

ONE  
WAVE

10TH BIRTHDAY  
PARTNERSHIP PROPOSAL





# WHO IS ONEWAVE

OneWave is a non-profit surf community raising awareness of mental health with a simple recipe... saltwater therapy, surfing and fluro.

## ONE WAVE IS ALL IT TAKES



**200+ beaches  
across  
50+ countries**



**Starting 1 million  
conversations  
about mental  
health**



**25,000+ Fluro  
Friday and School  
Program  
attendees each  
year**

**WATCH VIDEO**



# HOW ONEWAVE STARTED

"When I was diagnosed with bipolar in 2012, surfing with my family and my mates helped me most. Sometimes one wave is all it takes.

I want anyone experiencing mental health challenges to have the chance to ride waves and talk about mental health without being judged."

**Grant Trebilco - OneWave Founder**



# OUR PURPOSE

## OUR WHY

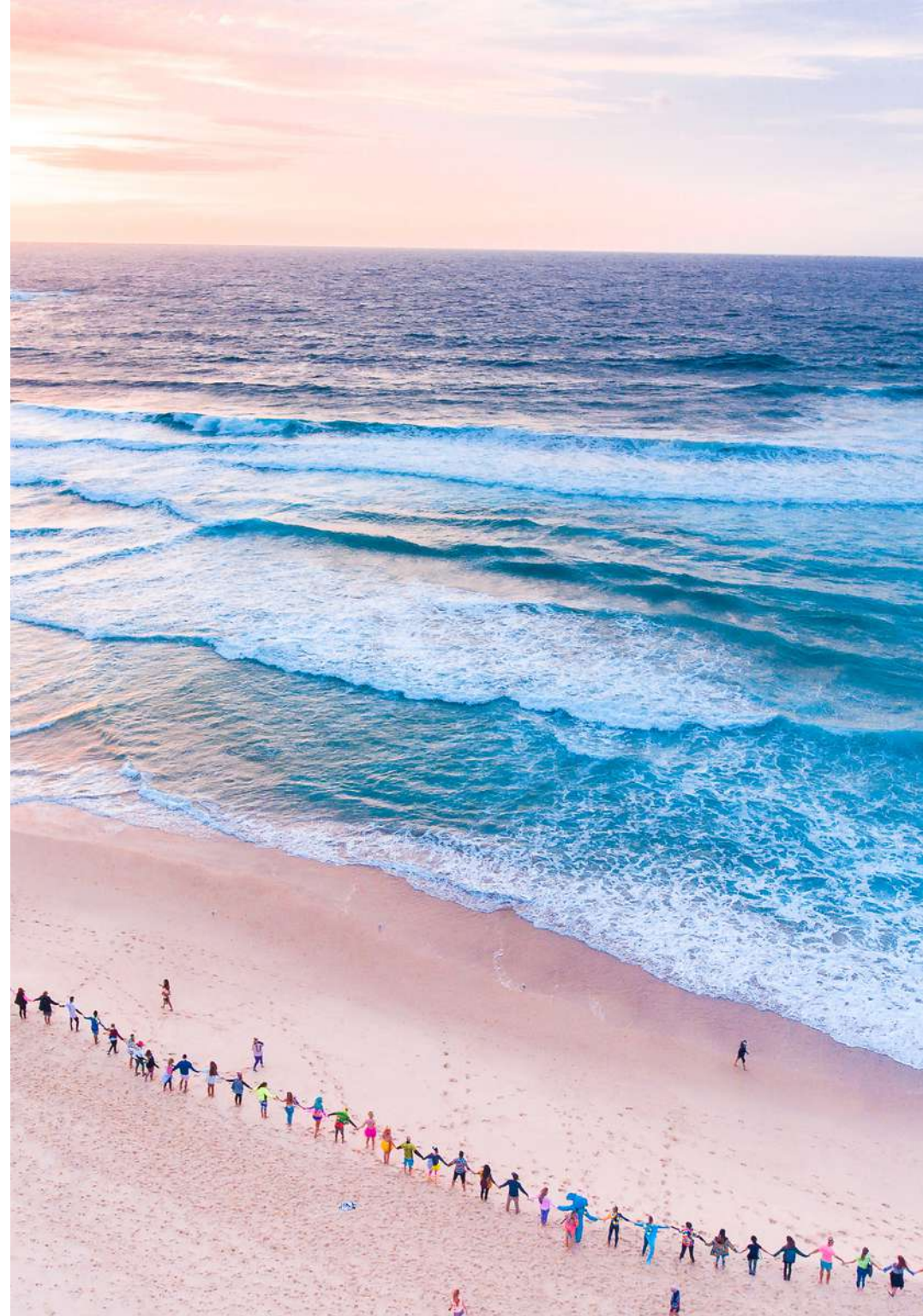
Worldwide we lose someone every 40 seconds to suicide.

## OUR MISSION

We believe that everyone should have the chance to ride waves and openly talk about mental health without being judged.

By 2024, we aim to positively impact the lives of 100,000 people through saltwater therapy, surfing and fluoro.

**ONE  
WAVE**



# ONEWAVE PROGRAMS



## FLURO FRIDAY

OneWave runs free weekly Fluro Friday sessions where the community dresses in bright fluro outfits and share waves and stories to raise awareness of mental health.



## SCHOOL PROGRAM

OneWave delivers 'Free the Funk' programs in primary schools, secondary schools and universities to raise awareness of mental health. Programs can be at school or virtual.



## CORPORATE PROGRAM

The OneWave 'Free the Funk' program helps start much needed conversations about mental health in the workplace. Programs can be in the office, virtual or at the beach.



**ONE  
WAVE**

**24 HOUR  
WORLD FLURO WAVE  
FOR MENTAL HEALTH**

**ONEWAVE'S 10TH BIRTHDAY**

**Friday 24 March**

**Sign up at: [onewaveisallittakes.com](http://onewaveisallittakes.com)**



# ONEWAVES 10TH BIRTHDAY

## 24 HOUR WORLD FLURO WAVE FOR MENTAL HEALTH

On Friday, 24 March, non-profit surf community OneWave will celebrate its 10th Birthday by painting the world fluro for mental health.

We know community, connection, and conversations save lives, so we plan to create a 24 Hour World Fluro Wave to bring more colour and awareness to mental health

From New Zealand to Norway, OneWave communities will dress in their brightest fluro with a simple message - to let anyone facing mental health challenges know they are not alone.

The logo for OneWave, featuring the words "ONE" and "WAVE" stacked vertically. The letters are stylized and filled with a vibrant, multi-colored gradient of pink, purple, and blue.

# PARTNER WITH ONEWAVE

Together we can make a real difference

We are looking for partners for OneWave's 10th birthday to help bring more colour to mental health and support OneWave's preventative mental health programs.

Our partners are part of the OneWave family

A partnership with OneWave shows your customers, staff and the community that you are committed to helping bring more colour to mental health one school and one wave at a time.







# WHY PARTNER WITH ONEWAVE?

OneWave has a global reach and a unique approach to raising awareness of mental health. When you commit to partnering with OneWave, you will change lives, increase employee and customer engagement and raise your business profile.

**INSPIRE AND MOTIVATE YOUR STAFF**



**CREATE A HEALTHY MENTAL HEALTH CULTURE**



**BUILD CLOSER TIES WITH LOCAL COMMUNITIES**



**ALIGN YOUR BRAND TO A HIGHLY ENGAGED GLOBAL AUDIENCE**



**GENERATE GREATER MEDIA EXPOSURE**



**INCREASE CUSTOMER LOYALTY**



**BRING YOUR SUSTAINABILITY STRATEGY TO LIFE**



# WHAT AUDIENCE WILL YOUR BRAND BE EXPOSED TO?



**Up to 100 COMMUNITIES**

We aim to create a fluoro wave in 100+ communities worldwide to help bring more colour to mental health.



**Up to 24 COUNTRIES**

We aim to create a fluoro wave for mental health across 24+ countries from New Zealand to Norway.



**50K+ ONEWAVE ONLINE COMMUNITY**

We will be creating and sharing unique 10th Birthday content of the World Fluoro Wave to help bring more colour to mental health.



**MAINSTREAM MEDIA COVERAGE**

OneWave is aiming to get media coverage across print, digital and TV for the 10th Birthday.



# ONEWAVE HAS A GLOBAL REACH



# ONE WAVE

ONEWAVE HAVE FEATURED ON COUNTLESS BLOGS AND MAIN-STREAM MEDIA SUCH AS; SURFING LIFE AUSTRALIA, THE COLLECTIVE HUB, MAXIM, MX, THE WHITE HORSE, AQUABUMPS, DAILY MAIL, MASHABLE, BBC . AS WELL AS TV COVERAGE ON ABC, THE TODAY SHOW, SBS NEWS, CHANNEL 10 WAKEUP AND CHANNEL 9'S NBN NEWS.

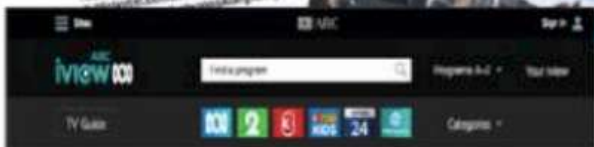
Fluro Fridays: Bondi Beach surfers fighting depression



Daily Mail AUSTRALIA

One wave is all it takes... Meet the first-worship surfer as cultured ocean board meetings help bipolar sufferers fan

- Both Grant Strabala and his dad Bruce suffer bipolar
- There was only one way out
- Groups at beaches along the east coast of Australia are
- A lot of fun 2 years ago has morphed from the then 'too
- Fluro Fridays
- Bipolar disorder will affect up to 650,000 Australians at
- One wave is all it takes



The Beautiful, Co Supports World



ABC Mental As. 5-12 October  
Trailer: Who Cares? Grant



tidal



30K followers



15K followers

# COMPANIES THAT HAVE SUPPORTED ONEWAVE

## CURRENT ONEWAVE PARTNERS



## OTHER COMPANIES THAT HAVE SUPPORTED ONEWAVE





# PARTNERSHIP WITH ONEWAVE

As a OneWave partner, you will gain exposure in the lead-up to and during OneWave's 10th Birthday on Friday, 24 March 2023. Supported by multifaceted communication, we will create unique content that helps bring more colour to mental health in the community and the media.

## OneWave 10th Birthday Partnership Opportunities

**Major Partner - \$25k**

**Coporate Partner - \$10k**

**Friends of OneWave - \$5k**

See next page for partnership benefits





## 10TH BIRTHDAY PARTNERSHIP BENEFITS

Logo recognition on OneWave website

OneWave social media posts mentioning sponsor (posts/stories)

Included in OneWave EDM to celebrate the partnership

OneWave gives you access to 10th Birthday content that you can share as a proud sponsor

Opportunity to create an activation at OneWave's 10th Birthday event

Opportunity to create content at 10th Birthday event

OneWave Founder speaks at one company event (free of charge)

### MAJOR PARTNER

---

\$25K



6  
POSTS/STORIES



### CORPORATE PARTNER

---

\$10K



4  
POSTS/STORIES



### FRIENDS OF ONEWAVE

---

\$5K



2  
POSTS/STORIES



# THANK YOU!

To find out more about becoming a  
OneWave Partner contact:

Grant Trebilco - OneWave Founder  
grant@onewaveisallittakes.com  
0420725965



  @onewaveisallittakes  
www.onewaveisallittakes.com