



# 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.**



## 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 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.**

# 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 \$200,000

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 and adults, EB Nurses are required across Australia to act in the capacity of rapid response nurses when new babies are born and to support existing families.

- 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. FAMILY SUPPORT SERVICES \$150,000

An essential service provided by DEBRA Australia is the Family Support Service. Our support workers work closely with families to ensure that they have the tools and capacity to access relevant services as provided by government agencies and health service providers. As an intimate support service it is vital that key family support staff are well versed and qualified to provide these essential services and we are forever faced with the challenge of funding the necessary resources on an annual basis. Services include:

- Advocacy
- Clinical support
- Research and guidance on service provisions/requirements
- Lifestyle support

### 3. NATIONAL EB CAMP \$70,000

The National EB Conference is held on a bi-annual basis and will be held next in September 2015. 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.

### 4. RESEARCH \$60,000

DEBRA Australia supports clinical and laboratory based 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. Research is vital in the ongoing search for a cure and we work closely with international research entities and encourage collaboration across the globe.

## 5. ADULT TRANSITION PROGRAM \$40,000

In line with the family support services program DEBRA Australia is now looking to provide a transitional service for those EB patients moving from a paediatric clinical program to adulthood. Unfortunately huge gaps exist between the services available and many families find themselves at a loss for consistency of care and access to vital services. Providing an environment whereby young adults can maintain their level of care and work towards independent living is fast becoming a vital role for Debra Australia.

## 6. HEALTH PROFESSIONALS EB CONFERENCE \$10,000

A Health Professionals EB Conference is held as a bi-annual event in conjunction with the EB Camp to educate health professionals from all over Australia in EB Care. National and international guest speakers are utilised to promote best practice EB Care Guidelines.

## 7. 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 Vice Chairperson attends conference calls monthly and is the Treasurer for DEBRA International.

## 8. NATIONAL DEBRA AUSTRALIA NEWSLETTER \$5,000

The national newsletter is distributed on a quarterly basis (or more often if required) via email and post. A marketing contractor formats the newsletter and hard copies are printed to utilise for events. The newsletter is distributed to our growing database in Australia and overseas.

## 9. TELECOMMUNICATIONS – TELECONFERENCING \$5,000

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.

## 10. WEBSITE \$4,000

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.

## 11. 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.

## 12. PRINTING OF EB RESOURCE MATERIAL \$2,000

EB booklets and brochures are printed each year with relevant up to date information and contacts. These booklets and brochures are distributed to health professionals and families to share with their local health professionals. They are also utilised at different events on a national basis.

**\*\*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 and national newsletter.

**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 where possible.

**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.

**REALISATION** that your support for this orphan disease can help to 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 Chairperson'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:

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