

# 2024 EVENT SPONSORSHIP



Together, we can help create a life free from  
mental illness

# THANK YOU

Thank you for the opportunity to present this partnership proposal. We are excited by the potential of our two brands working together to help create a life free from mental illness.

Mental health issues are growing at an alarming rate, with existing services unable to slow the growth of mental illness, this will be the biggest health challenge in our lifetime – and it has devastating impacts.

Whilst there are improvements being made, there is still a significant lack of understanding and stigma around mental health issues and major delays in providing the appropriate professional help for those impacted and how to provide that support in a working environment.

Our mission is to help create a life free from mental illness by investing in vital mental health research that impacts and changes peoples lives but we cannot do this alone! It is great pleasure we provide you with our proposal.

If you have any questions or would like to discuss any part of this proposal, please don't hesitate to contact me on 0437 790 700 or at [bwilliams@breakthroughfoundation.org.au](mailto:bwilliams@breakthroughfoundation.org.au)

Thank you again for your consideration to partner with Breakthrough.

I look forward to hearing from you.

Kind Regards  
Brooke Williams  
Partnerships and Philanthropy Manager



# TABLE OF CONTENTS

1

## INTRODUCTION

About Breakthrough .....	4
Our Purpose and Impact .....	5

2

## 2024 EVENTS

Men's Mental Health Dinner .....	6
Community Round .....	7
High Tea .....	8
Golf Day .....	9
Big Bike Ride .....	10
Other Opportunities .....	11



# ABOUT BREAKTHROUGH



Australia's **first and only** charity 100% dedicated to mental health research



Established 2018  
Fully independent  
Local presence - based in SA  
National focus with partners around Australia

“ Our **vision and purpose** is to help create a life free from mental illness by investing in world leading mental health research that maximises impact and changes people's lives. ”

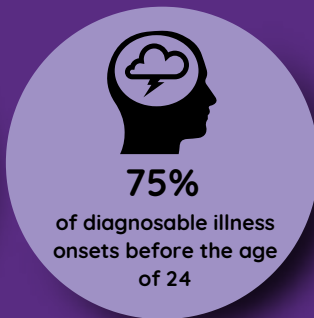
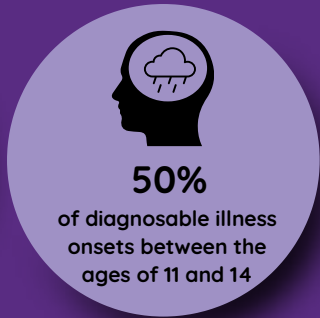


Asking the questions: “What causes mental illness? “How can we treat it?” “How can we act faster?” and “Ultimately, how can we prevent it from happening in the first place?”



100% funded by our community  
(No State or Federal funding)

# OUR PURPOSE AND 2022-2023 IMPACT



**\$1.9M**

Invested in Mental Health Research in 2022 and 2023 so far

**29** Research Projects Funded

Across SA and NSW

**19** once-off **10** multi-year **5** PhDs



## Mental Health Training



**375 trained MH First Aiders**

Fun fact: In Kangaroo Island, there is one mental health first aider trained by Breakthrough for every 30 people





# BIGGEST MEN'S MEAL AND MENTAL HEALTH DINNER



Thursday 23 May 2024



Adelaide Oval



500+ attendees

**We lose 9 lives every day to suicide in Australia. 75% of those lives lost are men.**

Breakthrough invites you to partner with us for the “Biggest Men’s Meals and Mental Health Dinner” for an evening of exploring vulnerability, building skills, and addressing the taboo around mental illness for men. There will also be high profile guest speakers on a panel sharing lived experience stories as well as entertainment, and raising funds for vital research into mental health projects.

**This event will attract a lot of media attention with huge exposure potential for your brand.**

## SPONSORSHIP PACKAGES

	\$25k	\$15k	\$10k	\$5k
Exclusive presenting partnership rights of the event	✓			
Speaking Opportunity	✓			
Activation at the event	✓	✓		
Tickets to the event	16	8	8	8
Branding on all digital assets (social media, edm’s, articles)	✓			
Social media acknowledgement	✓	✓	✓	✓
Opportunity for gift for all attendees	✓	✓	✓	
Logo acknowledgement on slides	✓	✓	✓	✓
Branding on Adelaide Oval LED signage	✓	✓		
Logo on menu	✓	✓	✓	✓
MC acknowledgement	✓	✓	✓	✓
Logo on photo wall	✓	✓		
Acknowledgement in Breakthrough’s annual newsletter	✓			

# COMMUNITY ROUND

Breakthrough's Community Round is an opportunity to start the mental health conversation within local sporting clubs. Sporting clubs are trusted voices in their communities and are an ideal vehicle to drive the message about mental health awareness and the need for research to help create a life free from mental illness.

The Community Round receives significant community engagement, with over 200 clubs on average taking part each year. This presents large engagement opportunity for your organisation.

Find out more about the Community Round [here](#)

## SPONSORSHIP PACKAGES

	\$10,000	\$5,000
Shared presenting rights (maximum 2)	✓	
Your logo on the "5-signs" printed and electronic poster	✓	✓
Inclusions in Breakthrough's video content	✓	
Logo displayed on community round website	✓	✓
Social media post about your partnership	✓	✓
Inclusion in Breakthrough's annual newsletter	✓	✓

The Community Round is supported by: All local Football leagues, SACA, Hockey SA, Netball SA, Baseball SA, Lawn Bowls, A-League, SAASL, Rugby SA, Tennis SA, and Adelaide Roller Derby.





# BREAKTHROUGH'S GOLF DAY



6 September 2024



Kooyonga Golf Club



\$1900 for a team of 4, day catering, 3 course dinner with beverage package, carts included

Major Sponsor

JAMES  
THREDGOLD  
JEWELLER

You're invited to partner with us for the third annual Breakthrough Golf Day. Thanks to major sponsor **James Thredgold Jeweller**, we're once again taking over the illustrious Kooyonga Golf Club for a day of connection, fun, and of course raising vital funds for mental health.

## SPONSORSHIP PACKAGES

	\$3,200	\$1,500
Team of 4 including food, and beverages throughout the day	✓	
3 course dinner and drinks package	✓	
Signage on hole displaying company logo	✓	✓
Opportunity to activate a hole (approvals required)	✓	✓
Logo featured on event day collateral	✓	✓
Logo in event dinner booklet	✓	✓
Logo featured in event edm	✓	✓
Logo featured on event booking page	✓	✓
Logo featured on event promotion on social media	✓	✓
Logo on slides	✓	✓
MC acknowledgement	✓	✓







# WOMEN'S MENTAL HEALTH HIGH TEA



August 2024



EOS Ballroom



300+ attendees



\$90 Per Ticket

After the success of the inaugural women's mental health high tea in 2023, this year we will be building the momentum and aiming for 300 guests.

Hear from inspiring female researchers helping to create a life free from mental illness.

**We are seeking in-kind sponsors and donations to support our fundraising efforts for this event.**



# BREAKTHROUGH'S GOLF DAY



6 September 2024



Kooyonga Golf Club



\$1900 for a team of 4, day catering, 3 course dinner with beverage package, carts included

Major Sponsor

JAMES  
THREDGOLD  
JEWELLER

You're invited to partner with us for the third annual Breakthrough Golf Day. Thanks to major sponsor **James Thredgold Jeweller**, we're once again taking over the illustrious Kooyonga Golf Club for a day of connection, fun, and of course raising vital funds for mental health.

## SPONSORSHIP PACKAGES

	\$3,200	\$1,500
Team of 4 including food, and beverages throughout the day	✓	
3 course dinner and drinks package	✓	
Signage on hole displaying company logo	✓	✓
Opportunity to activate a hole (approvals required)	✓	✓
Logo featured on event day collateral	✓	✓
Logo in event dinner booklet	✓	✓
Logo featured in event edm	✓	✓
Logo featured on event booking page	✓	✓
Logo featured on event promotion on social media	✓	✓
Logo on slides	✓	✓
MC acknowledgement	✓	✓







# BIG BIKE RIDE FOR MENTAL HEALTH



27 October 2024



Government House



200+ riders

Back for the fourth year in a row, Breakthrough supporters will don their lycra in support of vital mental health research. Riders will cycle either 50 or 100km, then come together and celebrate with friends and family at the event village hosted in the beautiful grounds of Government House.

As an event partner you will be supporting vital research into mental health, while allowing your brand to have great exposure in the lead up to, during the ride, and when the results are announced.

## SPONSORSHIP PACKAGES

	\$15k	\$5k	\$3k
EDM recognition through Breakthrough database	✓	✓	✓
Acknowledgement in event promotion	✓	✓	✓
Logo on bike ride event registration page	✓	✓	✓
Opportunity to provide item in riders "goodie bag"	✓	✓	✓
Complimentary rider registration	10	5	2
Opportunity to activate at event village	✓	✓	
Logo on ride route signage	✓		
Branding rights on riders merchandise	✓		
Naming rights of the ride*	✓		
Speaking opportunity at rider briefing	✓		

\*Breakthrough reserves the right to review and ultimately refuse naming right sponsorship rights in the instance of conflict of interest



# OTHER OPPORTUNITIES



## Fundraising Support

If you're in a position to, we would appreciate the donation of items or experiences for our various fundraising events throughout the year. Experiences, services, and premium products are used for live and silent auctions at our events throughout the year.



## Direct Collect

Tick your sustainability goals while fundraising for Breakthrough at no cost with Direct Collect - a recycling pick-up service based in SA. Organisations and individuals can now support Breakthrough with your 10c deposit containers. Better yet, Direct Collect will do all the hassle of pick up and processing directly from your address. Available at both commercial and residential properties. [Find out more](#)



## Staff Engagement

We encourage engagement from all staff of our corporate partners to increase morale and create a deeply engrained partnership. This could be through volunteering at Breakthrough events, hosting internal fundraisers, establishing a workplace giving program, or staff hosting their own fundraiser. Contact us for more ideas to get involved or [visit the community hub](#)

## **We want to work with you!**

Reach out to us to discuss a custom proposal based on your business needs and budget.

### **Brooke Williams**

Partnerships and Philanthropy Manager  
bwilliams@breakthroughfoundation.org.au  
0437 790 700

### **John Mannion**

Chief Executive Officer  
jmannion@breakthroughfoundation.org.au  
0435 659 524



Together, we can help create a life free from mental illness