



Commemorating World
Wellbeing Week
24-30 August 2026



2026

Sponsorship Prospectus

SYDNEY, AUSTRALIA
24-30 August 2026

The Challenge



Many Australians are busy living *sedentary* lifestyles, hardly moving.

ONLY **1 of 4**

meet

*physical
activity
guidelines*



(Australian Bureau of Statistics, 2026)

CALD*



Disabled



Elder Persons



These groups face significant challenges to be more engaged in sports.

(ORIMA Research Pty. Ltd., 2025)



*Culturally and Linguistically Different (CALD)
or communities from non-English speaking backgrounds.

THE PROBLEM

People who are not active enough have a greater risk of developing **non-communicable diseases***.

*Cardiovascular Disease, Type 2 Diabetes,
Hypertension, Dementia etc.



Purpose of **FESTIVAL**

- Activate ALL communities through sports & offer inclusive fitness opportunities.
- Educate on active & healthy lifestyles.
- Build teamwork, leadership and social cohesion through group activity.
- Support recruitment & training of volunteers in grassroots sport.
- Honour badminton's history by promoting participation and uniting communities worldwide through badminton amongst other sports.

IMPACT

12 TALKS
WALKS
PROGRAMS

3032
Participants

4 INCLUSIVE
VR360
WALKATHON

The International Sports Fitness Festival (fondly known as SpoFiFe) has been serving community since its launch in 2023 with iterations in 2024 and 2025, in both Malaysia and Australia. Advocating for sports and fitness equity, it garnered participants from various civil society and not-for-profit groups, charities and foundations, corporate companies, government and city council to join online and physical programs.



Sports Fitness Festival @ Merdeka 118 Jan 2025

Photo credit: EDPIX by GoInternationalGroup.com

Event Overview

The AFT International Sports Fitness Festival (SFF) kicks off with the Sydney Haymarket Badminton Celebration, followed by the Move8 Walk-A-Thon and a series of online health and sports talks.

SYDNEY HAYMARKET BADMINTON CELEBRATION

MOVE 8 WALK-A-THON

HEALTH & WELLNESS ACTIVITIES



Sports Fitness Festival @
Sydney Streets Sep 2024
*Photo credit: EDPIX by
GoInternationalGroup.com*



Sports Fitness Festival @
Port Macquarie Nov 2023
*Photo credit: EDPIX by
GoInternationalGroup.com*

Sydney Haymarket Badminton Challenge

Date : 24-30 Aug 2026

Time : 12PM - 5PM

Format : 2 V 2

Register to play! We welcome all players whether you are just starting out or quite a PRO, register to play and make history as participants at an Australian Book of Records attempt!

Activities

Sports Exhibition
VIP Tour

Para Badminton Demo
Sports Talk

Badminton Dance
Challenge

Badminton Dance
Challenge

**MON-
THU
24-
27/8**

**FRI
28/8**

**SAT
29/8**

**SUN
30/8**

Badminton

Corporate
Come and Play

Australian Book of
Records Verification

Badminton PRO
Demo Play

General Public
Come and Play

Open to
All Abilities
Come and Play



Sports Fitness Festival @
Sydney Streets Sept 2024
**Photo credit: EDPIX by
GoInternationalGroup.com**

World Wellbeing Week

The Haymarket community will be celebrating World Wellness Week from 24 to 30 August 2026 so visitors will be enthralled in the world of **Sports, Fitness and Wellness** with interactive activities and programs to keep the energy levels at its peak! Come and Try Table Tennis or give Tai Chi a go. Come and Try Badminton! All welcomed! There's something for everyone at the **AFT International Sports Fitness Festival**.

Fitness for All!



Venue Host:
Market City Shopping Centre
Sydney, Haymarket

AUSTRALIAN BOOK OF RECORDS ATTEMPT

"First sports festival to set up a full-size Badminton court inside a shopping complex fostering sports inclusion in Oceania".

Corporate Team Wellbeing

With the inclusion of corporate category, this event provides organisations with a structured team-based sporting experience that supports **employee engagement, collaboration, and wellbeing** outside the workplace.

Participation enables organisations to:

- ▶ Demonstrate commitment to **employee wellbeing** and **active lifestyle**.
- ▶ Strengthen **employer branding** through visible community involvement.
- ▶ **Align brand values** with health, inclusivity, and positive social impact.
- ▶ Support meaningful **employee engagement** beyond traditional workplace initiatives.



Engage Corporate Employees

In 2026, we are inviting workplaces to come and try **Move8 Badminton!** Since 2018, our signature **Move8 Walk-A-Hunt** has welcomed over 3,000 corporate participants walking alongside people of all walks of life, making sports and fitness accessible to all. Talk to us about how your teams can embrace their own wellbeing and at the same time, contribute to community and be **FIT for GOOD!**

Who benefits?

Business Community & Corporate Employees

With the inclusion of corporate category, this event provides organisations with a structured team-based sporting experience that supports **employee engagement, collaboration, and wellbeing** outside the workplace.

Community

Fun & social sporting activities that help connect and stay active! Open to community organisations, charity groups, student clubs, local community clubs, associations and social groups.

Youth

This category of youths are young people aged 15+ so that sport is easily accessible. Focus on **reaching young people** who face **barriers** to accessing recreational sports opportunities.



Badminton for GOOD

**All profits support
the Haymarket community.**

GROUP OF 4-PAX: \$500

Participants receive these benefits:

- ✓ Entry for up to 4 participants
- ✓ One session of 50-minutes at the Australian Book of Records Attempt
- ✓ Four Lucky Draw Entries for a Chance to Win Lucky Draw Prize Pool worth \$5,000 cash and goods!

CORPORATE TEAM SESSION: \$1,600

Corporate teams receive these benefits:

- ✓ Entry for up to 8 participants
- ✓ Two sessions of 50-minutes at the Australian Book of Records Attempt
- ✓ Meal vouchers for 8-pax in Market City Shopping Complex
- ✓ Eight Lucky Draw Entries to Win Lucky Draw Prize Pool worth \$5,000 cash and goods

Note: Time schedule is limited and will be allocated within the period of 24-30 August 2026.

Sponsor Opportunity

PRESENTING PARTNER \$33,000

Sponsorship benefits:

- Logo at Tier 1 of photography backdrop valued at A\$5,000
- ATL Northside Radio 99.3FM & Digital Ad package valued at A\$20,000
- Executive Producer title & Logo at intro of short film (6-mins)
- Banner Advertisement Position 1 (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$15,000
- AFT Podcasts interview with a company spokesperson valued at A\$5,000
- Mention in Press release distributed to AU/NZ valued at A\$5,000.
- Sponsor logo in SportsFitnessFestival.com valued at A\$500
- Logo on all marketing materials (digital posters, website, promo videos, podcast mention) valued at \$1,000
- Analytics Report

Total Value ROI A\$51,500

Exhibitor Opportunity

ROYAL BLUE SPONSOR \$16,500

Sponsor & Exhibit your products and services at the festival:

- Badminton Session for 8-pax valued at A\$1,600
- Tier 2 Logo on Photography Backdrop valued at A\$3,000
- ATL Northside Radio 99.3FM Ad package valued at A\$3,000
- BTL 10,000 A5 GPS Flyers Ad package valued at A\$2,000
- Mention in Press release distributed to AU/NZ valued at A\$5,000.
- MREC Box Ad (6-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$5,000
- Sponsor logo in SportsFitnessFestival.com valued at A\$500
- Logo on all marketing materials (digital posters, website, promo videos, podcast mention) valued at \$1,000
- Analytics Report

Total value ROI A\$21,100

BRONZE PARTNER \$11,000

In return for your support, we offer the following benefits

- Badminton Session for 4-pax valued at A\$500
- Tier 3 Logo on Photography Backdrop valued at A\$2,000
- ATL Northside Radio 99.3FM Ad package valued at A\$2,000
- BTL 5,000 A5 GPS Flyers Ad package valued at A\$1,500
- Mention in Press release distributed to AU/NZ valued at A\$5,000.
- Logo (12-months) in AsiaFitnessToday.com and AustraliaFitnessToday.com valued at A\$3,000
- Sponsor logo in SportsFitnessFestival.com valued at A\$500
- Logo on all marketing materials (digital posters, website, promo videos, podcast mention) valued at \$1,000
- Analytics Report

Total value ROI A\$15,500

Marketing Strategy

An omnichannel marketing strategy designed to maximise reach, participation, and brand visibility. The campaign will begin from the 1st until 31st August 2026, using targeted communication channels tailored to each audience segment.



Key Message & Content

- Real-life stories of positive effects of movement as a lifestyle intervention.
- Inclusivity in sports and fitness.

Partners & Beneficiaries

Partners support the delivery of the event, while beneficiaries receive direct community, financial, and engagement benefits arising from participation and exposure.

Core Partner

Badminton NSW is the state's leading organisation for badminton development, participation, and community engagement. As our core partner, they support the delivery of inclusive, accessible sporting opportunities for all ages.



Beneficiaries



3,000 PARTICIPANTS

Over 3,000 participants & 500 virtual participants from various civil society and not-for-profit groups, charities and foundations, corporate companies, government and city council joined the AFT International Sports Fitness Festival (Move8 Walk-A-Hunt) since 2018 in Kuala Lumpur, Port Macquarie and Sydney and we continue to be a proud keystone movement intervention program in communities.

Thrive with us

Activating communities through sports, fitness and wellness programmes



GO INTERNATIONAL GROUP DOTCOM PTY LTD is an award-winning omni-media group involved in the production of inclusive sports, lifestyle and entertainment content. Since 2005, the group has actively championed community-based sporting programmes that inspire leadership, wellbeing and equity, ensuring no one is left behind.

- We design sports, fitness & health content for clients from broadcast, healthcare, manufacturing and technology industries.
- Our advisory board comprises of broadcast journalists, athletes, physicians, educators, allied health professionals.
- First established in Kuala Lumpur in 2005, we moved our headquarters to Sydney in 2024. Our desire is to make changemakers out of ordinary people, strengthening communities starting from the workplace with sporting lifestyles and age-resilient activities.

We bank with
Community Bank
Darling Square
Bendigo Bank

Member of



MEET THE TEAM



JASMINE LOW

Cofounder
Writer / Director
Impact Producer

Jasmine is our CEO (Chief of Everything). A Master of Public Health and Film student, she is a carer and leads the firm with passion with 25 years of experience in integrated marketing communication, creative technology, event production and broadcast journalism. Co-creator of the Move8 Fitness Movement, she focuses on bringing sports and fitness to people from all walks of life, championing inclusion and belonging through sport. She also wears the hat of Writer, Director and Impact Producer.

Nikki is an American Council of Exercise certified fitness coach with an immense love of sports! An avid athlete since young, she is passionate about sharing her knowledge in training and moving with others. She has MOVE'd thousands of participants through the Move8 and Fun Fit Friday safety fitness programs. Nikki is cofounder of Go International Group Dotcom and executive producer at the A Fitness Today News Network.



NIKKI YEO

Cofounder
Impact Producer



ANYONE CAN MOVE IT
MOVE8.ORG



by AFitnessToday.com

Festival Secretariat

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www.sportsfitnessfestival.com

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