



REEL MATES

FISHING WITH PURPOSE

Sponsorship Opportunities

2026

*Supporting young people through mentorship, fishing,
and connection to community.*



www.reelmates.com.au

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ABN: 3768 8175 608

ACNC Registered Charity with DGR

REEL Mates – Sponsorship Prospectus

Creating Access. Building Connection. Changing Outcomes.

About REEL Mates

REEL Mates is a Western Sydney-based Charity delivering structured, activity-based mentoring for young people aged 10–18 who have been exposed to domestic and family violence, social disadvantage, or who lack access to positive male role models.

Through small-group, mentor-led fishing experiences, REEL Mates creates a safe, consistent environment where young people build confidence, develop life skills, and form trusted connections with positive adult mentors.

Our approach is simple but effective: meet young people where they are, engage them through shared activity, and support them to reconnect with community, education, and future pathways.

Program Progress & Impact (2026)

REEL Mates has transitioned from establishment to active delivery, with growing demand across community and referral partners.

- Active program delivery since February 2026
- Multiple outings delivered across Youth Off The Streets (YOTS) and community cohorts
- 7 trained and active mentors supporting delivery
- Strong referral partnerships established, including Youth Off The Streets and Marist 180
- Onboarding underway for a dedicated Marist 180 cohort, including young people from asylum seeker backgrounds
- Flexible delivery model enabling both group-based and individual engagement where needed
- Industry support secured (including Shimano), providing participants with access to quality gear to use during sessions and keep for ongoing independent participation

Early Outcomes Observed:

- Increased engagement and willingness to participate in structured activities
- Positive mentor–participant relationships forming quickly
- Strong enthusiasm, curiosity, and participation during sessions
- Safe, supportive environments consistently established

REEL Mates tracks impact across four key pillars:

Wellbeing | Social Connection | Education Engagement | Future Aspirations

Transport Access Initiative – Primary Investment Opportunity

Expanding Access to Proven Delivery

REEL Mates is already delivering consistent, high-quality mentoring outcomes across Western Sydney. This initiative builds on existing investment from community, corporate, and grant partners who have supported program establishment and early delivery.

As demand continues to grow, the focus is on ensuring **equitable access** for the young people who can benefit most.

Many participants come from low-income households, single-parent families, or complex home environments where access to reliable transport is limited. Without supported transport, attendance can be inconsistent—not due to lack of interest, but due to circumstance.

A dedicated REEL Mates vehicle ensures that access to the program is not determined by a young person’s postcode or family situation.

The Opportunity

REEL Mates is seeking investment to secure and operate a dedicated program vehicle to support safe, coordinated transport to and from activities.

This will:

- Remove practical barriers to participation for young people experiencing social and economic disadvantage
- Enable more consistent attendance and stronger engagement over time
- Expand access across multiple cohorts, communities, and referral partners
- Support inclusion for priority groups, including Youth Off The Streets and Marist 180 participants
- Provide a safe, supervised environment that families and partners can trust
- Create a visible, mobile presence across Western Sydney

Transport is a key enabler of equitable access—ensuring more young people can participate in an already proven program.

Transport Sponsorship – Investment & Impact

REEL Mates is seeking partners to contribute to the purchase and operation of a dedicated program vehicle.

Indicative investment range:

\$5,000 – \$10,000+ (with opportunities for co-investment and major partnership recognition)

Impact:

- Increases access for young people experiencing social and economic barriers
- Strengthens consistency of engagement and program outcomes
- Expands program reach across Western Sydney
- Supports sustainable, long-term growth

Additional Sponsorship Pathways

Sponsor a REEL Mates Group

Approx. \$16,000 per cohort

Fund a full mentoring group of young people through the REEL Mates program.

Includes:

- 5–8 participants supported over multiple sessions
- Minimum four guided outings plus induction
- Mentoring, coordination, safety, and program delivery
- Equipment and consumables

Impact:

- Sustained engagement and relationship building
- Measurable outcomes across all four impact pillars
- Direct investment in a defined group of young people

Sponsor a Young Person's Fishing Pack

\$350 per participant

Provide a young person with their own fishing kit to use during and beyond the program.

Includes:

- Rod and reel
- Tackle (lures, soft plastics, line, leader)
- Tools (e.g. pliers)
- Backpack, hat, and sunglasses

Impact:

- Removes financial barriers to participation
- Builds independence and confidence
- Enables continued engagement beyond the program

Partner Value & Recognition

Sponsors will be recognised as key enablers of youth access and participation.

Recognition opportunities include:

- Branding on the REEL Mates vehicle (high visibility across Western Sydney)
- Acknowledgement across website, social media, and program communications
- Inclusion in program updates and impact reporting
- Opportunities for co-branded storytelling and community content
- On-ground recognition at program activities where appropriate

We aim to build genuine, long-term partnerships—ensuring sponsors can clearly see and share in the impact they are helping to create.



Corporate Engagement Opportunities

REEL Mates offers structured opportunities for partners to engage staff in meaningful, community-focused ways.

- Volunteer mentoring (subject to screening, WWCC, and training)
- Support roles in program delivery, logistics, and events
- Team-based engagement aligned to program activities

All volunteers are supported through onboarding and child-safe training, ensuring a safe and positive experience for both participants and staff.

This provides organisations with:

- Authentic employee engagement opportunities
- Alignment with ESG and social impact priorities
- A tangible connection to local community outcomes

Your support directly contributes to:

- Early intervention for young people exposed to domestic and family violence
- Improved mental health and wellbeing outcomes
- Increased participation in safe, structured activities
- Stronger connections between young people, mentors, and community

With the right support, REEL Mates can continue to scale its impact—ensuring more young people are not only reached, but consistently supported.

Partner With Us

REEL Mates is building a practical, community-led response to youth disadvantage in Western Sydney.

We are seeking partners who want to invest in real, measurable outcomes—removing barriers, increasing access, and supporting young people to thrive.

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