

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 MAY BE SMALL AND RARE, BUT WE DO COUNT.



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. This includes media and public relations opportunities. **All donations made are tax deductible.**

ADOPT A PROGRAM OR EVENT

SPONSORSHIP BUTTERFLIES



GOLD - \$10,000



SILVER - \$5,000



BRONZE - \$1,000

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 Specialist Nurses \$160,000**



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, 3 EB Nurses are required in Australia to cover all States. The new EB Dressing Scheme commencing in January 2010 is only funding 1 EB Nurse which will severely limit support to families. The 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 Conference \$70,000**



The National EB Conference is held on a bi-annual basis in June. The event is well attended by EB members, families, health professionals, carers and volunteers. Guest speakers include national and international 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. **Support EB Members \$40,000**



DebRA State organisations are voluntary run groups who support EB families with individual needs. DebRA Australia assists the States to meet their goals and objectives as the need arises by funding support and acting as an advocate on their behalf. Support may be in the form of funding for transport for research, dressing trial expenses, medical costs, funeral expenses, attending EB Camps, or improving quality of life. This program is reviewed on a month-to-month basis and requests are dealt with as they arise.



4. EB Adventure Camp \$10,000

Members 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.



5. “Teens & Young Adults Independence” Support Program \$10,000

It is important that DebRA support young EB people to have the opportunity to work towards living independently in the community if they wish to do so. This is where DebRA works closely with other community organisations and the family to reach this very important goal.



6. “Parents Time Out” Program \$7,000

It is hard enough being parents of healthy children unaffected by any disability or illnesses. Parents of EB children are often full time carers, it is important that they have a break and rejuvenate. The “time out” program has been established for groups of Mums or Dads to get away, do something special, and rejuvenate for the benefit of themselves and their children.



7. Telecommunications – Teleconferencing \$6,000

As DebRA is mainly made up of volunteers around the country it is also essential that we provide teleconferencing facilities for regular meetings.



8. Telecommunications – 1300 Free Call Number \$6,000

Communication is a vital part of any organisation. A 1300 number will be made available to members to improve communication resources.



9. National DebRA Australia Newsletter \$6,000

The national newsletter is printed every 6 months and is distributed on a national basis. All state DebRA groups and the national body have input into the newsletter.



10. "Follow Your Dreams Grant" \$5,000



Carmel Harris, an EB sufferer and active DebRA member, sadly passed away with severe EB in 2007. She was, and still is, an inspiration to everyone who was fortunate enough to have met her. In memory of Carmel, DebRA Australia and her family have set up a memorial fund to allow for an EB person to have a special dream realised each year. The grant was launched in June 2007 and the

recipient will be announced on an annual basis in conjunction with the AGM or EB Conference. The sponsorship money will assist with expenses for this wish in conjunction with the fund.



11. Website \$2,000

The DebRA Australia website is a vital communication link with the outside world. It is updated on a regular basis and requires ongoing funding for maintenance and hosting costs.



12. Butterfly Day \$2,000

The annual national Butterfly Day held in October each year raises much needed awareness. First established in 2005 it has doubled in size each year. Preparation for Butterfly Day involves marketing & public relations 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

EB BUTTERFLY DAY

EB Butterfly Day is held on an annual basis in October. Staff can participate by selling butterfly 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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