



Behind The Smile

12 October 2018

SPONSORSHIP OPPORTUNITIES

12 OCTOBER 2018

DEE WHY RSL CLUB

Australia's mental health system is broken.

Behind the Smile is an event to raise money for Australians for Mental Health, a people's movement fighting to fix the broken system.



AUSTRALIANS FOR
**MENTAL
HEALTH**
FIXING A BROKEN SYSTEM



“ Only a small minority of the 4 million Australians with mental ill-health get the care they need when they need it. We must fix the broken system. We need a new architecture.”

- Professor Patrick McGorry, Australians for Mental Health



AUSTRALIANS FOR
**MENTAL
HEALTH**
FIXING A BROKEN SYSTEM

Behind the Smile is an event to share experiences of mental illness to encourage people to keep help and reduce the stigma surrounding mental illness and suicide.

“**Mental illness affects 4 million Australians.**”

Everyday, eight Australians take their own life. Australia's mental health services are fragmented, underfunded, hard to access and of poor quality. People who need help can't get the care they require.

Brazengrowth is a NSW representative of Australians for Mental Health. Together, we are a people's movement fighting to fix the broken system. We are the 4 million Australians with mental ill-health, their family and friends. We have a plan and we need your voice to help us achieve it.

We are raising awareness and demand a new national mental health culture and architecture that delivers timely, high quality care. Every Australian should be able to access the healthcare they need, when they need it, for as long as they need it.



BrazenGrowth



@brazengrowth



@BrazenGrowth

EXCLUSIVE

PLATINUM SPONSOR

\$10,000

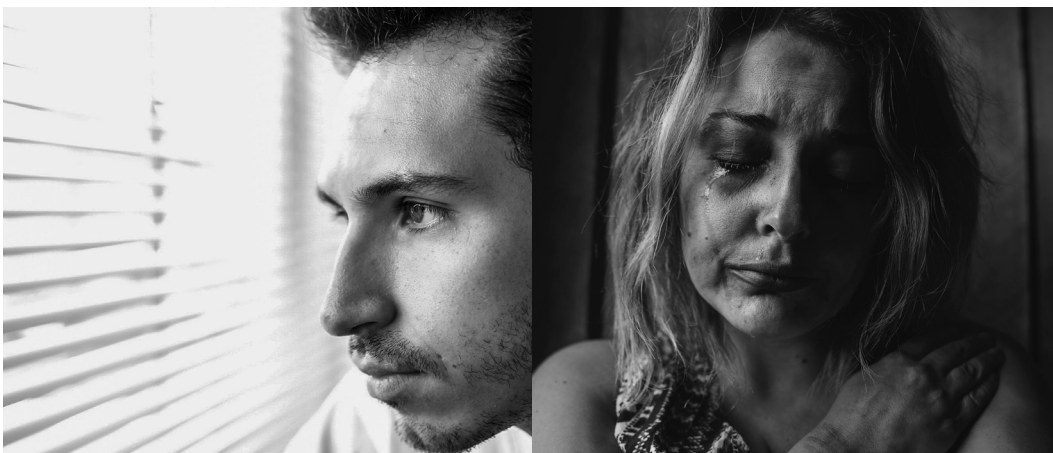
- **Sponsor name featured in the event name - Behind the Smile sponsored by..**
- Opportunity to display two free standing banners - one on stage and one at the event entrance (sponsor to provide)
- Name and logo to appear on flyer for each table
- Logo and/or company name on table
- Two tables in a Prime Location on the evening (total 20 guests)
- Opportunity to provide a prize for the silent auction
- MC to give acknowledgement of sponsorship in welcome and throughout evening
- Logo to appear on “sponsors” scrolling slides throughout the evening
- Acknowledgement in press releases and promotional materials in the event name - **Behind the Smile sponsored by...**
- Logo to appear on Behind the Smile ticket sales website



GOLD SPONSOR

\$7,000

- Opportunity to display one free standing banners - one at the event entrance (sponsor to provide)
- Name and logo to appear on flyer for each table
- Logo and/or company name on table
- One table on the evening (total 10 guests)
- Opportunity to provide a prize for the silent auction
- MC to give acknowledgement of sponsorship in welcome
- Logo to appear on “sponsors” scrolling slides throughout the evening
- Acknowledgement in press releases and promotional materials
- Logo to appear on Behind the Smile ticket sales website



SILVER SPONSOR

\$4,000

- Opportunity to display one free standing banners - one at the event entrance (sponsor to provide)
- Name and logo to appear on flyer for each table
- One table on the evening (total 10 guests)
- MC to give acknowledgement of sponsorship in welcome
- Logo to appear on "sponsors" scrolling slides throughout the evening

BRONZE SPONSOR

\$2,000

- Name and logo to appear on flyer for each table
- One table on the evening (total 10 guests)
- MC to give acknowledgement of sponsorship in welcome
- Logo to appear on "sponsors" scrolling slides throughout the evening

CORPORATE TABLE

\$1,000

- One table on the evening (total 10 guests)
- Name and logo to appear on flyer for each table

PRIZE SPONSOR

DONATED ITEM

- Recognition and product description on flyers for each table and media posts.
Major prizes included on press releases

The organisers retain the right to consider the alignment with our values

- Sponsors are responsible for providing their own logo in .jpeg or .eps format as soon as sponsorship has been confirmed
- Sponsors are responsible for providing their own promotional materials such as banners for display at the event
- Sponsorship packages must be paid twelve (12) weeks prior to the event
- Sponsor logos received less than 14 days prior to the event, will not have their logo included on printed materials at the event

FOR FURTHER INFORMATION

For further information regarding these opportunities, please contact:

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