

ONE DAY FUN DAY

ONE DAY OF FREE FUN FOR THOSE WHO NEED IT MOST



FunSearch.com.au



Odonata.org.au

**ONE DAY
FUN DAY**

WHAT IS ONE DAY FUN DAY?

This is a one day national *event that will provide a day of free fun for disadvantaged, sick or at risk kids and their carers across Australia.

*to be held Saturday, 14th September 2019.

Social objectives:

Encourage kids off devices, outside, active and into nature
A transformative emotional event for kids and their carers
Provide respite for parents and carers

Environmental objectives:

Use fun to educate kids about the natural world
Create wonder and love of the environment

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ONE DAY FUN DAY™

A FUNSEARCH COLLABORATIVE NATIONAL EVENT

FunSearch and Odonata both exist to help create change and provide positive influence in the world. We have partnered and developed the One Day Fun Day™ initiative as our first major national impact event.

Together we are using fun as the gateway to genuine positive impacts, for our kids and nature.



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OUR TARGET

AN AMAZING DAY TO REMEMBER FOR
10,000 AUSTRALIAN KIDS AND CARERS

Supported by fun-loving businesses,
organisations and Councils across Australia.

WE ARE AIMING TO REACH A TOTAL OF
\$500,000 WORTH OF IN-KIND FUN ACROSS
AUSTRALIA IN A SINGLE DAY.



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BECOME A FUN BUDDY, A CHAMPION OR EVEN A SUPERHERO!

We are seeking that every fun-provider offer fun for free on the day. This could be you! Fun-providers include big and small Australian tourism, recreation and leisure sector businesses, organisations, Councils and destinations. We have thousands of them on FunSearch!

Event participants can elect to offer their services to kids and carers, free of charge on the day or make a donation for a free local event to take place, facilitated by the Council and a participating NFP.

Kids and carers registered with One Day Fun Day will register their interest in an experience or offer on FunSearch meaning logistics can be easily managed by the participating business.



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TYPES OF SUPPORT AND PARTICIPATION - FUN BUDDY

BUSINESS, COUNCIL OR ORGANISATION

This day is made a reality and comes alive with the generous support of Fun Buddies: Australian businesses, Councils and organisations.

FunSearch will help support all Buddies by promoting their participation on FunSearch via an easily identifiable One Day Fun Day™ Event Participant digital badge and a list page showing all participants, which will help site visitors find and support them.

Like the idea of being a One Day Fun Day™ Fun Buddy? Please contact us now to get involved!



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TYPES OF SUPPORT AND PARTICIPATION

SUPPORTING PARTNER - PLAY PAL

FunSearch is seeking funding assistance to facilitate One Day Fun Day from a limited number of supporting partner 'Play Pals': brands, organisations, individuals or Councils. Funding will go towards One Day Fun Day™ project management and the event communications.

FunSearch will provide return value for Play Pals via event communications, the event itself and FunSearch media opportunities.

If you are interested in becoming a Play Pal, please contact us now for a One Day Fun Day™ sponsor pack.



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TYPES OF SUPPORT AND PARTICIPATION

KEY SUPPORTER - CHAMPION / STATE CHAMPION

FunSearch is seeking funding assistance to facilitate One Day Fun Day from a limited number of key supporter 'Champions': brands, organisations, individuals or Councils. Funding will go towards One Day Fun Day™ project management and the event communications.

FunSearch will provide return value for Champions via event communications, the event itself and FunSearch media opportunities.

If you are interested in becoming a Champion or a State Champion, please contact us now for a One Day Fun Day™ sponsor pack.



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TYPES OF SUPPORT AND PARTICIPATION

NATIONAL EVENT PARTNER - SUPERHERO OR MAGICIAN

FunSearch is seeking support to facilitate One Day Fun Day™ from up to two major national event partners to help fund and / or communicate One Day Fun Day™ nationally.

FunSearch will provide return value for Superheroes or Magicians via event communications, the event itself and FunSearch media opportunities.

If you are interested in becoming a Superhero or if you'd prefer to be a Magician, please contact us now for a One Day Fun Day™ sponsor pack.



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THE ORIGINS OF ONE DAY FUN DAY

When FunSearch CEO Chris Gillard was around the age of eight or nine, he found a young runaway the same age, called Lawrence, hidden in his home in Brisbane. As kids will do Chris and Lawrence immediately made friends. Like millions of other kids around the country that day, Lawrence then spent the day happily playing with Chris and his sister at their home, skateboarding, trampolining, riding BMX bikes, running around and just being kids, being active outside. But unlike many others, as night fell Lawrence had no other option but to be taken back to his home, a secure facility for orphaned children and wards of the state. The day etched itself in Chris's memory.

Odonata Operations Director Sam Marwood and FunSearch CEO, Chris Gillard have known each other for years and often discussed ways they might activate positive changes through their business, government and NFP networks. In early 2018 the timing was perfect. The two organisations formalised ties to develop and launch the initiative.

One Day Fun Day was devised by Chris and supported by Odonata to help find fun for kids just like Lawrence, and many more across Australia.



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CONTACT DETAILS

All Major Partner and Supporter arrangements can be agreed on a case by case basis.

Please contact FunSearch directly if you are interested in becoming involved as a participating entity, a major event partner or key supporter of One Day Fun Day™.

CONTACT US

For more information on FunSearch paid media and services, our range of impact objectives or other enquiries please contact us.

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