

2023 Suicide Awareness Ball

Supporting a future without suicide

Sponsorship Prospectus

3 June 2023 | Canberra, ACT

2023 Suicide Awareness Ball Host



@OzHelp Foundation



@ozhelpfoundation



@ozhelp



@ozhelp

Enquiries? Contact Us:

E: communications@ozhelp.org.au

Ph: (02) 6251 4166

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Our Story

OZHELP FOUNDATION

The OzHelp Foundation (OzHelp) was established in 2001 after David O'Bryan, a young building apprentice from Canberra, took his own life. That same year, three others who were connected to the ACT building and construction industry died by suicide within a three-month period.

These events brought together David's mother Loraine O'Bryan with representatives from the Master Builders Association (MBA) ACT and the Construction Forestry Mining and Energy Union ACT Branch (CFMEU) who sought action to address the wellbeing and care of industry apprentices.

The MBA ACT remains as a Founding Member of OzHelp and has actively and continuously supported and promoted the objectives and purpose of OzHelp since its inception.

THE SUICIDE AWARENESS BALL

In 2018, two passionate nurses working in the Canberra Hospital Emergency Department committed to doing whatever they could to reduce the incidence of suicide and improve acute crises responses after experiencing the high prevalence of suicide and people in a mental health crises.

In 2019, the inaugural Suicide Awareness Ball was held. People from all walks of life - corporate, business, charities, medical and allied professionals, government and the public came together to make a difference.

The community's frontline responders and support networks were honoured, as were the friends and family of those who have died by suicide.

After a record sell out in three minutes in 2021, the Suicide Awareness Ball had a last minute venue change to accommodate over 1,000 people who wanted to support the cause.

As OzHelp was a major beneficiary of this event, the wonderful organisers, Shannon Narracott and Britt Shephard have handed the reins to us to turn the Suicide Awareness Ball into OzHelp's major fundraising event that will not only help fund our lifesaving programs, but also raise awareness and discussion about mental health and wellbeing in our everyday lives.

What a partnership means

RECOGNITION

Be recognised for your involvement in improving the mental health and wellbeing of high-risk and hard-to-reach industries and experience your brand closely associated with the community.

It will come to life on the big screens and across social and mainstream media.

PRESENCE

Be there and experience the ball; reward your staff, entertain your clients and connect with your contemporaries and colleagues in a diverse audience group.

GIVING

Deepen your connection and contribution to our local community; engage and be a role model for your staff, business and community.

2021 saw the Suicide Awareness Ball sell out in just three minutes with over 1,000 attendees on the night!

WHAT WE CAN PROVIDE

- Brand exposure
- Engagement
- Collaboration
- Networking
- Marketing opportunities
- A sense of purpose

AUDIENCE

- Local community
- The health community
- Government
- Research organisations
- Building and construction professionals
- Transport and logistics professionals
- Risk and insurance experts

Key Dates & Location

KEY DATES

Suicide Awareness Ball - Saturday 3 June
6:00pm - 11:30pm

LOCATION

Great Hall, Parliament House

Address

Parliament Drive, Canberra ACT



Sponsorship Packages

DIAMOND SPONSOR \$20,000 (Excl. GST)

MARKETING AND

- Naming rights to the 2023 Suicide Awareness Ball - "2023 Suicide Awareness Ball - [Company Name]".
- Entitlement to use the phrase "Sponsored by [Company Name] of the 2023 Suicide Awareness Ball".
- Major logo placement and link on the Suicide Awareness Ball website on the Suicide Awareness Ball website.
- Suicide Awareness Ball logo provided for use on your website and social media.
- Opportunity to appear in the Suicide Awareness Ball promotion video and quote for media releases.
- Logo included on media wall.

REGISTRATION

- 2 x tables to the Suicide Awareness Ball (20 tickets) with option to buy additional tickets at half price.
- Primary positioning of table seating at events.
- Opportunity to present a short speech

SOLD OUT

Sponsorship Packages

PLATINUM SPONSOR \$15,000 (Excl. GST)

MARKETING AND PROMOTION

- Acknowledgement as the Platinum Sponsor of the Suicide Awareness Ball Proceedings
- Entitlement to use the Platinum Sponsor logo at the event
- Primary logo placement on the event website on the Suicide Awareness Ball Proceedings
- Suicide Awareness Ball logo placement on your website and social media

REGISTRATION

- 1 x table to the Suicide Awareness Ball (10 tickets).
- Primary positioning of table seating at the event.

SOLD OUT

Sponsorship Packages

GOLD SPONSOR \$10,000 (Excl. GST)

MARKETING AND PROMOTION

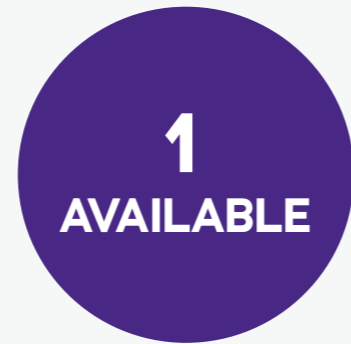
- Acknowledgement as the Gold Sponsor of the Suicide Awareness Ball Proceedings
- Entitlement to use the Gold Sponsor logo at the event
- Primary logo placement on the event website on the Suicide Awareness Ball Proceedings
- Suicide Awareness Ball logo placement on your website and social media

REGISTRATION

- 1 x table to the Suicide Awareness Ball (10 tickets).
- Tertiary positioning of table seating at the event.

SOLD OUT

Sponsorship Packages



SILVER SPONSOR \$5,000 (Excl. GST)

MARKETING AND PROMOTION

- Acknowledgement as the the 2023 Suicide Awareness Ball Silver Sponsor.
- Entitlement to use the phrase *Silver Sponsor of the 2023 Suicide Awareness Ball*.
- Minor logo placement and link to company website on the Suicide Awareness Ball website.
- Suicide Awareness Ball logo provided for you to use on your website and social media.
- Minor positioning of logo on all marketing collateral and on-the-night presentations.
- Verbal acknowledgement at the Suicide Awareness Ball.
- 1 x quarter-page advertisement in the proceedings booklet.
- Company description and logo listed in the proceedings booklet.

REGISTRATION AND SOCIAL FUNCTIONS

- 4 tickets to the Suicide Awareness Ball.
- Tertiary positioning of table seating at events.

Sponsorship Packages



BRONZE SPONSOR \$3,000 (Excl. GST)

MARKETING AND PROMOTION

- Acknowledgement as the the 2023 Suicide Awareness Ball Bronze Sponsor.
- Entitlement to use the phrase *Bronze Sponsor of the 2023 Suicide Awareness Ball*.
- Minor logo placement and link to company website on the Suicide Awareness Ball website.
- Suicide Awareness Ball logo provided for you to use on your website and social media.
- Minor positioning of logo on all marketing collateral and on-the-night presentations.
- Verbal acknowledgement at the Suicide Awareness Ball.
- Company description and logo listed in the proceedings booklet.

REGISTRATION AND SOCIAL FUNCTIONS

- 2 x tickets to the Suicide Awareness Ball.
- Tertiary positioning of table seating at events.

Sponsorship Packages

PHOTOBOOTH SPONSORSHIP
\$2,000 (Excl. GST)

MARKETING AND PROMOTION

- Acknowledgement of the Suicide Awareness Ball Photo Booth on all marketing presentations.
- Entitlement to use the Suicide Awareness Ball logo and logo listed in the Prospectus on your website and social media.
- Minor logo placement on the Suicide Awareness Ball Photo Booth.
- Suicide Awareness Ball Photo Booth and logo listed in the Prospectus.

REGISTRATION AND SOCIAL MEDIA

- 2 x tickets to the Suicide Awareness Ball.



Booking Form

First Name:		Surname:	
Organisation:		Position:	
Address:			
Phone No:		Mobile No:	
Email:			

Suicide Awareness Ball Sponsorship Packages

Diamond Sponsor - \$20,000	<input type="checkbox"/>	Platinum Sponsor - \$15,000	<input type="checkbox"/>
Gold Sponsor - \$10,000	<input type="checkbox"/>	Silver Sponsor - \$5,000	<input type="checkbox"/>
Bronze Sponsor - \$3,000	<input type="checkbox"/>	Photobooth Sponsor - \$2,000	<input type="checkbox"/>

I/We agree to the terms and conditions set out in this Suicide Awareness Ball Sponsorship Prospectus

Signature:		Date:	
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OzHelp Foundation have final authority to approve all sponsorship and reserve the right to change activities, topics and presenters where necessary.

Once approved you will be issued with a written letter of confirmation stating your sponsorship entitlements.

Please return this form to:

OzHelp Foundation

A: 6/41 Tennant St, Fyshwick, ACT 2609
E: communications@ozhelp.org.au
P: (02) 6251 4166

Terms & Conditions

These terms and conditions (T&Cs) constitute an agreement between you (the 'Sponsor') and OzHelp Foundation (OzHelp) (ABN: 559 099 118 500) in relation to sponsorship opportunities at the OzHelp 2023 Suicide Awareness Ball on Saturday 3 June, at Parliament House, Canberra ACT. By signing the Registration and Sponsorship Booking Form you acknowledge that you accept these T&Cs.

PAYMENT CONFIRMATION

Please complete the *Sponsorship Booking Form* and email to communications@ozhelp.org.au. Upon receipt of your booking form, you will be issued with written confirmation stating your sponsorship entitlements.

An invoice will then be prepared and sent for processing. All prices exclude GST - this will be added into your tax invoice.

A deposit of 50% of the total amount payable will be required within 14 days of receiving the invoice to secure your sponsorship booking. The outstanding balance must be received no later than 12 May 2023.

MARKETING AND PROMOTION

OzHelp will provide you with the benefits listed under the Registration or Sponsorship packages. Upon confirmation of your package, we will be in touch with you to organise any external collateral and logo usage per your package. All information and data relating to the event that is supplied to OzHelp by you is for

exclusive use for the event and will not be passed on to any third-party for any purpose.

EVENT FORMAT CHANGE

If the format of the Suicide Awareness Ball in whole or in part is changed (for example, from an in-person event to an online event or partial online event), then the organisers will promptly notify the Sponsor of the format change for the Event (as applicable). The Sponsor will not be entitled to any refund or payment of any other moneys. However, the event organisers will endeavour to provide the sponsor with a similar level of exposure to Suicide Awareness Ball participants if specific sponsorship components are modified or cancelled.

DISCLAIMER

The organisers shall not be liable for any loss caused by the cancellation of the Event where such cancellation is due to Force Majeure. The term "Force Majeure" means any circumstance beyond the reasonable control of the organisers including but not limited to War, hostilities (whether war be declared or not), terrorism, aircraft hijacking, military operation, riot, civil war, rebellion, civil commotion or unrest, Acts or Regulations of government, refusal to grant visas, explosions, natural disasters, transport delays, transport difficulties and the insolvency of airline carriers. The organisers will use all reasonable efforts to conduct the Event despite the intervention.



Building and construction

Workers and their families can access support by calling OzHelp

Call 1300 694 357

Available 24/7



Transport and Logistics

Workers and their families can access support by calling OzHelp's Health in Gear program

Call 1800 464 327

Available 24/7



OZHELP

Transforming Lives at Work

