

# A Time to Celebrate

September 26 - October 3 2026



## Partnership Opportunities

Every two years, we bring together a remarkable community of transplant recipients, living donors, donor families and supporters for Australia's most inspiring sporting event.

For the first time in a history spanning 40 years, the Australian Transplant Games are heading to Tasmania, with Launceston as the host city.

Here is your opportunity to be involved in the celebration of renewed life, show gratitude to those who made it possible, and encourage more Australians to believe in the power of organ and tissue donation.



# Overview

This September the Australian Transplant Games heads to Launceston and it promises to be an event like no other.

The Games bring our community – transplant recipients, living donors, donor families, those on waiting lists, doctors, nurses and supporters - together in celebration and recognition of the importance of donation.

Transplant Australia has a proud and long heritage of showcasing the benefits of organ and tissue donation through the lives of those who have received the ultimate gift – the gift of life.

For more than 40 years the Australian Transplant Games has met its mission of encouraging health and wellness in the transplant community to improve public health; emphasising the role of sport and physical activity in promoting healthy lifestyles and social inclusion; raising awareness of the need for organ and tissue donation in Australia; and thanking the donors, their families and all those who have contributed to the success of Australia's transplantation system.

**Transplant Australia's vision is to make transplantation accessible for all those who need it and for recipients to lead healthy, active and rewarding lives.**

## The Games in Numbers

**17** sports

**7** days of celebration

**500** interstate and international visitors

**100+** volunteers

**1000+** overall participation

 A community united by the gift of life



# Join us in ‘Lonnie’

*I am so excited to welcome the Australian Transplant Games to my home town – Launceston.*

*Hi, my name is Bella Dyer. Although you would never know, at just five years of age I had a life-saving liver transplant. 18 years later, I am enjoying life to the max. However not a day goes by without remembering the person who made it possible – someone I never met but someone who made a courageous decision to become an organ and tissue donor. I am forever thankful to that person and their family.*

*I am so thrilled the Australian Transplant Games are coming to Launceston, having competed in the games as a young teenager. It will be a brilliant week of fun and celebration. I hope you can help us make it possible.*

**- Bella Dyer, Liver Recipient**



Heart recipient Mark and his wife Ali.



## Games Objectives



To promote organ and tissue donation and improve access to lifesaving transplants for Australians with end-stage organ failure.



To encourage Australians to sign on to the Australian Organ Donor Register.



To promote health and well-being amongst transplant recipients, living donors, donor families and our community and provide opportunities for social inclusion and participation from traditionally disaffected communities.



To show gratitude to the families of donors, living donors, healthcare professionals and carers and all those involved in the gift of life.



To showcase the tourism and sporting highlights of the Launceston and Tasmania.

# A Special Reason to Say Thank You.

Every year DonateLife collects statistics on the rates of family consent in organ and tissue donation. Every family who consents is making a generous and life-changing decision. But one State in particular stands out for this generosity over the past two years – Tasmania. And so we have extra reasons to stage the Games in Launceston. An opportunity to say thank you to every family who has made that decision.

The opportunity to say thanks comes to life at the DonateLife Community Fun Run on Sunday, September 27 and through the City Parade, Opening Ceremony and Medal Presentations. We would love your support by helping us to make these events memorable.



Liver recipient Sebastian and his mum Aurora.

# About the Games

From a stunning city parade and opening ceremony, through to the gala celebration, the Games promises to be a week of fun, excitement, reflection and gratitude. A total of 17 sports – from individual pursuits like cycling, athletics and swimming – to team sports like volleyball, pétanque and football – there is something for everyone. You are invited to sponsor or support a specific event or activity, present medals and help us with activations throughout the city.



# A celebration of stories.

Our media reach through the Games leaves a lasting legacy that helps grow Australia's support for organ and tissue donation. Media and the public are inspired by the stories of people who have faced their own mortality but have been given a second chance at life through the generosity of someone else.

Television, radio, print and online stories saturate the City, and feature athletes' stories in media around Australia leading up to the Games.

- 570,000+ social media impressions
- Recent documentaries featuring transplant athletes include *Second Chance Champions* C10/Paramount + and *Everywhere* SBS on Demand

The City Parade and Opening Ceremony are always a colourful celebration of the gift of life. And with so many sports on offer, there are plenty of iconic photo moments of people living their life to the fullest.



# Join Us

Transplant Australia through the Australian Transplant Games seeks to also celebrate and highlight local produce, business and services that support the Games and our participants.

We welcome partnerships with corporate, small businesses, community groups and foundations.

The value of partnering with the Australian Transplant Games includes:

- Featuring your product/service/cause to a national audience, with national media reach
- Demonstrating your commitment to supporting public health initiatives that truly saves lives and creates a positive social impact, and
- Connecting with a passionate, positive and thankful community.



# Major Partner Opportunity

As a Major Partner of the 2026 Australian Transplant Games we can curate a partnership schedule to meet mutual financial, promotional and social impact goals.

Major Partner benefits include:

- Branding ownership of one of the key Games special events including the Games Parade, Junior Activity Schedule or the Closing Gala
- Partnership announcements, category exclusivity and ongoing recognition
- Communication schedule including dedicated social media posts, targeted newsletter editorials and promotion of special offers
- Branding promotion through signage, digital advertising, electronic collateral and product/information placement direct into the hands of participants
- Invitations to Parliamentary launch event in Hobart, Games functions, and entries for the DonateLife Fun Run
- Rewarding corporate volunteering and medal presentation opportunities.
- On-site product/service activation opportunities

**Major Partnership investment - \$30,000+GST**

**Let's discuss how we can tailor a partnership to best meet your marketing and community engagement objectives.**

# Partnership Opportunities

The Australian Transplant Games offers has a suite of other partnership opportunities to align with your marketing objectives and investment level.

| Partnership Level | Community Partner                                                                                                                                                                        | Experience Partner                                                                                                                                                                                                                                                                                                                                                                                                                                   | Support Partner                                                                                                                                                                                                                                                                                                          | Impact Partner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Focus Area        | Community groups supporting the delivery and promotion of the Games through their local networks                                                                                         | Local businesses providing in-kind products and discounts to elevate the experience and connection to Games participants.                                                                                                                                                                                                                                                                                                                            | Local services providing in-kind hours and assistance to enhance the delivery of the Games.                                                                                                                                                                                                                              | Corporates and local businesses seeking a greater connection with the Games, its cause and our community.                                                                                                                                                                                                                                                                                                                                                                                                               |
| Benefits          | <ul style="list-style-type: none"> <li>Official recognition through Games website, social media platforms and athlete electronic handbook</li> <li>Volunteering opportunities</li> </ul> | <ul style="list-style-type: none"> <li>Official recognition through Games website, social media platforms and athlete electronic handbook</li> <li>Product Placement opportunities               <ul style="list-style-type: none"> <li>E.g. 600 x registration packs / 1000pax x special event attendees / provision of sport specific equipment per sport / dedicated experiences</li> </ul> </li> <li>On-site activation opportunities</li> </ul> | <ul style="list-style-type: none"> <li>Official recognition through Games website and partner announcements</li> <li>Feature advertisement in Games EDM</li> <li>Dedicated social media posts via TA platforms</li> <li>On-site activation opportunities</li> <li>Access to official photography and event IP</li> </ul> | <ul style="list-style-type: none"> <li>Official recognition as an Impact Partner of the Games through collateral, announcements and digital communications</li> <li>Feature editorial in Games EDM</li> <li>2x dedicated social media posts via TA platforms</li> <li>On-site activation opportunities</li> <li>Access to official photography and event IP</li> <li>Digital signage opportunities (limited venues)</li> <li>VIP invitations to Parliamentary launch event in Hobart and Closing Gala Dinner</li> </ul> |
| Investment Level  | Inkind support to help grow awareness, volunteering and community outreach                                                                                                               | Provision of In-kind products/services                                                                                                                                                                                                                                                                                                                                                                                                               | Minimum \$2,500 financial investment plus in-kind products/services.                                                                                                                                                                                                                                                     | Minimum \$10,000 financial investment plus in-kind products/services.                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



## Next Steps

Talk to our team about sponsorship opportunities to make these Games great:

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