



HANWORTH HOUSE

# SPONSORSHIP *Labels on the Lawn* OPPORTUNITY



2023

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# ABOUT



*Labels on the Lawn is our BIGGEST annual fundraising event  
benefiting Women's Legal Service Queensland*

Labels on the Lawn is a charitable event that provides an opportunity for fashion lovers to shop pre-loved and new designer clothing while supporting Women's Legal Service Queensland's mission to assist women and children impacted by domestic violence.

The event is aimed at promoting sustainable fashion practices and pushing back against fast-fashion, a trend that contributes to environmental damage and poor working conditions for garment workers.

This annual event is hosted by the team at Hanworth House, alongside a group of passionate volunteers who have a shared vision of making a positive impact in their community. Our team and volunteers work tirelessly in the months leading up to the fashion extravaganza to assess, sort, hang and price every single item (of which there are thousands) ready for the big day. The event features a range of pre-loved and new designer clothing, shoes, and accessories donated by generous members of the community and local boutique stores.

The event is a celebration of fashion, community, and social responsibility. It provides an opportunity for people to make a positive impact while also enjoying a fun and rewarding shopping experience.

The proceeds from the sale of these designer items go directly to supporting the crucial work of Women's Legal Service Queensland. We are enthusiastic about this sustainable fashion model that directly benefits charity and are committed to making a positive impact in the community.

# THE CHARITY

*Women's Legal Service Queensland*

All proceeds generated by the event are channeled directly to Women's Legal Service QLD, a leading community service that offers free legal and welfare support to women and children affected by domestic violence.

Domestic violence is a pervasive issue that affects millions of people globally, and the work of WLSQ is essential in providing support to those in need.

WLSQ is a not-for-profit and for-purpose organisation that provides free legal advice and support services to women across the state who are experiencing domestic violence, financial abuse, sexual abuse, and child protection traumas. The organisation is committed to building a future free of discrimination and violence against women, where every woman receives fair and equitable outcomes from social and legal systems.

WLSQ relies on donations to support its work, which is carried out by its staff and many volunteers. The organisation's frontline workers and volunteers are available to answer phone calls from women in need on the statewide helpline, but due to current capacity, 30% of calls remain answered. Donations are vital to keep these services running and support those affected by domestic violence.

## 2021-22 annual report statistics:

- WLSQ Helpline answered 13,378 calls
- Provided 24,642 services for women in need
- Saw a 44% increase in high-risk domestic violence cases
- Contributed approx \$424,000 worth of pro bono legal advice to clients
- Assisted clients from 77 different language groups



Women's Legal Service Queensland



wlsq.org.au



@womenslegalserviceqld

# FUNDRAISING OUTCOMES

From its conception in 2020 to our most recent event in 2022, Labels on the Lawn has raised \$291,722. With our most successful year to date 2022 raising \$150,000. To put on an event of this size and calibre, there is a lot of effort and, more importantly, high costs - as the event grows, so do the costs.

In 2022, our gross income raised was **\$193,984** - however \$42,996 was attributed to covering the cost to make the event possible.

One cost that we are lucky enough to not have to contend with is (wo)man power - we have a super group of incredible volunteers who dedicate countless hours in the lead up to and on the event day to ensure everything runs smoothly and everyone has the best experience possible.

*We would be lost without our team!*



For 2023, we have already received a huge influx of donations and consequently have dug deep into our pockets for storage and transportation costs. To make Labels on the Lawn 2023 bigger, better, and more profitable for WLSQ than ever, *we are asking for your help.*

As a thank you, we would love to offer you and your brand some support in return.

## ***Diamond Package - \$20,000***

- Brand on banner for 5 weeks on Lytton Rd with 36,000 views per day
- Name on award
- Logo displayed on Hanworth House website
- 6x social media posts throughout the year
- 4x database mailouts throughout the year
- 10x VIP invitations to Labels on the Lawn
- 20x General Entry invitations to Labels on the Lawn
- Digital advertising during event
- Logo on media wall during event
- Floor decal advertising
- Sponsorship on event video
- Exclusive category partnership

## ***Platinum Package - \$10,000***

- Section named on your behalf
- Logo displayed on Hanworth House website
- 3x social media posts throughout the year
- 3x database mailouts throughout the year
- 6x VIP invitations to Labels on the Lawn
- 10x General Entry invitations to Labels on the Lawn
- Digital advertising during event
- Logo on media wall during event
- Floor decal advertising
- Sponsorship on event video

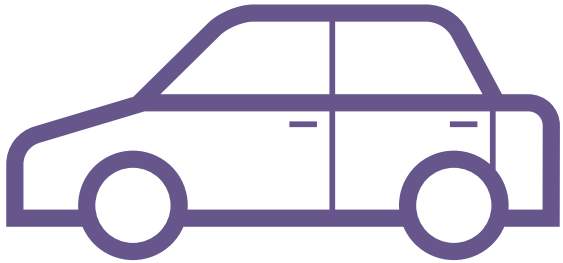
## ***Gold Package - \$5,000***

- Logo displayed on Hanworth House website
- 2x social media posts throughout the year
- 2x database mailouts throughout the year
- 4x VIP invitations to Labels on the Lawn
- 6x General Entry invitations to Labels on the Lawn
- Digital advertising during event
- Logo on media wall during event
- Sponsorship on event video

# SPONSORSHIP PACKAGES

\*CONTACT US FOR A CUSTOM PACKAGE\*

# QUICK STATS



36,000 cars drive on Lytton Road per day, per most recent report from Brisbane City Council



4,000 website sessions during previous Labels on the Lawn period



Accounts reached per month:  
6,368

Labels on the Lawn month tends to be 30% higher



Bubbles and Benevolence podcast ranked #1 podcast for not-for-profit in Australia 3 times in the last 30 days, with only 5 episodes released so far

# BENEFITS OF SPONSORSHIP

*Sponsoring such a fast-growing and charitable event that bring the community together like Labels on the Lawn can be highly beneficial to you, outside the perks outlined in the Sponsorship Packages.*



## *increased brand awareness*

Help increase brand awareness among LOTL attendees and to the wider audience who may be exposed through our marketing and social media channels. This can be particularly beneficial to increase your reach and attract new customers.

By sponsoring an event with a focus on supporting women and children impacted by DV, and helping to reduce fast fashion landfill, your company can align itself with these important values, creating a positive association with the company in the minds of attendees and potential customers

## *positive association for you CSR*

## *networking opportunities*

Sponsoring LOTL can provide valuable networking opportunities for your company. It allows your team to connect with other businesses and potential partners, as well as attendees who may be interested in the company's products or services.

Sponsoring an event can also be an effective way for your company to generate leads and sales. By showcasing your products or services at the event, you can attract potential customers and generate new business.

## *lead generation*

## *community building*

Sponsoring this local event can help our company build goodwill and support within our community. It shows that you are invested in the community and interested in supporting local initiatives and causes.

# THANK YOU FOR YOUR TIME

*We look forward to  
working with you!*



HANWORTH HOUSE



**Women's**  
Legal Service Qld



[hanworthhouse.com.au](http://hanworthhouse.com.au)

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