

SPONSORSHIP
PROPOSAL



ABOUT BRAVE FOUNDATION

Brave Foundation helps young Australians who are experiencing teenage pregnancy and parenting to find the resources, referral and education opportunities they need to facilitate happy, healthy and skilled families.

Brave Foundation is an Australian not-for-profit charity. Our vision is to build a village of acceptance and support around every person facing teenage pregnancy and parenthood.

In November 2015, we launched the current Brave Foundation website, in just 8 months the site has already helped over 7300 unique visitors, and received a Webby Honouree award (alongside NBC News America) and 2 Summit Awards. The site currently hosts over 160 services nationally.

Brave Foundation provides a growing online 'Directory of Services', which displays outreach and educational opportunities nationally. The directory also provides details of Australian organisations currently assisting those facing teen/unplanned pregnancy with resources and referral.

Brave Foundation has been cited in a Deloitte Access Economics guide – 'A practical guide to understanding social costs: Developing the evidence base for informed social impact investment.' They identified that the impact of teen motherhood is a significant social investment issue.

Over the past 8 months, Brave Foundation has generated over \$1.1 million of equivalent advertising spend as a result of appearing on multiple national media platforms, including The Daily Telegraph, Seven Network's The Morning Show, Ten Networks Studio 10, Mamamia, Huffington Post, The Daily Mail, Take 5 and Women's Health, reaching 2.7 million people. Our social media campaign has a monthly reach of over 600,000 people.

Brave Foundation is the first National platform building a village of acceptance and supporting 24,000 teenagers per year facing teenage pregnancy and parenthood. Brave Foundation is the first and only organisation to address this issue specifically. There has never been a national strategy to provide support for those facing teenage pregnancy/parenthood.

Brave Foundation is independent of the choice debate.

OUR BOARD

Former Tasmanian Premier, the Honourable David Bartlett, is Chair and leads a Board of seven committed skills-based Directors whose focus is on the governance, strategic direction, sustainability and marketing and communications.

David Bartlett

Chair

Gary Lottering

Deputy Chair

Teisha Archer

Director

Bernadette Black

CEO & Founding Director

Noor Blumer

Director

Chris Love

Director

Sakura Franz

Director

Chris Ryan-Peek

Director

BERNADETTE BLACK, CEO

In 2006, Bernadette Black, the CEO & Founding Director of Brave Foundation, launched her book *Brave Little Bear: The inspirational Story of a Teenage Mother* (2nd edition published in 2010). The book received much acclaim, encouraging Bernadette to develop a strategy and create a national awareness plan to assist those facing teenage pregnancy across Australia. This was in fact why Bernadette Black wrote her book, as it was something just like this that she searched for at 16 but could not find.

Leveraging Bernadette's personal experience, and her emerging role in the public eye, Brave Foundation a Not for Profit Registered Charity was founded in 2009. Brave Foundation has been granted Public Benevolent Institution status and is registered for Deductible Gift Reciprocity. In that same year, Bernadette was named Barnardos Australian Mother of the Year and Finalist, Australian of the Year.

“People do want to see teenage mums supported; to continue their education with maternity leave so that they can have a really great outcome for themselves and their child.”





Each year
in Australia,
24,000
babies are
born to
teenage
women.

EFFECTS

POOR HEALTH

Young pregnant mothers face a higher risk of complicated pregnancies and low birth weight as well as poor nutrition, abuse, neglect and abandonment.

SOCIAL STIGMA

Teen parents commonly feel that they are being judged and face a lack of understanding and acceptance from family and friends.

INTERRUPTED EDUCATION

They are also less likely to finish school and this can lead to long-term unemployment or jobs that are not secure or well paid.

POST NATAL DEPRESSION

Younger mothers are three times more likely to suffer postnatal depression than their older counterparts.





ACTIVE IN THE COMMUNITY

Brave Foundation's core business is its role as a central point of reference for pregnancy, parenting and educational support services around Australia. We share stories of others on this journey and provide encouragement at this time in their family's life.

Through our signature national fundraising event, World's Biggest Baby Shower, we will raise awareness of the needs of teen parents by encouraging people to host baby shower events.

Our National Awareness Project will support teen parents to continue their education. We will deliver resources and information about scholarship opportunities to all secondary schools, hospitals and pregnancy support centres in Australia.



OUR INITIATIVES

TEEN TRIAGE

Brave Foundation partners with and promotes existing pregnancy and parenting support services and educational opportunities, acting as a central point of reference for those seeking support. Through our website and other communication channels we provide encouragement to teen parents and those facing teenage pregnancy and share stories at this time in their family's life.

Our triage service is currently online and we are seeking to expand our reach through a national hotline to be rolled out in 2017 alongside traditional and social media campaigns.

SCHOOL RESOURCE PACKS

Brave Foundation encourages teen parents to continue secondary education by providing education pathway plans, scholarship opportunities, positive role modelling, resources and information.

We aim to distribute information to all secondary schools, hospitals and pregnancy support centres in Australia. They will receive a Brave Foundation resource pack that includes an introductory letter, information on the Policy Standard for secondary schools, scholarship opportunities, Bernadette's video, poster, and the resource book **Brave Little Bear**.

BRAVE COMMUNITY DELEGATES

A Brave Community Delegate is a volunteer who identifies support and educational services that assist pregnant and parenting teens in their own community of Australia. By doing this, they raise awareness of those and Brave Foundation. Brave Foundation aims to have one Brave Community Delegate in every municipality.

WORLDS BIGGEST BABY SHOWER (WBBS)

There are two registration vehicles for the WBBS that will encourage members of the community to host baby shower events for Brave Foundation. These are:

- > A World's Biggest Baby Shower can be hosted at any time throughout the year. Hosting a Brave Fundraising event is an enjoyable and meaningful way for workplaces, schools, sporting clubs and community groups to get involved and support much needed programs for every person facing teen pregnancy & parenthood. The Fundraising event can be anything from fun runs, stadium stumps or just a cake sale at your office, the money raised will assist those in need of support..
- > Women having their own baby shower can host a 'sister baby shower' for Brave Foundation at any time of the year. Attendees to the 'sister baby shower' will give coin/note donations to Brave Foundation.

SPONSORSHIP BENEFITS

VISIBILITY: Invest visibly in the future health, education and wellbeing of families and their loved ones who are impacted by teenage pregnancy and parenthood.

RECOGNITION: Be recognised in associated media and related events as a supporter of our initiatives and place a pull-up banner at selected events.

VOICE YOUR OPINION: Meet and get to know the Brave Foundation team and Board, through structured events and informal meetings and be kept up to date with progress.

STAFF ENGAGEMENT: Be encouraged to extend your engagement with Brave Foundation to [organisation]'s staff and key stakeholders, and invite the Brave Foundation attendance at [organisation]'s events and promotional activities.

CORPORATE RESPONSIBILITY: Enjoy the benefit of quality corporate citizenship to deepen your emerging and well-recognised brand through alignment with Brave Foundation.

LEADERSHIP: Enhance your leadership role in the Australian business community, demonstrating a strong commitment to corporate social responsibility and philanthropy by supporting an Australian company.

SOCIAL MEDIA: Be involved in our rapidly growing and influential social media strategy.



ALIGNING WITH YOUR STRATEGY

PROVIDE A SCHOLARSHIP OPPORTUNITY FOR A PREGNANT OR PARENTING TEEN

A secondary school scholarship will empower one pregnant or parenting teen to acquire goods that will enable continuation of her education, such as a computer, books and travel to and from her educational provider.

OFFICIAL SPONSOR OF TEEN RESOURCE PACKS

Reach Australian teenagers through secondary schools as well as hospitals and pregnancy centres throughout the country.

WORLD'S BIGGEST BABY SHOWER SPONSORSHIP

Join us on the national stage with high profile events like the World's Biggest Baby Shower.



BRAVE MERCHANDISE



Brave Bear: This Brave Little Bear is a great gift or addition to anyone's family, perfect for instore fundraising displays, corporate gifts or prizes. Brave Bear is 18cm tall sitting, Suitable for ages 3 years plus.

Sponsorship Fee \$1,500

Sponsor receives 20 Bears or you can pledge 20 Bears to be sent to your nominated community directly supporting to Teen parents.



Brave Bracelet: The Brave Bracelet comes in two colours, Black or white. Thick 2.5cm Silicone Wristband. Suitable for all sizes and gender. Perfect for instore Fundraising displays, promotional freebies and Bravery!

Sponsorship Fee \$1,000

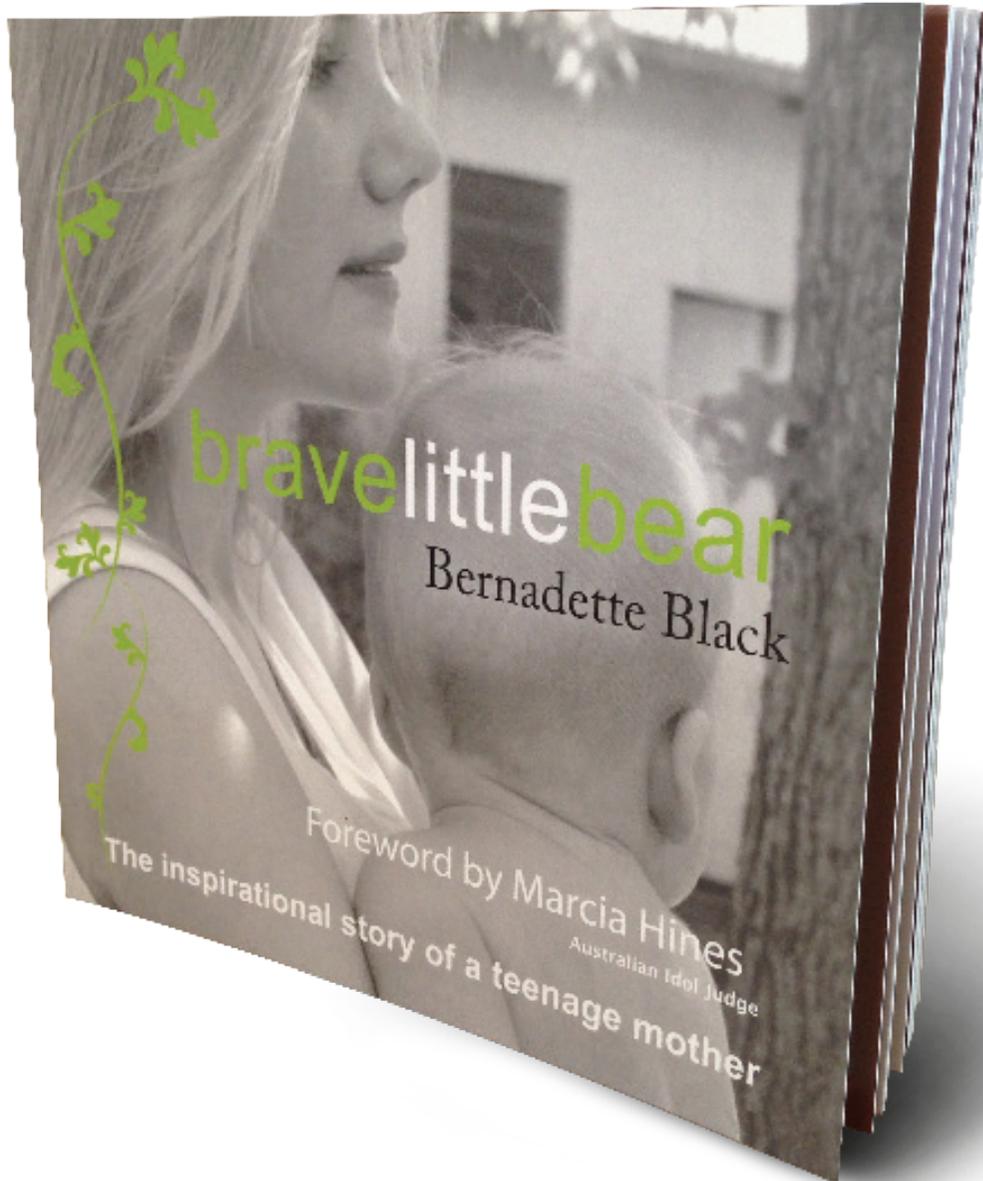
Sponsor receives 100 x Mixed Bracelets



Brave Gift Pack: Brave Gift Packs are perfect for instore fundraising displays, promotions and giveaway/prizes. Gift Pack includes: Brave Little Bear Book, Brave Bracelet, Brave Bear, Pens and Balloons all tied with Brave signature Ribbon.

Sponsorship Fee \$2,500

Sponsor receives 20 Packs or you can pledge 20 Packs to be sent to your nominated community directly supporting to Teen parents.



BRAVE LITTLE BEAR:

Brave Little Bear is an honest and compelling story that takes you on a journey with Bernadette Black through her struggle to find hope and inspiration after falling pregnant at the age of 16. Bernadette Black is the CEO and Founding Director of Brave Foundation. Perfect for instore fundraising displays, corporate gifts, prizes and Inspiration.

Sponsorship Fees \$1,500

Sponsor receives 20 Books or you can pledge 20 Books to be sent to your nominated community directly supporting to Teen parents

PRICING TIERS

SPONSORSHIPS: EVENTS

SPONSORSHIP TYPE	AMOUNT	DETAILS
Platinum Partner WBBS	\$120,000 or in Kind	PAGE 13
Gold Partner WBBS	\$50,000 or in kind	PAGE 13
Silver Partner National Awareness	\$20,000 or in kind	PAGE 14
Bronze Partner WBBS	\$5,000	PAGE 14
Exclusive Table Sponsor	\$1,500	PAGE 15
Auction Sponsor	Auction item	PAGE 15
Gift bag Sponsor	Gift bag item	PAGE 15

SPONSORSHIPS: OPERATIONAL

SPONSORSHIP TYPE	AMOUNT	DETAILS
Triage Sponsorship	\$30,000	PAGE 16
Media Sponsorship	\$25,000	PAGE 16
Administration Sponsorship	\$15,000	PAGE 16
Social Media Sponsorship	\$10,000	PAGE 16
Research Sponsorship	\$5,000	PAGE 16
Educational Sponsorship	\$2,500	PAGE 16

EVENT SPONSORSHIP OPPORTUNITIES

\$120,000

PLATINUM PARTNER WORLD'S BIGGEST BABY SHOWER

You will be recognised and rewarded in the following ways:

- > Naming rights: 'Brave Foundation & "Sponsor" World's Biggest Baby Shower'
- > Inaugural partner of Brave Foundation
- > Recognition as Premier partner for WBBS on website and associated media
- > Premier recognition in social media strategy
- > Ten complimentary tickets to the Hobart WBBS in 2016/17
- > Premier position for logo on all marketing and communications material for WBBS and National Awareness / Scholarship campaign
- > Principle acknowledgement & thanks in welcoming speech at the Hobart event
- > Option for small promotional item / gift bags for guests at break away WBBS
- > WBBS logo on "Sponsors" goods for an agreed distribution period prior to WBBS
- > Display your collateral/pull up banners at our events
- > At least two exclusive social media posts about your company

\$50,000

GOLD PARTNER WORLD'S BIGGEST BABY SHOWER

You will be recognised and rewarded in the following ways:

- > Logo displayed on all promotional material for WBBS as a major partner – e.g.; 'Brave Foundation's Worlds Biggest Baby Shower proudly bought to you by "Sponsor".'
- > Inaugural partner of Brave Foundation
- > Recognition as Major partner for WBBS on website and associated media
- > Major partner recognition in social media strategy
- > Six complimentary tickets to the Hobart WBBS in 2016/17
- > Acknowledgement & thanks in welcoming speech
- > Premium position for logo on all marketing and communications material for WBBS
- > Prioritized acknowledgement & thanks in welcoming speech at the Hobart event
- > Option for small promotional item / gift bags for guests at break away WBBS
- > WBBS logo on "Sponsor" goods for an agreed distribution period prior to WBBS
- > Display your collateral/pull up banners at our events
- > At least two exclusive social media posts about your company

EVENT SPONSORSHIP OPPORTUNITIES

\$20,000 OR IN-KIND

SILVER PARTNER NATIONAL AWARENESS DISTRIBUTION

You will be recognised and rewarded in the following ways:

- > Logo displayed on all promotional material for National Awareness Distribution as a major sponsor
- > Display your collateral/pull up banners at our events
- > 2 exclusive social media post about your company
- > Recognition as Major partner for National Awareness Distribution on website and associated media, social media campaign

\$5,000

BRONZE PARTNER (MAX: 10)

You will be recognised and rewarded in the following ways:

- > Logo displayed on all promotional material for WBBS and collateral of break out and online events
- > Display your collateral/pull up banners at our events
- > 2 exclusive social media post about your company
- > Recognition as bronze partner on website and associated media

EVENT SPONSORSHIP OPPORTUNITIES

\$1,500

EXCLUSIVE TABLE SPONSOR SPONSOR A TABLE AT ONE OF OUR BREAK OUT EVENTS

You will be recognised and rewarded in the following ways:

- > Display your collateral at our events
- > 2 exclusive social media post about your company
- > Table of 10 at one of our events

AUCTION SPONSOR IN-KIND AUCTION ITEM DONATION

- > Provide a quality auction item for fundraising purposes at our break away events

GIFTBAG SPONSOR IN-KIND AUCTION ITEM DONATION

- > Provide a small promotional item / gift bags for guests at break away events



OPERATIONAL CHAMPION OPPORTUNITIES

\$30,000

TRIAGE SPONSORSHIP

Currently Brave Foundation provides this service online only. By sponsoring this part of our core business you will help us deliver a national hotline in 2017. This will help us strengthen the opportunity for connection points nationally alongside its traditional and social media campaigns.

Recognition and rewards will be negotiated with the sponsor.

\$25,000

MEDIA SPONSORSHIP

Brave Foundation will continue to run campaigns and raise awareness through traditional media. Your sponsorship of this component of our operations will help us expand our reach.

Recognition and rewards will be negotiated with the sponsor.

\$5,000

RESEARCH SPONSORSHIP

Recognition and rewards will be negotiated with the sponsor.

\$15,000

ADMINISTRATION SPONSORSHIP

Brave Foundation has ongoing administration needs and development of collateral material. Opportunities exist for sponsorship of these back office needs.

Recognition and rewards will be negotiated with the sponsor.

\$10,000

SOCIAL MEDIA SPONSORSHIP

Social media is a major communication tool of Brave Foundation. With increased sponsorship in this area we will be able to lift the profile of our messages and promote our information and resources to target audiences.

Recognition and rewards will be negotiated with the sponsor.

\$2,500

EDUCATIONAL SPONSORSHIP

Recognition and rewards will be negotiated with the sponsor.

GET IN TOUCH

If you need more information, would like to arrange to meet our CEO and a representative of the Board, or would like to support this project, please do not hesitate to contact:

Bernadette Black

CEO and Founding Director, Brave Foundation

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 bernie@bravefoundation.org.au





B R A V E