

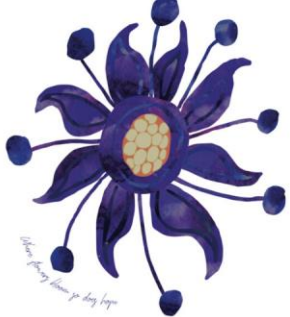


Jack Wilkinson

FUNDRAISER EVENT!

Proudly supporting
kids**helpline**
Anytime Any Reason

SPONSORSHIP PROSPECTUS



ABOUT THE EVENT

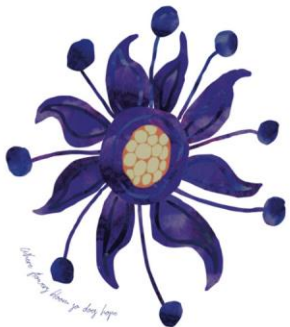
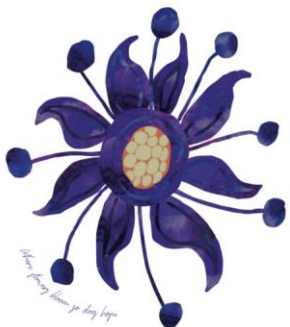
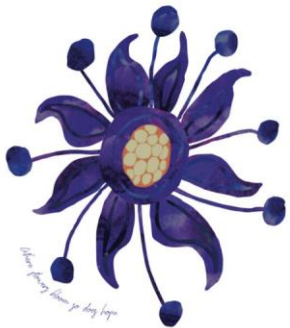
Jack Wilkinson Kids are excited to host the inaugural Fundraiser Lunch on Friday 15 October 2021 at Doltone House Darling Island. Created to drive awareness about childhood mental health and raise much-needed funds for Kids Helpline.

During the lunch, you will enjoy a 2 course plated lunch and will hear from a panel of Australian Sporting Stars and have the opportunity to ask questions and chat with your favourites, all while supporting a great charity.

Fundraising activities will include a silent auction, where you can bid against others to grab some great prizes and experiences! Our volunteers will also be helping out with some table raffles for more opportunities to win.

Every 90 seconds a young person reaches out to Kids Helpline.

For some young people, connecting with Kids Helpline is a life-saving experience, while for others it's about practical help and emotional support at the critical moment they need someone to listen.



Jack wilkinson
kids

When

Friday 15 October 2021

Time

12.30pm – 3.30pm

Where

Doltone House Darling Island
Ground Floor - 48 Pirrama Rd, Pyrmont

Tickets

\$225.00 per person inc gst

Inclusions: Two course lunch, beverage package
& entertainment

Sit with a star experience available
Platinum, gold and silver sponsorship partnerships available

2021 FUNDRAISER LUNCH SPONSORSHIP PROSPECTUS



WHY IS IT IMPORTANT?

Jack is eleven-year-old boy.

He suffers from anxiety, ASD and ADHD, which can make his days – and nights – pretty difficult.

Throughout Jack's schooling, he was being bullied. He was made a target and he was subjected to physical and psychological bullying. It became so bad and so confusing that in 2017, his 7-year-old mind, believed there was only one way to stop the pain.

One day he left a note for his school teacher.

That night at home, he took a texta and covered his bedroom floor and pillow with the words: ***"I don't want to be alive"***.

A few years on, Jack Wilkinson is still here, and he's doing much better. Jack has decided to help other kids like him, so he and his mum have started Jack Wilkinson Kids – a project that uses Jack's quirky (and totally awesome) drawing to raise funds and awareness for the Kids Helpline charity.

"I want other kids to always have someone to talk to. Kids Helpline is very good because it gives people someone to talk to so they won't be so sad or upset."

Jack Wilkinson
kids



2021 FUNDRAISER LUNCH SPONSORSHIP PROSPECTUS



WHY IS IT IMPORTANT?

Kids Helpline is Australia's only free, private and confidential 24/7 phone and online counselling service for young people aged 5 to 25.

"It's so reassuring as a parent to know that Kids Helpline is there for all our children at times when we can't be." Kristy, Mum to Jack and three other kids.

Become a sponsor of the Jack Wilkinson Kids Fundraiser Luncheon and give your organisation direct association, visibility and active support to raising awareness about childhood mental health that also raises much needed funding for services like Kids Helpline.

Jack Wilkinson Kids is passionate in implementing much needed early intervention programs and educational programs to our young people across Australia.

1 in 5 young people in Australia experience social exclusion threats or abuse online.

jackwilkinsonkids.com.au

Jack wilkinson
kids



ART
HEALS

2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS

Jack Wilkinson
kids

Jack Wilkinson
kids

SHOP ▾

ABOUT

KIDS HELPLINE

MEDIA



Introducing

Jack Wilkinson Kids


SHOP NOW →

WEBSITE & ONLINE STORE

**2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS**

SOCIAL MEDIA PLATFORMS





jack.wilkinson.kids
@JackWilkinsonKids

- Home
- Posts
- Reviews
- Photos
- Community
- Videos
- Events
- About


Create a Page

Liked Following Share


Write a post...

Photo/Video Tag Friends Check in

Posts

 **jack.wilkinson.kids**
January 18 · 🌐

We would love to have this course across Australia



BUSSELTONMAIL.COM.AU
Youth mental health first aid training course

Send Message

Nonprofit Organization

Jack Wilkinson Kids Art T-Shirt

Supporting young Australians with anxiety and depression.

1 in 14 young Australians aged 4-17 exper...

See More

Community See All

Invite your friends to like this Page

3,086 people like this

3,157 people follow this

Hannah Mary likes this

About See All

Send Message

www.jackwilkinson.com.au

Nonprofit Organization · Clothing (Brand)




Instagram

Search

Home

Activity

Profile



jack.wilkinson.kids Message

707 posts 1,522 followers 1,282 following

jackwilsonkids.com.au







- Campaign supporting children with anxiety & depression
- Raising vital funds for Kids Helpline @kidshelplineau
- #jackkids below to shop!
- www.jackwilsonkids.com.au/pages/drawing-competition

Followed by theconnectedcurator and blissful_events_sydney

COMPETITION DONATE

KHAU TEES JACK

POSTS IGTV TAGGED



2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS

MEDIA

In April 2019, Jack Wilkinson Kids had gone viral globally with 95 publications across 11 countries running Jack's campaign story.

Jack wilkinson
kids

SHOP ▾ ABOUT KIDS HELPLINE MEDIA

<https://www.facebook.com/TheProjectTV/videos/282029032721687/UzpfSTM0NTMxNDQ5MjY1NjQxMT01ODYwNTMwMDg1ODI1NTc/>

<https://www.facebook.com/9NewsSydney/videos/240710600140040/UzpfSTM0NTMxNDQ5MjY1NjQxMT01NTY4NTY1NDE1MDIyMDQ/>

<https://www.dailymail.co.uk/news/article-6694199/Devastating-suicide-note-seven-year-old-boy-gave-teacher-horrific-bullying.html>

<https://theusetimes.net/news/world/boys-heartbreaking-suicide-be-aware-begged-god-please-take-me-after-being-bullied/>

<https://www.dailytelegraph.com.au/lifestyle/parenting/how-drawing-saved-this-nineyearolds-life/news-story/668d38e8158d774e4174cedc51f0d060>

<https://www.yourtown.com.au/blog/how-jacks-t-shirts-save-lives>

<https://www.news.com.au/lifestyle/parenting/school-life/how-drawing-saved-this-nineyearolds-life/news-story/668d38e8158d774e4174cedc51f0d060>

<https://www.thatslife.com.au/eight-year-old-boy-gives-teacher-heartbreaking-suicide-note>

<https://www.mirror.co.uk/news/world-news/heartbreaking-suicide-note-seven-year-13997398>

<https://www.dailyrecord.co.uk/news/uk-world-news/heartbreaking-suicide-note-seven-year-13997398>

jackwilkinsonkids.com.au



2021 FUNDRAISER LUNCH SPONSORSHIP PROSPECTUS



WHY PARTNER WITH US?

Support a Charitable Cause

Do good, by doing good, all profits from the event fund the administration and operations of Jack Wilkinson Kids and our partner charity – Kids Helpline. Raising awareness about childhood anxiety disorders and raising much needed funding for services for Kids Helpline.

Brand Awareness

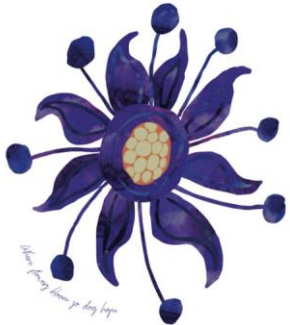
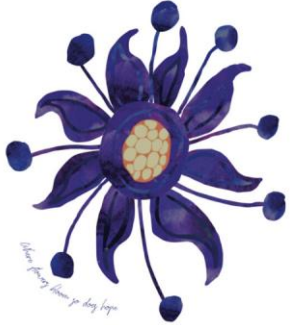
Boost your brand awareness and reach a new and highly engaged audience, with common values to your business and brand.

Safeguarding Children And Young People

Be an active part of the conversation by promoting and contributing to an environment that is caring, nurturing and safe for all children and young people.

Sample your products

Audience from a cross section of business sectors whom you've never reached before.



Jack Wilkinson
kids

Reach new audiences

Get your products in the hands of our audience with the opportunity to offer products samples or trials.

Capture leads and acquire new customers

Embrace the opportunity to network with corporate leaders and showcase your products and services.

“


I called Kids Helpline and they helped me feel better as well as giving me tips on what to do” – JULIE 12 YO

2021 FUNDRAISER LUNCH SPONSORSHIP PROSPECTUS



ADVOCATES FOR JACK WILKINSON KIDS


Jack wilkinson
kids



Jack Wilkinson Kids are grateful for the ongoing support from a number of well-known individuals who represent and interact with our programs and events as advocates & ambassadors.




Tom Papley: AFL Player & Jack Wilkinson Ambassador



Sydney Swans star player Tom says he loves his special bond with Jack and was delighted to be welcomed on board as a Jack Wilkinson Kids Ambassador.



Adam Peacock: Sports Media Personality & Fundraiser lunch host



Outside of sport, Adam supports a range of community organisations close to his heart. He is looking forward to becoming more involved with Jack Wilkinson Kids and being the MC at the fundraiser lunch.

2021 FUNDRAISER LUNCH SPONSORSHIP PROSPECTUS



PLATINUM SPONSORSHIP OPPORTUNITY

Jack Wilkinson
kids

PRE-EVENT BENEFITS



Marketing Campaign

- › Sponsor logo and company website link on the event page on Jack Wilkinson Kids website
- › Mention in the email campaign prior to the event
- › Your company logo on the formal invitation

BENEFITS DURING THE EVENT



Branding Opportunity

- › Opportunity to bring a vertical banner to display at the event
- › Opportunity to provide a product or service for a lucky door prize. Your company brand will be announced by the Master of Ceremony to guests attendees to create further brand awareness or incentive – at sponsors own cost
- › Your corporate logo on the event sponsors media wall
- › Social media mention on the day



Programme/Event Booklet

- › Your logo on the front page of the event booklet/ programme
- › 1 x full page ad in the programme
- › Your name will appear in the 'thank you' section of the programme

Tables

- › One table included (10 tickets)
- › VIP table location
- › Your company logo on the table menus

Stage benefits

- › Verbal acknowledgement by the master of ceremonies at the event
- › Company name listed with order sponsors in order of sponsorship level and alphabetical order displayed on the presentation

POST-EVENT BENEFITS

- › Your company logo on the 'Thank You' website page
- › Certificate of appreciation
- › Acknowledgement of your organisation as the platinum sponsor in the post event communication to attendees



2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS



GOLD SPONSORSHIP OPPORTUNITY

\$5,000 PER YEAR

Jack wilkinson
kids

PRE-EVENT BENEFITS

Marketing Campaign

- › Sponsor logo and company website link on the event page on Jack Wilkinson Kids website
- › Mention in the email campaign prior to the event

BENEFITS DURING THE EVENT

Branding Opportunity

- › Opportunities to provide a product or service for a lucky door prize. Your brand will be announced by the Master of Ceremony to guest attendees to create further brand awareness or incentive – at sponsors own cost
- › Your company logo on the event sponsors media wall
- › Social media mention on the day

Programme/Event Booklet

- › 1 x full page ad in the programme
- › Your name will appear in the 'thank you' section of the programme

Tables

- › Half table included (5 tickets)
- › Company logo on the table menus

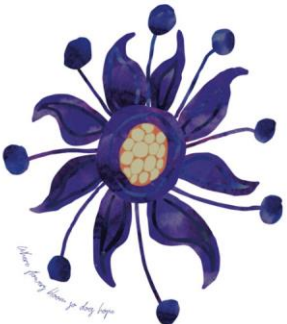
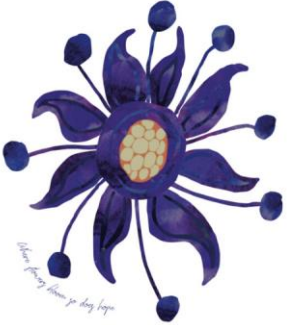
Stage benefits

- › Verbal acknowledgement by the master of ceremonies at the event
- › Company name listed with order sponsors in order of sponsorship level and alphabetical order displayed on the presentation

POST-EVENT BENEFITS

- › Your company logo on the 'Thank You' website page
- › Certificate of appreciation
- › Acknowledgement of your organisation as the gold sponsor in the post event communication to attendees

2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS





SILVER SPONSORSHIP OPPORTUNITY \$2,000 PER YEAR

Jack wilkinson
kids

PRE-EVENT BENEFITS

Marketing Campaign

- › Sponsor logo and company website link on the event page on Jack Wilkinson Kids website

BENEFITS DURING THE EVENT

Branding Opportunity

- › Opportunities to provide a product or service for a lucky door prize. Your brand will be announced by the Master of Ceremony to guests attendees to create further brand awareness or incentive – at sponsors own cost
- › Your logo on the event sponsors media wall

Programme/Event Booklet

- › Your company name will appear in the 'thank you' section of the programme

Tables

- › Two tickets included

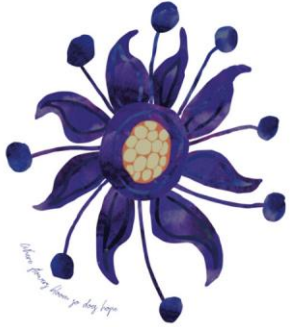
Stage benefits

- › Company name listed with order sponsors in order of sponsorship level and alphabetical order displayed on the presentation

POST-EVENT BENEFITS

- › Your logo on the 'Thank You' website page
- › Certificate of appreciation
- › Acknowledgement of your organisation as the silver sponsor in the post event communication to attendees

2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS



SIT WITH A STAR SPONSORSHIP

Jack wilkinson
kids

Guests have the opportunity to sit with some Australia's current and former Sporting Stars.

Find out how they made it to the top, what makes them tick, take that selfie you always wanted too.

Tom Papley: AFL Player for the Sydney Swans & Jack Wilkinson Ambassador.



Nick Davis: Former AFL Player for the Sydney Swans and Swans Academy Coach.



Sharni Layton: Former Australian Diamonds Netball, AFLW Collingwood Magpies.



Josh Dugan: NRL star for the Cronulla-Sutherland Shark.



Wayne Schwass: Former AFL Player for North Melbourne & Sydney Swans. Founder & CEO of Puka Up.



Individual tickets \$400.00 per person inc gst.
Table of 9 guests Individual \$3,500 per person inc gst.
Inclusions: Sit with a star experience, two course lunch, beverage package & entertainment.



Jack wilkinson
kids

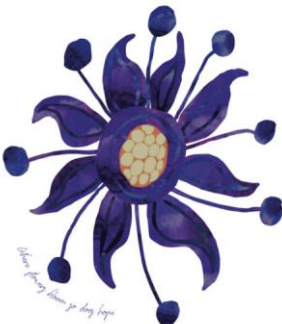
SPONSORSHIP TERMS AND CONDITIONS

- All sponsorships will be awarded on a first come, first served basis. Jack Wilkinson Kids retains the right to reject any sponsor that it deems inappropriate.
- Jack Wilkinson Kids does not provide exclusivity in any areas unless otherwise indicated in the sections of the agreement.
- In line with privacy permissions, Jack Wilkinson Kids does not provide copies of delegate lists for any of its events. A delegate list may be available for view in the registration area on the event day.
- Where there is opportunity to provide signage, gifts, materials, marketing collateral or prizes to delegate; it must be provided by and distributed by the sponsor.
- All signage, gifts, materials, marketing collateral and prizes for delegates must be approved by Jack Wilkinson Kids a minimum of 10 days prior to the event.
- The sponsor must provide the sponsorship funds, logo image (in the format required) and other details as required (such as correct use of sponsor's name, trademarks etc.) to Jack Wilkinson Kids within 10 days of receipt of acceptance.
- Sponsorships cannot be processed without payment. Funds must be payable in Australian dollars. Refunds are not available for sponsorships.
- Jack Wilkinson Kids will not be liable for damage or loss to a sponsor's properties through fire, theft, accident or any other cause, whether the result of negligence or otherwise.
- For sponsorship opportunities that include signage please note that signage is the responsibility of the sponsor, including drop off and pick up. Jack Wilkinson Kids will inform each sponsor of the maximum size, number of signs etc.
- There are no refunds for cancellations by sponsors. If a sponsor cancels at any time, for any reason, the sponsor will be responsible for the entire sponsorship fee.
- Jack Wilkinson Kids reserve the right to make changes to the event agenda. Unforeseen circumstances may result in the substitution of a presentation, venue, topic or speaker.
- Jack Wilkinson Kids reserves the right to reject or rescind any registration and return registration fees accordingly. Registrant, speaker, sponsor, or other attendee or agent assumes all risks incidental to participation in all event activities, including loss or damage to property and/or personal injury.
- Where Jack Wilkinson Kids takes photos / videos at events, by attending you give permission to use images taken at the event.

2021 FUNDRAISER LUNCH
SPONSORSHIP PROSPECTUS



WE CAN'T DO IT WITHOUT YOU!

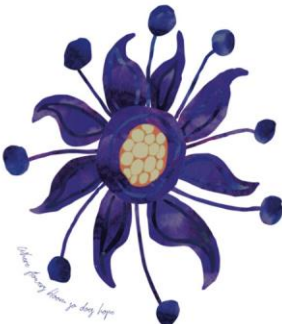


Young people continue to struggle with some big and complex issues like mental health, family relationships, bullying and suicide. Your support enables Jack Wilkinson Kids Foundation and Kids Helpline to protect our children and young people across Australia. Saving lives to prevent the hurt from happening in the first place.

Thank you again for making a lasting difference.



CONTACT DETAILS



For further information on the 2021 Jack Wilkinson Kids fundraiser lunch, media and sponsorship opportunities please contact:

Natalie Young
Jack Wilkinson Kids Ambassador
Natalie@keysociety.com.au
jackwilkinsonkids.com.au
[#jackwkids](https://www.instagram.com/jackwkids)

Jack wilkinson
kids



Proudly supporting
kidshelpline
Anytime Any Reason