



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

QBI Lexus Alzheimer's Gala

All That Jazz

supporting Queensland Brain Institute

Partnership Proposal

27 May 2022
Hillstone St Lucia

Queensland Brain Institute

The Queensland Brain Institute (QBI) is a flagship neuroscience research institute at The University of Queensland (UQ). In the past 15 years, the Institute has grown from 20 research staff to an internationally renowned team of almost 450 researchers, who unlock the mysteries of the brain to understand and treat diseases, improve learning and memory and inspire technology.

Through collaborations with clinicians and commercial partners, basic research findings are applied to develop new therapeutic approaches to combat diseases in which brain function has failed or is compromised. The goal is to make a positive impact on the Australian community by helping to reduce the huge social and financial cost of neurological and mental illness.



Background

Given the country's ageing demographic, the number of neurological and mental illnesses affecting Australians is predicted to increase unless we are able to understand the causes and develop targeted and effective therapeutics. Dementia is one of the major chronic medical conditions besetting our ageing community. In Australia, one in 10 individuals over the age of 65, and three in 10 over the age of 85, have dementia. One person is diagnosed every six minutes in Australia. Without a medical breakthrough, the number of people with dementia in Queensland is expected to increase by a huge 345% by 2050.

The Clem Jones Centre for Ageing Dementia Research (CJCADR) at UQ's Queensland Brain Institute (QBI) is solely focused on research into the prevention and treatment of dementia. The first centre of its kind in the world, researchers at CJCADR are making significant headway into understanding the underlying neurological mechanisms underlying this devastating disease.

This event

The QBI Lexus Alzheimers Gala brings together QBI (UQ) and it's supporters in an ongoing partnership. Together we all play a significant role in the continued success of the combined battle to understand Alzheimer's disease and to support those affected by this cruel disease. This event will celebrate the collaborative efforts of all those working to understand Alzheimer's.

QBI is delighted to invite you to become a partner in our highly successful Jazz Gala event, to be held at Hillstone St Lucia, on Friday 27 May. The event will include welcome drinks on the Mango Tree Terrace before moving into the newly renovated Grand View Room to enjoy a two-course sit-down dinner, coupled with live Jazz performances by The Brisbane Jazz Club.

Target Audience

High-wealth individuals, loyal donors to Alzheimer's research and care, bequestors and key influencers in the advocacy space with a strong representation from local Brisbane business, including the legal, health and philanthropic communities.

How can you help

We are seeking partnerships for this high-profile event. In return for your support, we will provide targeted exposure to this vibrant and growing community and public acknowledgment.

Thank you for consideration of this proposal.

Benefits

We would be happy to discuss a tailored package that reflects the outcomes that you would like to achieve from the event.

Benefits of sponsorship include:

- An association with a world-class university and research institute, UQ's QBI
- Maximise exposure of your organisation through creative cross-promotional initiatives
- Connect with your community in a beautiful, creative, gala event
- Opportunity for your organisation to receive a special behind-the-scenes tour of QBI
- Media exposure and targeted communications will highlight your involvement

Partnership packages

Gold Partnership Package

Benefits include

- All Event branding and communication will include <Partner Name>
- A table of 10 for your guests
- Photographs of the evening, including a special opportunity for you and your guests to be photographed with VIPs from Queensland Brain Institute and other special guests
- All photographs to be watermarked with "The QBI <Partner Name> Alzheimer's Gala" for distribution
- Opportunity for <Partner> to display banners and other products at the event
- Media announcement with <Partner> as the major event sponsor including promotion through QBI and UQ newsletters
- Exposure to over 23,000 through QBI's online audiences including sponsor recognition in all promotional material and media releases, in addition to your logo representation in all relevant promotional material (print, web and social media).
- VIP introduction you and your guests to key personnel from QBI (UQ) as well as other VIP guests
- Promotion via video screens at Hillstone, St Lucia to advertise the evening as well as the screens located at QBI leading up to the event

Please note: All relevant event collateral will be sent for approval by the sponsor before being released.

INVESTMENT: NOT AVAILABLE

Silver Partnership Package

Benefits include

- Sponsor recognition in all advertising material and media releases from QBI (UQ).
- Sponsor logo representation in promotional material (print, web and social media)
- Opportunity to display organisations branded banner
- Two complimentary tickets
- Personal tour of QBI's laboratories for 10
- Sponsor acknowledgment during welcome address
- Supply of event photographs

INVESTMENT: \$5000 + GST

Bronze Partnership Package

Benefits include

- Sponsor recognition in all advertising material and media releases from QBI (UQ).
- Sponsor logo representation in promotional material (print, web and social media)
- Opportunity to display organisations branded banner
- Sponsor acknowledgment during welcome address

INVESTMENT: \$3000 + GST

Exclusive partnership package

There is the option to exclusively sponsor the full program of events, at an investment of \$22,000 + GST, with no additional sponsors to be showcased during the evening. Should this be of interest Jess O'Brien, QBI Engagement Officer, would be happy to discuss this option further: qbievents@uq.edu.au or (07) 3346 6412.

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