

LONG RUN TO INCLUSION

A 13-day, 400km journey for inclusion, awareness, & impact



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Hotel Etico is Australia's **first social enterprise hotel** that provides vocational training and independence programs for young people with disabilities.

The core of our mission is the **Employment and Independence Program**, which trains young people with disabilities in hospitality skills through real-life work experience.

Hotel Etico has received multiple awards, including; the Award for Excellence in Disability Inclusion and Access from Accommodation Australia NSW in 2025 and 2024. The Innovation in Employment Program Award at the Australian Disability Service Awards in 2022 and a Community Award at the Human Rights Awards in 2022.

After opening our flagship hotel in Mount Victoria we have expanded to new Academies in Leura (2025) and Canberra (2026)

56 young people supported to date
95% success rates in graduations
82% employment success rate post-graduation



What is the Long Run to Inclusion?

A 13-day endurance challenge and awareness campaign from Mount Victoria to Canberra, covering 400km, to raise \$400,000 to train and nurture an additional 40 young adults with disabilities.

Dates: 8–21 March 2026

Distance: 400km

Stages: 13 run legs (one per day) plus a march finale on World Down Syndrome day

Purpose

Raise funds for disability employment and independent living.

Increase awareness of the programs and create empowerment through inclusivity and diversity in employment.

Celebrate inclusion, resilience, and purpose.

Engage meaningfully with corporate partners, local communities, and national audience.



The Route

The Run Stages:

- Stage 1: Mount Victoria → Leura (25.7km)
- Stage 2: Leura → Penrith (45.5km)
- Stage 3: Penrith → Western Sydney Airport (17.3km)
- Stage 4: Western Sydney Airport → Camden Valley
- Stage 5: Camden Valley Inn → Tahmoor (27.8km)
- Stage 6: Tahmoor → Bowral (38.3km)
- Stage 7: Bowral → Bundanoon (27.4km)
- Stage 8: Bundanoon → Marulan (31.2km)
- Stage 9: Marulan → Goulburn (44.5km)
- Stage 10: Goulburn → Tarago (39.2km)
- Stage 11: Tarago → Bungendore (31km)
- Stage 12: Bungendore → Queanbeyan (24.9km)
- Stage 13: Queanbeyan → Parliament House (14.9km)

The March for Inclusion:

- Parliament House → Mercure Canberra (4.8km)



Why Partner With This Event?

Support Tangible Social Impact with Real-World Outcomes

Directly create opportunities for young Australians with a disability to train, work, and live independently.

Align with Proven Success in Inclusion

Alignment with Hotel Etico, a multi-award-winning not-for-profit social enterprise with a proven track record.

Elevate Brand through High-Profile Exposure

The event is positioned as a high-profile event that places disability inclusion centre stage.

Achieve Strong ESG and CSR Alignment

The partnership aligns with five specific UN Sustainable Development Goals.

Participate in Local Community Activations

Delivering on-course activations along the 400km route, with media and community impact.

Engage through Digital Content and Social Media

Benefit from strong social-media amplification through Hotel Etico channels and partner networks. This exposure is extended via daily route updates, live interviews, and a dedicated podcast mini-series.

Support Industry-Wide Change

By partnering with Hotel Etico, companies actively support the mission to partner with the tourism and hospitality industry in Australia to make it the most inclusive in the world and change community perspectives about disability.



Sponsorship Benefits



		Major Sponsor	Stage Sponsor	Hotel Partner	Supporting Partner	Contra Partner
	Description	As our premier sponsor your name will appear in the logo lock-up and naming conventions, and your brand will be with us every step of the way!	Naming rights on one or more stages of the event. This is ideal for orgs who would like to lean in on a leg of the race with staff participation or local ties.	As the official hotel partner of one or more legs you will host the running team and crew for one night and be our promoted base-camp for that leg	Ideal for orgs that are able to contribute with a large one-off donation, a simple way to show your support	Contra support can come in many forms: official vehicles, running nutrition, apparel, design, print, finish-celebrations, PR/ marketing, and more!
Logo recognition	Master Logo Lock-Up	✓				
	Event Stage Naming		✓			
	Official Vehicle	✓	✓			
	Team Apparel (Front)	✓				
	Team Apparel (Back)	✓	✓	✓	✓	✓
	Website	✓	✓	✓	✓	✓
	Event Banner	✓	✓			
	Stage Finish Line (all)	✓				
	Stage Finish Line (selected)	✓	✓	✓	✓	
Other rewards	Podcast Guest Star Interview	✓	✓	✓		
	Individual Mentions	14	3	3	3	3
	Event Promo Reel Inclusion	6	1	1	1	1
	Hotel Stay At Selected Stage	2	1			
	Overnight Stay at Hotel Etico	1				
	Commitment	\$50,000	\$20,000	By Negotiation	\$5,000+	By Negotiation

Fundraising Benefits



Fundraising Goal	\$1,000	\$2,500	\$5,000	Highest Fundraiser
Event Shirt	Yes	Yes	Yes	Yes
Event Hat	Yes	Yes	Yes	Yes
Hotel Stage Stay		Discounted	Yes	Yes
Hotel Etico Stay			Yes	Yes
Podcast Interview				Yes

Running Shirts



Front



Back



Sides

Support vehicles



Activations signage



Social Media



Fundraising Platform



<https://raceroster.com/events/2026/111900/long-run-to-inclusion-2026>

The Impact of reaching our goal would have

Raising **\$400,000** would allow Hotel Etico to employ **40 young people with disability** in the Employment and Independence Program across our locations in NSW and ACT.

Graduates of the Hotel Etico Independence Program have the opportunity to **secure ongoing employment** in the tourism and hospitality industry, across a range of industry employment partners and learn essential life skills that help them be more independent.

They gain confidence, develop lifelong friendships and contribute to eliminating barriers and stereotypes about disability.

Join the movement and help us change 40 lives for good!



Contact Us



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Find us on social media here:



Register to run, donate or fundraise here:



Join our Whatsapp Group here:



Join our Strava Training Group here:

