



## **SPONSORSHIP PROGRAM**



### **ABOUT DEBRA AUSTRALIA**

Debra Australia is a national charity established in 2005 and is dedicated to funding essential support services to children and adults with Epidermolysis Bullosa (EB), and give hope to people who desperately need it.

EB is a painful genetic skin disorder, where the skin layers and other body linings separate and blister at the slightest touch. Normal day to day life can cause severe pain that leads to disfigurement and disability. Imagine your skin is as fragile as a butterfly's wings; this is the reality of people living with EB.

With your help we can improve quality of life, offer support and work towards a cure.

**WE ARE SMALL AND RARE, BUT WE DO COUNT.**



*CARMEL AT THE SUNSHINE COAST*

## BUY A BUTTERFLY AND SPONSOR THE BUTTERFLY CHILDREN

### SPONSORSHIP PARTNER PROGRAM

An innovative sponsorship program has been established by debra Australia to increase value for partners. The sponsorship partners program has been designed for sponsors to adopt a program or event for 2 years with the following objectives:

- Minimizing marketing clutter and maximizing value for sponsors with an opportunity for category sponsors. This means that your organisation can support one event or program exclusively.
- Enlisting support from all members, extended family, contacts, donors and other sponsors.
- Offering sponsors greater recognition, via the newsletter, website, calendar, events and public appearances.
- Access to debra guest speakers for company functions.

Debra Australia aims to create a relationship with sponsors to build a successful partnership which has flexibility and customised to suit individual organisations. We can provide specifically tailored strategies to assist your company or brand in maximizing its return on investment as well as contributing to corporate social responsibility targets. This includes media and public relations opportunities. **All donations made are tax deductible.**

## SPONSORSHIP BUTTERFLIES



**GOLD - \$10,000**



**SILVER - \$5,000**



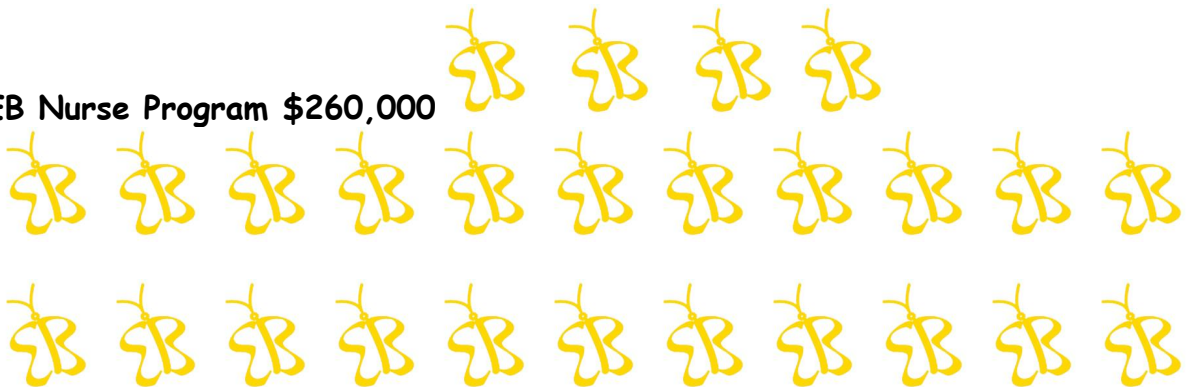
**BRONZE - \$1,000**

## ADOPT A PROGRAM OR EVENT

### SPONSORSHIP OPPORTUNITIES

A wide range of sponsorship benefits are available, which offers exclusive or joint sponsorship deals for the following events and programs:

#### 1. EB Nurse Program \$260,000



EB Specialist nurses are a vital point of contact for all members with EB and especially for new families with an EB baby. To provide a national nursing EB service to families with children, 2 national EB Nurses are required in Australia to cover all States. The new EB Dressing Scheme which commenced in January 2010 funds a dressing nurse that can give advice on dressings only. A further 2 EB Nurses are required to:

- Act in the capacity of rapid response nurses when new babies are born
- Provide dressing education
- Educate the community groups and network in the community
- Create awareness and understanding of EB
- Act as an advocate for EB families
- Trial new dressings
- Consult with the EB Clinical Advisory Committee



## 2. National EB Camp \$70,000

The National EB Conference is held on a bi-annual basis and will be held next in April 2012. The event is well attended by EB members, families, health professionals, carers and volunteers. Guest speakers include national EB experts. The focus is for the adults to hear the latest research updates, best practice dressing techniques and what products are available. A comprehensive children's program is carried out over the weekend to ensure they have loads of fun while the parents attend various sessions. The whole weekend is jam-packed with activities, presentations, and valuable networking opportunities.



## 3. Fund EB Registry and Associated Research \$20,000

Debra Australia supports research opportunities in Australia to improve EB services and ultimately find a cure. Currently there are health professionals working in all major capital cities conducting EB research and Debra has set up a formal process for these entities to apply for research funding. Part of this includes supporting the EB Registry which is managed from St George Hospital in Sydney by Prof Dedee Murrell. Statistics from the registry have been used in the past to lobby the Government for much needed EB Services including the EB Dressing Scheme which was federally funded in 2010 for 4 years at 16.4 million dollars. BrightSky Australia now allocates these dressings to families living with EB every month to their doorstep. This is a huge milestone in EB services and a first for Australia. There is still much more to be achieved including EB Nurses and respite care being funded by the Government.



## 4. Project National \$16,000

Debra Australia originated in 2005 as a result of the 4 State organisations in QLD, NSW, VIC and SA combining forces to create a united front. Since then the national body which is made up of State membership has evolved to include a part time paid coordinator and part time contractors for marketing, fundraising and administration. Debra Australia now also has a network of invaluable mentors and supporters who have worked tirelessly along the way on a pro bono basis to sustain a professional non for profit organisation. To improve efficiencies and streamline systems the State organisations are working together to become one nationally registered body. This process commenced in 2010 and a project coordinator is in place to initiate the new national organisational model with input from all 5 debra organisations. Funding for legal

fees to set up the new entity and regulatory compliance costs along with the project coordinator contractor is estimated to be \$16,000 for completion of this project.



**5. EB Adventure Camp \$10,000**

Teenagers and young adults with EB get the opportunity to go on an annual adventure camp based in New Zealand. There they engage in activities they have never experienced before like snow skiing, white water rafting, abseiling and much more. Debra New Zealand facilitates this camp with the support of Debra Australia. Activities are modified to meet the need of individuals along with a trained group of volunteers.



**6. Debra International Conference \$7,000**

Debra International Conference is held on an annual basis. This is an invaluable opportunity for a Debra Australia representative and EB Nurse to network with international EB experts, learn best practice EB care and mentor smaller and newer organisations. Debra Australia is an active member facilitating sessions. The current President attends conference calls monthly and is an Internal auditor for Debra International.




**7. National Debra Australia Newsletter \$5,000**

The national newsletter is printed on an annual basis and is distributed on a national basis. All state Debra groups and the national body have input into the newsletter. From 2011 a new quarterly email newsletter will also be distributed and a database put in place to maximise contacts and current news to our loyal supporters and families.



**8. Telecommunications - Teleconferencing \$4,000**

As Debra is mainly made up of volunteers around the country it is also essential that we provide teleconferencing facilities for regular meetings. Teleconferencing has been an invaluable communication tool for conducting the general and subcommittee meetings.

9. Website \$2,000  

The debra Australia website is a vital communication link with the outside world and regular enquiries are received from EB families and health professionals within Australia and from around the world. It is updated on a regular basis and requires ongoing funding.

10. International EB Awareness Week \$2,000  

Annual International EB Awareness Week is held in October each year and raises much needed awareness throughout the community and nationally in Australia. Preparation for this event involves marketing & public relation expenses which are ongoing.

*\*\*Please note: Events or programs can be sponsored exclusively or by a group of companies - all entitlements will still apply.*

## PARTNERSHIP BENEFITS

Debra Australia offers a number of entitlements for sponsorship partners, including:

**Brand awareness** for your company through the charity whereby the sponsor's logo will be displayed on all print materials and literature in regard to the designated program or event.

**Sponsor's logo** will appear on the debra Australia website, annual calendar and in the 6 monthly newsletter which is distributed nationally.

**Corporate Social Responsibility (CSR)** debra Australia facilitates the organisation in meeting your CSR objectives.

**Opportunity** to be linked with a charitable organisation that is committed to its aim and vision.

**Satisfaction** that you are enabling debra Australia to ensure that future generations are spared the pain and indignity suffered by inspirational people like Dean Clifford (Motivational Speaker).

**Guarantee and commitment** that 100% of the money provided will be wisely used by the charity to meet real needs.

**Media Coverage** - The Company's name and sponsorship link will be mentioned on all TV, radio and press interviews relating to the designated program or event.

**Knowledge** that you are working with an organisation that never forgets the purpose of its existence, whilst at the same time conducting its affairs in a highly cost effective manner with passion and dedication.

**Realization** that you are supporting an orphan disease that, with your help, could bring to an end a horrendously painful, sometimes fatal genetic condition not just in Australia but throughout the world.

### Other information

- Sponsors will receive a tax deductible receipt for donations.
- A butterfly certificate will be forwarded to display in your organisation.
- Naming and presentation rights will also be available for relevant programs or events.
- Debra Australia will give personalised feedback on the event / program outcomes.
- Each sponsor has the option to have first preference for the same event or program at the end of the 2 year agreement.
- Gold and silver sponsors go into consideration for the President's award.

## OTHER WAYS TO SUPPORT DEBRA

### Workplace Giving Program

Workplace giving is a simple and effective way to regularly donate to debra through automated payroll deductions. It allows employees the opportunity to make regular donations through their payroll system and provides people with a way to support their community. There are also benefits for employees and a simple step by step process of introducing the program is available as a guide.

Staff may donate enough money to purchase a butterfly and then have ownership of an event or program via our sponsorship program.

For more information refer to the Australian Government Workplace Giving Program or visit [www.partnerships.gov.au/workplace\\_giving](http://www.partnerships.gov.au/workplace_giving)

### International EB Awareness Week

International EB Awareness Week is held on an annual basis the last week in October. Staff can participate by supporting relevant fundraising projects for that year (eg. raffles, selling merchandise) to raise much needed awareness and funds for research.

## HOW TO BE A SPONSOR

For more information on sponsor partnership opportunities contact the Secretary:

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Email: [secretary@debra.org.au](mailto:secretary@debra.org.au)