



Connecting social need to legal skill

Walk for Justice

2026

Sponsorship Pack

Tuesday 19 May | National Pro Bono Day

Welcome to Walk for Justice 2026

Walk for Justice is our **biggest fundraising event of the year** – powering JusticeNet SA’s work connecting South Australians in need with free legal support.

Last year, the profession stepped up in a big way. **With a target of \$200,000, the Walk raised \$202,214**, helping more people access early, practical legal help before problems escalate.

Walk for Justice celebrates this contribution from the legal sector – and supports the infrastructure that makes pro bono possible across our services, including **Pro Bono Connect**, the **Federal Court Self-Representation Service** and **Homeless Legal**.

With your support, we can help more people stay housed, stay employed and **resolve legal issues earlier**.

How your firm can support this year’s walk

Walk for Justice is a simple leadership decision firms can make early. This year, donor matching days will support the Walk for Justice campaign overall – keeping the program true to its purpose and focused on the bigger cause.

We’re asking firms to back their own teams directly, as the most meaningful

way to show support. Pick a tier, nominate a captain and activate your team with a clear 10-week plan.

Want to roll the dice on your team’s fundraising drive?

Set a monetary ceiling and support them dollar-for-dollar. We’ll bump up your sponsorship tier along the way.



Why firms back Walk for Justice

Culture and pride

A team experience with substance

Employer brand

Visible ESG that supports recruitment

Professional leadership

A credible commitment within the profession

Pro bono impact

Support the infrastructure that makes pro bono possible

Sponsorship tiers

Your package includes:	Gold \$10,000 + GST	Silver \$5,000 + GST	Bronze \$3,000 + GST
Your logo on the Adelaide Oval Superscreens (RRP \$8000)	✓		
Exclusive standalone email offer to JusticeNet SA members (2500+ people)	✓		
A professional team photo with the scoreboard on the day	✓	✓	
Social media, website and newsletter exposure (valued up to \$7,293)	✓	✓	
Your logo on the LED ribbon in bowl at Adelaide Oval during the Walk	✓	✓	
A banner near the podium at the breakfast	✓	✓	
Your logo displayed on the event website	✓	✓	✓
Your logo included on our website, in our newsletters and social media*	✓	✓	✓

Benefits breakdown

Website	Email	Social
49,980 page views in 2025 Avg \$3 CPM for website display advertising = \$150	2,671 recipients x 10 sends Avg \$220 CPM for EDM display advertising = \$5,876	39,601 impressions Avg CPM of \$32 (Meta \$14 and LinkedIn \$50) = \$1,267

Signage at Adelaide Oval

Last year, gold and silver sponsor signage was **seen by all 605 Walk for Justice participants**, along with hundreds more visitors moving around and using Adelaide Oval on 20 May 2025.

It also featured prominently across LinkedIn, appearing in countless posts shared by the lawyers and donors who attended – **extending visibility well beyond the event itself**.

Digital marketing exposure

Sponsor brands were seen by **9,866 website visitors, 2,671 email recipients and 14,371 people on social media**. That equates to approximately **\$7,293 in complimentary advertising**.

Ready to confirm your sponsorship tier?

Lock in your tier today to maximise your sponsorship inclusions and promotional lead time.

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[justicenet.org.au](https://www.justicenet.org.au)

