

CRAZY for WALKING

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BREAK THE STIGMA OF MENTAL ILLNESS

Request for Corporate Sponsorship

Crazy for Walking – Die Hel 2025

In 2017, Vista Clinic launched a movement that captured national attention — a group of healthcare professionals walked from Centurion to Cape Town to raise awareness and break the stigma surrounding mental illness.

This campaign became known as Crazy for Walking. Since then, we have continued this tradition annually through bold and meaningful journeys that raise awareness, spark conversation, and promote mental wellness.

This year, from 3–10 October 2025, we take on one of our most symbolic challenges yet: walking out of "Die Hel" (Gamkaskloof). This remote, mountainous valley represents the darkness and isolation often associated with mental illness.

Our journey — a 7-day trip with 4 intense days of hiking — serves as a living metaphor for recovery, hope, and resilience.

We invite your organisation to partner with us as a sponsor of this mental health awareness event. There are multiple ways to get involved:

Sponsorship Opportunities

- Financial Contribution: Support the costs of logistics, transport, food, and medical supplies.
- Clothing Sponsorship: Fund branded walking gear for participants (shirts, caps, jackets, etc.).
- Marketing Sponsorship Packages: Choose from various sponsorship tiers with tailored brand exposure opportunities.



**VISTA CLINIC**
reaching caring healing

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Sponsorship Level	Contribution	Marketing Benefits
Platinum Sponsor	R10,000+	Logo on all materials and walking gear, social media features, press mentions, as well as a mental health talk for your employees
Gold Sponsor	R5,000+	Logo on all printed marketing materials, social media and walking gear, as well as a mental health talk for your employees
Silver Sponsor	R2,500+	Logo and mention on social media, as well as a mental health talk for your employees

We believe your partnership would not only make a tangible difference in the lives of those affected by mental illness, but also demonstrate your organisation's commitment to social responsibility, mental health advocacy, and community impact.

Should you require further information, a proposal, or branding guidelines, we'd be happy to provide those at your convenience.

We hope you'll join us in walking out of "Die Hel!"

For any further information about the Crazy for Walking initiative, contact Monique Engelbrecht, Marketing Officer, on 012 748 9148 (email: email.marketing@vistaclinic.co.za) or contact, Jolandi Posthumus, Sponsorship Co-ordinator on 012 748 9109 (email: info@vistaclinic.co.za).

Kind regards


 Francois Louw
 Chief Executive Officer, Vista Clinic

