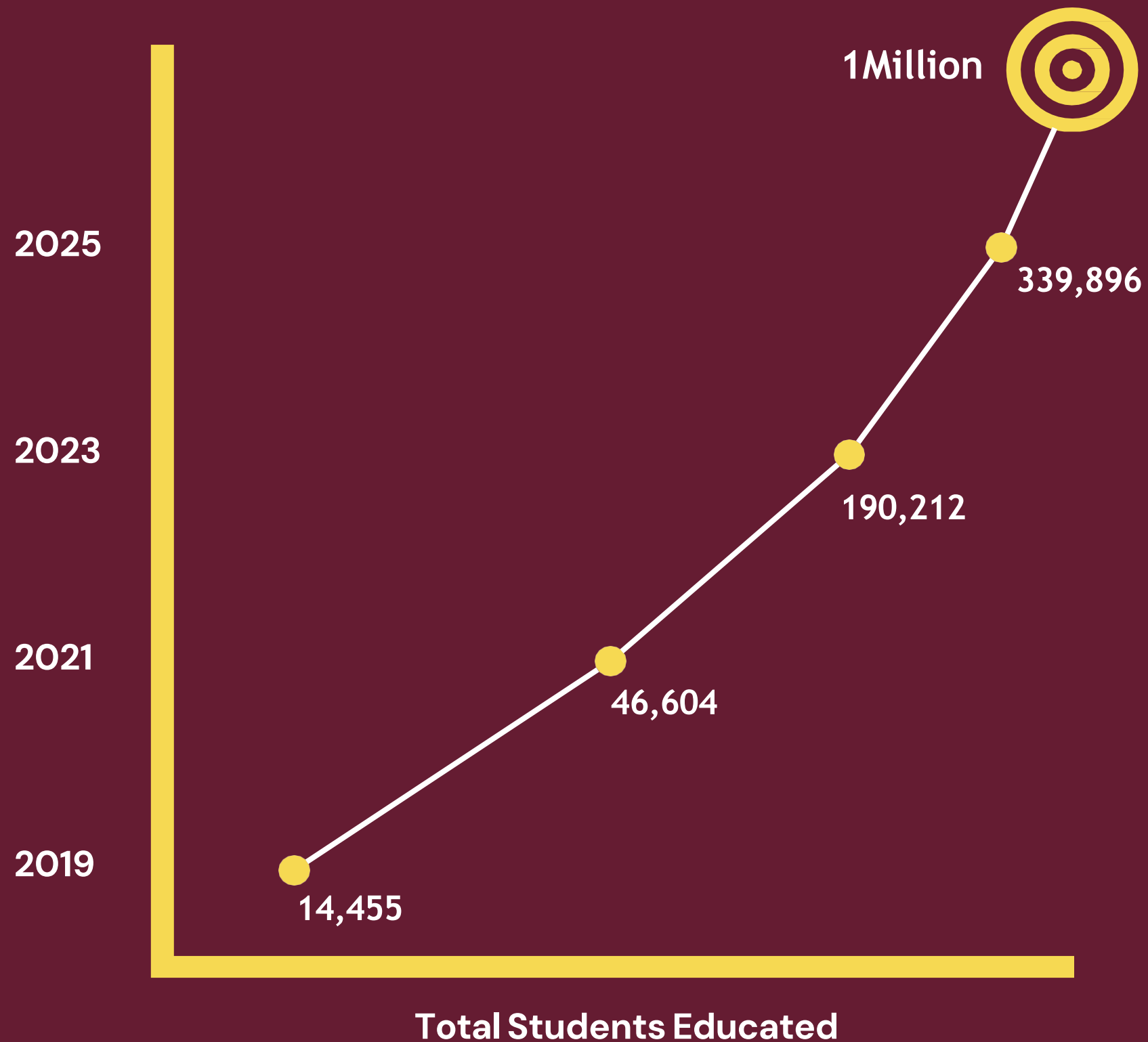
STEPPING UP

WE NEED TO DO MORE, TOGETHER

At the Pat Cronin Foundation, we believe the way to reduce the Coward Punch, and all forms of violence, is through education.

In particular, studies show that educating those of a school age, where they are learning the difference between right and wrong, and forming their views on the World, is the best time to be educating a young person on the fact that actions have consequences.

So far, we have educated almost 600,000 school age students, and our mission is to reach 1 million. We have achieved so much, however we need to achieve more.



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JOIN US

WE WOULD LOVE YOUR SUPPORT

The Pat Cronin Foundation extends a huge thank you to all who support our organisation.

We rely on the generosity of our corporate, community and individual supporters to make our education work possible.

By partnering with us, you can help prevent social violence and End the Coward Punch while strengthening relationships with your customers, clients and community.



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“

I was in tears during the education session. I need to change, not only for myself, but for my mates and the guys I play footy against.

A 16-year old boy living on the outskirts of Melbourne, Adam has often been seen in fights at school, and been a constant thorn in the side of umpires on weekends, as his anger and actions spill onto the football field causing scraps on a weekly basis.

A 60 minute presentation by a PCF Educator has changed his life forever. Adam will now grow into a responsible adult and fully understand that his actions could have had major consequences.

Adam Smith
**Attendee of a PCF
Education Session**



**PAT CRONIN
FOUNDATION**

“

The work the Pat Cronin Foundation has an incredibly meaningful and positive impact on the local communities we live and work in...

Our long-term partnership has become and inherent part of the Barry Plant story, both now and into the future.



Lisa Pennell,
CEO, Barry Plant Estate Agents





ADDITIONAL BENEFITS

A partnership with the Pat Cronin Foundation demonstrates your commitment to your community and to shaping a culture that is inclusive, respectful, based on mateship and above all violence-free.

Alignment with our mission can help you attract new customers and deepen relationships with your staff and community.

250,000+

Reach 250,000+ attendees each year at our community awareness and fundraising events.

75,000+

Reach 75,000+ participants each year through our education and awareness programs.

26,000+

Reach over 26,000 followers through our Facebook & Instagram communities.

COMMUNITY EVENTS



PCF ROUND

Over 75,000+ players in 3000+ teams across eight football/netball leagues in 120 locations come together in the pursuit of one mission – to End the Coward Punch.

1–3 May 2026



BE WISE BALL

The Be Wise Ball is a black-tie event that offers guests a dazzling night of world-class entertainment, amazing food and drinks, and chances to win incredible prizes.

27 June 2026



BE WISE WALK

Hundreds gather to begin the 5km walk along the Plenty and Yarra River trails, culminating in food, drinks, music and kids entertainment.

22 November 2026



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PAT CRONIN FOUNDATION ROUND

The Pat Cronin Foundation Round is a statewide community sport awareness and fundraising initiative delivered through grassroots football and netball clubs.

Across one weekend 1-3 May 2026 hundreds of clubs, players, families and volunteers will participate in coordinated match-day moments, club activations and communications designed to promote respectful behaviour and violence prevention through the Foundation's Be Wise message.

PR and communications will elevate the Round beyond a traditional awareness initiative into a broader social conversation about the role sport plays in shaping behaviour, the impact of impulsivity and group environments, the responsibility of bystanders, and how communities can prevent social violence before it escalates.

In 2026, participation will reach 273 clubs and 3000+ teams, engaging more than 75,000 players across football and netball. For the first time, AFL Masters League will join the Round, adding a further 37 clubs, 106 teams and 3,822 participants providing a stable statewide footprint.

The 2026 Round represents the largest participation to date, and this year with the introduction of a Club incentive to drive fundraising outcomes, it is the most powerful opportunity yet to embed prevention messaging within community sport culture.

New for 2026

- AFL Masters League joins.
- Additional **3,800** participants.
- Increased reach to over **75,000** players.
- New Club Challenge incentive to help drive increased fundraising outcomes.



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CLUB RAFFLE CHALLENGE

Drive fundraising raffle ticket sales through friendly competition between Clubs.

New to the PCF Round in 2026, Clubs across participating leagues are invited to take part in the Club Raffle Challenge – a fun and competitive way to rally players, families and supporters behind our cause.

Clubs compete for a prize by selling the most raffle tickets during the PCF Round campaign, with a leaderboard promoted through social channels creating excitement and momentum across the leagues.

What clubs need to do

- Participation is simple. Clubs promote the raffle to their members and families through their existing channel – social media, email and team communications – encouraging supporters to buy tickets and back their club.
- Every ticket purchased helps us deliver even more education sessions and teach more young people how to manage conflict without violence on and off the field.



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SPONSORSHIP PACKAGES

Major Community Impact Partner

\$25K

- Naming association with the PCF Round.
- Logo on all Round collateral (print + digital).
- Logo on game day kit packs distributed to all clubs.
- Inclusion in statewide PR and media releases.
- Prominent presence on raffle materials.
- Recognition across PCF social and digital channels.

Game Day Kit Partner

\$5K

- Logo on outer kit pack packaging.
- Logo placement across printed posters and collateral.
- Acknowledgement in kit instructions.
- Recognition as supporter of community sport and safety.
- Supporting the delivery of PCF Round kits to clubs.



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SPONSORSHIP PACKAGES

Club Challenge Partner

- Naming rights to the Club Raffle Competition including ownership of branding on page on our website where all the entries are captured.
- Brand associated with the prize (sporting equipment voucher – Sponsor provides or co-funds the prize).
- Recognition across club communications and PCF channels.
- Winner announcement and post-Round recognition.
- An investment of \$4,000 is requested, structured as either direct financial contribution or agreed in-kind (contra) support.

Community Engagement Partner

- Logo in the footer of all PCF Round collateral.
- Logo placement in booking system and program emails.
- An investment of \$4,000 is requested, structured as either direct financial contribution or agreed in-kind (contra) support.





BE WISE BALL

The Be Wise Ball is the Foundation's black-tie premier fundraising event, bringing together corporate leaders, community partners and supporters for an evening of entertainment, premium hospitality and powerful storytelling.

More than a celebration, the Ball is a catalyst. It provides vital funding to expand the Foundation's education programs and extend the reach of our prevention message.

Join us on Saturday 27 June at Zinc, Federation Square.

The Be Wise Ball is not only a powerful evening, it is a statement of collective commitment to shaping safer communities.

Guests experience:

- Premium food and beverages.
- High-profile entertainment.
- Live and silent auctions.
- Corporate hosting opportunities.
- Direct connection to the Foundation's mission and impact.



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SPONSORSHIP PACKAGES

Presenting Sponsor

\$30K (1 only)

The organisation publicly leading cultural change around violence prevention and respect.

Leadership & brand ownership

- Mentioned across all Ball assets.
- Category exclusivity.
- CEO / senior exec acknowledgment moment on stage (not a sales pitch).
- Own key entertainment moments throughout the evening.

Corporate & employee value

- Be Wise Workplace program delivered to their organisation (or nominated workforce).
- Priority access for leadership / HR teams to PCF insights and reporting.

Client & stakeholder engagement

- Premium table(s) in best room position.
- Hosted pre-event private briefing opportunity.

Visibility

- Media alignment where appropriate (not guaranteed coverage, but priority).
- Selective brand integration (stage moment, welcome, or program opening).
- Digital + website recognition as Presenting Partner (not cluttered).

Major Sponsor

\$15K (2-3 only)

- Partners actively funding education outcomes at scale.
- Be Wise Ball 2026 presented by [Partner].
- Partner designation: *Major Partner, Be Wise Ball 2026*.
- Premium table(s).
- Be Wise Workplace session for their team OR funded delivery to schools/communities.
- Brand presence in one key moment (not everywhere).
- Inclusion in consolidated Impact Report.
- Digital recognition (website + selected social).

Impact Sponsor

\$10K

- Investment funds several school programs.
- Table of 10.
- Partner recognition (program + website).
- Verbal acknowledgment (grouped).
- Inclusion in Impact Report.
- Option to host clients or internal team.

Corporate Tables

\$5K

- Table of 10.
- Dedicated table is branded with corporate logo.
- Social post recognising your support.
- Branded assets provided to promote your support on owned channels.



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ACTIVATION PACKAGES

Auction Sponsor

\$5K

The partner helping maximise fundraising outcomes on the night and supports the centrepiece fundraising moment of the Ball.

Includes:

- 4 tickets to The Ball with option to increase this to a Table of 10.
- Partner designation: Live Auction Partner, Be Wise Ball 2026.
- Recognition prior to the live auction segment.
- MC acknowledgement as the auction begins.
- Logo on auction slides and catalogue
Inclusion in post-event Impact Report (auction funds raised).
- Digital acknowledgement (website and selected social).

Travel Raffle Sponsor

\$5K

Includes:

- 4 tickets to The Ball with option to increase this to a Table of 10.
- Partner designation: Travel Raffle Partner, Be Wise Ball 2026.
- Logo on raffle ticketing and promotional materials.
- MC acknowledgement during raffle promotion and draw.
- Inclusion in Impact Report (participation and funds raised).
- Digital acknowledgement (website and selected social).

Wine Sponsor

\$5K

Enhancing the arrival and atmosphere of the event. Pre-drinks and entertainment experience supported by [Partner].

Includes:

- 4 tickets to The Ball with option to increase this to a Table of 10.
- Recognition on pre-drinks signage and Wine Raffle which runs throughout the evening.
- Logo on welcome screens during arrival period.
- Digital acknowledgement (website and selected social).

Media Sponsor

An investment of \$5,000 is requested, structured as either **direct financial contribution or agreed in-kind (contra) support.**

Supporting awareness and amplification beyond the room.

Includes:

- Table of 10.
- Recognition across event communications.
- Inclusion in post-event communications recap.
- Digital acknowledgement (website and selected social).

Pledge Wall

Make a \$1500 donation towards participation in PCF Education Programs by nominating a school.



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CONTACT US

We'd love to hear from you!

For any questions or enquiries, please get in touch.

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Operations Manager

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☎ Phone: 0414 289 536



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