

LEWP INITIATIVE SPONSORSHIP PROPOSAL



Prepared for :

X

hey mate.

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Our Story

Our founder, Aimee Davies started her career in sound engineering before embarking on a colourful and varied career throughout creative industries including the opening of a creative studio. During this period Aimee found the therapeutic benefits of the creative industries and the niche issues professionals within the creative industries experience. Aimee found that there was a lack of creative industry experienced medical practitioners to offer preventative and proactive solutions to the challenges her peers were experiencing. After almost half a decade of working in the health sector including community services, integrated therapy services, working with young people who have experienced complex trauma, and graduating as a registered Counsellor.

Aimee combined her Therapeutic skills and creative industry experience to create Hey Mate and offer the niche support for the creative industries she has noticed the lack of years prior. This has followed to create our ethos to provide industry and vocation specific creative thinking support that is accessible, proactive, preventative, educational, and industry informed.

Hey Mate delivers mental health, wellness support, and education to the music, entertainment, performing arts, and creative industries. Our team of mental health professionals supports artists, industry professionals, companies, and the wider community to improve their mental health and well being.



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Our Mission

Our Mission is to bring back that feel-good feeling to the community and industries we support daily through the use of industry specific support and education.



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The Cause: LEWP Initiative

1 in 5 Australians experience a mental illness in any year with the most common of mental illnesses being anxiety disorders and depressive disorders.

LEWP (Live Event Wellbeing Program) works to support and stamp out the stigma and social isolation experienced with mental illness and anxiety. We provide emotional support and mentoring to improve the well being and overall experience of Artists, Crew, Industry Professionals and Gig Goers at live events.

Working in conjunction with artists, venues, festivals, touring companies and more to build a more inclusive and considerate culture, accessible experience and overall wider community.

LEWP Hubs are hosted backstage and front of house at live events across Australia to address particular needs that can arise on tour, attending or performing at a live event and in festival environments.

LEWP aids community, attendees and the overall arts culture to make sure we provide a safe space and allow more people to enjoy the arts by being more inclusive and accessible. Just like when managing other access challenges at events we want our community not to be penalized because of their experiences but supported in spite of it.



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The Why?

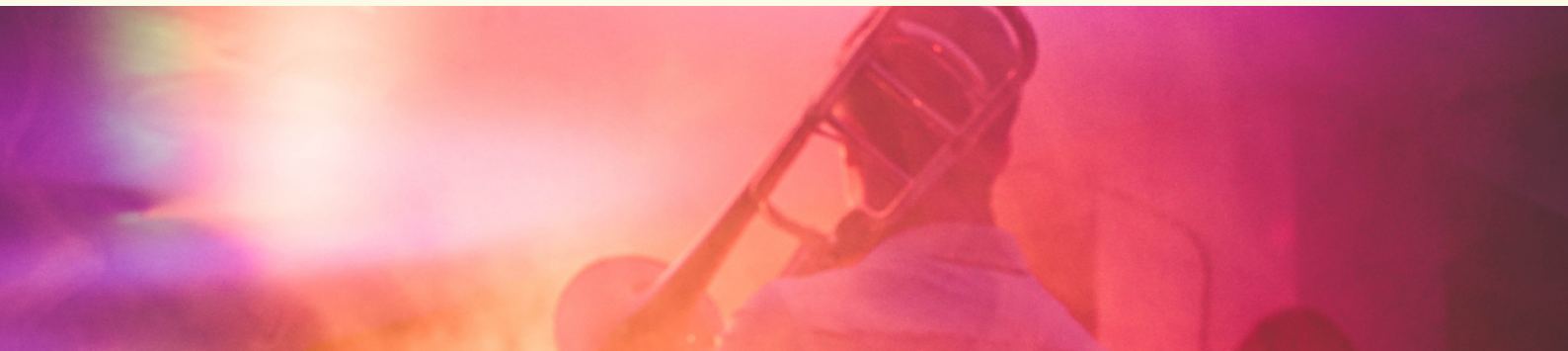
The Facts

Mental illness is very common. One in five (20%) Australians aged 16–85 experience a mental illness in any year. The most common mental illnesses are depressive, anxiety and substance use disorder.

Over a third of performing artists, 25% of industry support workers and most roadies and crew reported mental health problems

The levels of moderate to severe anxiety symptoms in the entertainment industry are 10 times higher than in the general population

One international study led by researchers from the University of Queensland estimated anxiety disorders grew by more than 25 per cent worldwide in 2020.



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The Why?

Global Trends

The global live music and events sector is experiencing an uptake in support programs at live events including disability support, harm minimization, sexual health and safety and mental well-being.

The UK has seen live event mental well-being initiatives run by leading organisations such as Music Support 'Safe Hub' launched in 2017 working with Glastonbury, Festival Republic and AEG and Music and You's 'Live Live' initiative supporting Grammy Nominee Lewis Capaldi on tour in 2019 / 2020.

Hey Mate has formulated LEWP over 2 years with consultation by Jack Williamson the founder of Music and You to ensure our live event community receives access to leading global trends and support at live events coming out of the COVID19 Pandemic.



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Goals

LEWP aims to be a staple in the future live music landscape increasing mental well-being, accessibility, community spirit, well-being, inclusion and cohesion at live events for Artists, Crew, Patrons and the wider community.

Sponsorship

Benefits

- Be the brand that shows that they give a S%^\$!
- Community goodwill
- Support local leader in global trends
- Unique Sponsorship opportunity



Torch Fest Dates

- **Melbourne**
26 March
- **Sydney**
2nd April
- **Canberra**
9 April
- **Brisbane**
10 April

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About Torch Fest

Torch Fest is a first of its kind mental health music festival, spanning across four separate states after its Brisbane debut in 2021.

Between 26th March-10th April 2022 Torch Fest will bring its incredible lineups to Melbourne, Sydney, Canberra and Melbourne.

Featuring headliners including Gretta Ray, Bec Sandridge, WILSN and Tori Forsyth we can't wait for you to enjoy what's in store.

A torch song is an anthem – a light to get you through the dark times – and with a glowing lineup of torch singers coming together in an appeal to mental health and awareness, the festival is a chance to eradicate stigma through fun and celebration.



Event Size

Torch Fest will take place in Brisbane, Sydney, Melbourne and Canberra. The expected attendance is approx 500 per event with view to increase inlight of the recently lifted restrictions for live events.

LISTEN UP MUSIC & MILESTONE ENTERTAINMENT present

TORCH FEST
Canberra

The light that gets you through

Torch Stage

GRETTA RAY AYA YVES CHARLEY

SPUTNIK SWEETHEART THE MILLION THE SHANG

TIARNIE SEB SZABO LUCY SUGERMAN IMOGEN CLARK

LIV LI AZURE SWARÉ THE SUNBEARS CHINS

09 APR 2022

TORCH FEST LEWP PROGRAM

LEWP HUB

LEWP Hub to provide mental wellbeing support and education for front and back of house who may be suffering from anxiety, need some time out, or would like to know more information.

Front and Back of House Support

Front and back of house support for Artists, Crew, Team Members and Patrons

Mental Health Professionals + MATES

Mental Health Professionals and MATES to provide support and education for the duration of the event.

Mindfulness and Well-being Resources

Designated space that includes mindfulness and wellbeing resources to aid in easing anxiety and supporting a good time at Torch Fest.

Linkmate App Support

Access to remote peer support via the linkmate app



SPONSORSHIP OPPORTUNITIES

Tailored packages and creative partnerships are also available and we encourage those with interest in sponsorship to contact us

Bringing You Good Vibes Sponsorship \$11,000

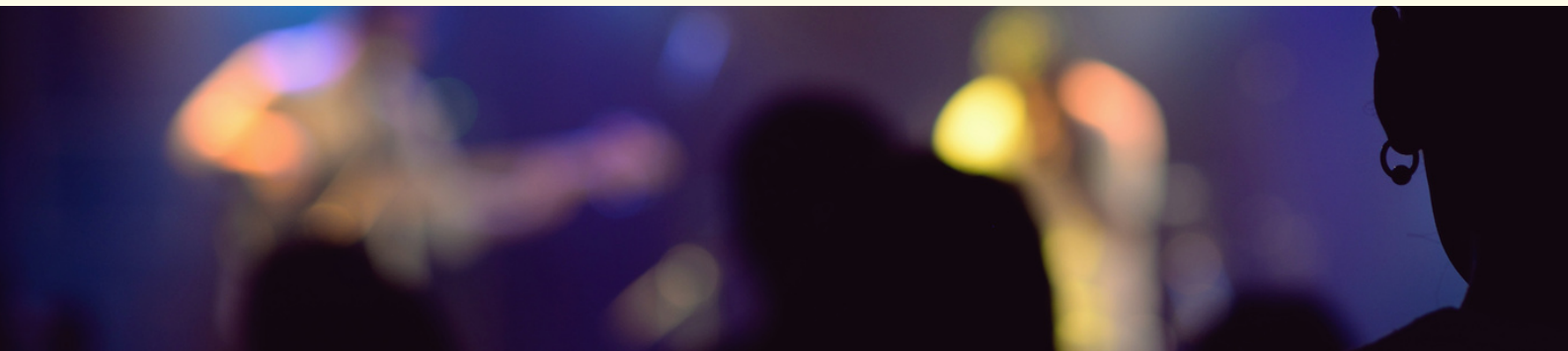
- Company logo on Hey Mate website as our Bringing You Good Vibes' partner with link to company URL
- Company logo banner as our 'Bringing You Good Vibes' Partner at all live event locations.
- Company logo, 200 word overview and up to two PDF documents available at all live event locations.
- Exposure to a national creative demographic
- Creating partnerships with a leading global trend initiative
- Creative sponsorship opportunities
- Principal partner / sponsor in LEWP
- -Be the brand / organisation that cares about community mental health and wellbeing and STAND OUT while spreading the message
- - X Bringing you good vibes at LEWP with Hey Mate.
- - National music festival running in Brisbane, Melbourne, Sydney and Canberra. March - April 2022.
- Naming Rights: Naming Rights for Structure at Event , Naming rights for room/area. EG: ' X Bringing you good vibes at LEWP with Hey Mate.'
- Sampling Rights: Product Sampling, Coupons provided by sponsor, Information material provided by sponsor. EG. Could be wonderful opportunity for mindfulness products to get in front of potential clients
- On Site Logo Placement: Multiple logos on signage, Multiple logos on marketing collateral including flyers, flags etc)
- Advertising: Multiple logos on event collateral (posters and recruiting material), Single logo on welcome material, Event Poster. Clothing And Branded Items: Promotional items.
- Webpage: Video by sponsor (up to 30 seconds), Multiple logos on webpage with hyperlink, Logo featured on partnerships page.
- Database Marketing: Full page ad in newsletter (digital), Multiple logos in e-blast.
- Earned And Paid Media: Company mentioned in press release,. Verbal Recognition: Verbal recognition of sponsor on social media,
- Event attendance opportunity

SPONSORSHIP OPPORTUNITIES

Tailored packages and creative partnerships are also available and we encourage those with interest in sponsorship to contact us

Creative Community Sponsorship \$3300

- Company logo on Hey Mate website as a Creative Community Sponsor with link to company URL
- Company logo, 200 word overview and one document available at all live event locations.
- Exposure to a national creative demographic
- Creating partnerships with a leading global trend initiative
- Creative sponsorship opportunities
- Major sponsor in LEWP
- -Be a brand / organisation that cares about community mental health and wellbeing and STAND OUT while spreading the message
- - National music festival running in Brisbane, Melbourne, Sydney and Canberra .March - April 2022.
- On Site Logo Placement: Multiple logos on marketing collateral including flyers etc
- Webpage: Logo on webpage with hyperlink, Logo featured on partnerships page.
- Database Marketing: Company logo and 50 word overview in newsletter (digital), Multiple logos in e-blast.
- Earned And Paid Media: Company mentioned in press release,. Verbal Recognition: Verbal recognition of sponsor on social media,
- Event attendance opportunity



SPONSORSHIP OPPORTUNITIES

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Creative Contributor Sponsorship \$2500

- Company logo on Hey Mate website as a Creative Contributor Sponsor with link to company URL
- Company logo, 50 word overview and one document available at all live event locations.
- Exposure to a national creative demographic
- Creating partnerships with a leading global trend initiative
- -Be a brand / organisation that cares about community mental health and wellbeing and STAND OUT while spreading the message
- - National music festival running in Brisbane, Melbourne, Sydney and Canberra .March - April 2022.
- On Site Logo Placement: logo on marketing collateral including flyers etc
- Webpage: Logo on webpage with hyperlink, Logo featured on partnerships page.
- Database Marketing: Company logo and 25 word overview in newsletter (digital), Multiple logos in e-blast.
- Earned And Paid Media: Company mentioned in press release,. imagery recognition of sponsor on social media,

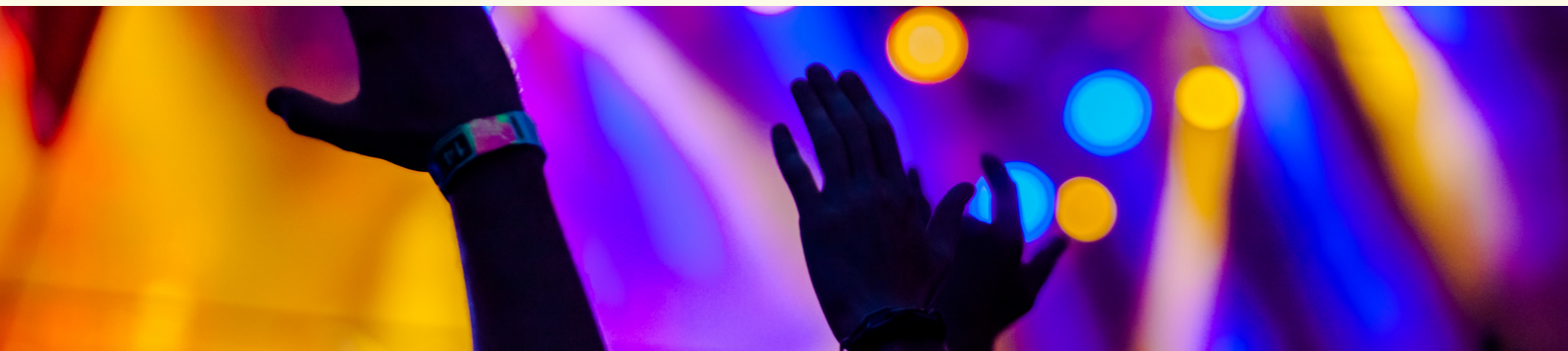


SPONSORSHIP OPPORTUNITIES

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Mate Sponsorship \$880

- Company logo on Hey Mate website as a Mate Sponsor with link to company URL
- Exposure to a national creative demographic
- Creating partnerships with a leading global trend initiative
- -Be a brand / organisation that cares about community mental health and wellbeing and STAND OUT while spreading the message
- - National music festival running in Brisbane, Melbourne, Sydney and Canberra .March - April 2022.
- On Site Logo Placement: logo on marketing collateral including flyers etc
- Webpage: Logo on webpage with hyperlink, Logo featured on partnerships page.
- Database Marketing: Company logo in newsletter (digital), logo in e-blast.
- Earned And Paid Media: Company mentioned in press release,. imagery recognition of sponsor on social media,



**THANK
YOU!**



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