

# SPONSORSHIP PROSPECTUS 2020



2020

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INVISIBLE ILLNESSES Inc

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## *Can We Tell Who* **Has a Disability by Looking at Them?**



# SPOON THEORY

*for newbies*



**Spoon Theory** describes the energy output throughout the day for a person with chronic illness, disability, and/or other health-related issues. Author Christine Miserandino dubbed this physical and cognitive fatigue Spoon Theory, and a large number of affected people lovingly refer to themselves as "spoonies". See why in the example below.



By becoming a Sponsor, you are opening the door for over 1600 people who suffer with Invisible Illnesses.

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Support groups - also often referred to as self-help groups - are groups of people who gather to share common problems and experiences associated with a particular problem, condition, illness, or personal circumstance. In a support group, people can talk with other folks who are like themselves - people who truly understand what they're going through and can share the type of practical insights that can only come from firsthand experience.

We seek expressions of interest from businesses that are active in the community and have a shared vision of good governance and the creation of strong supportive communities

## PARTNERING WITH INVISIBLE ILLNESSES Inc

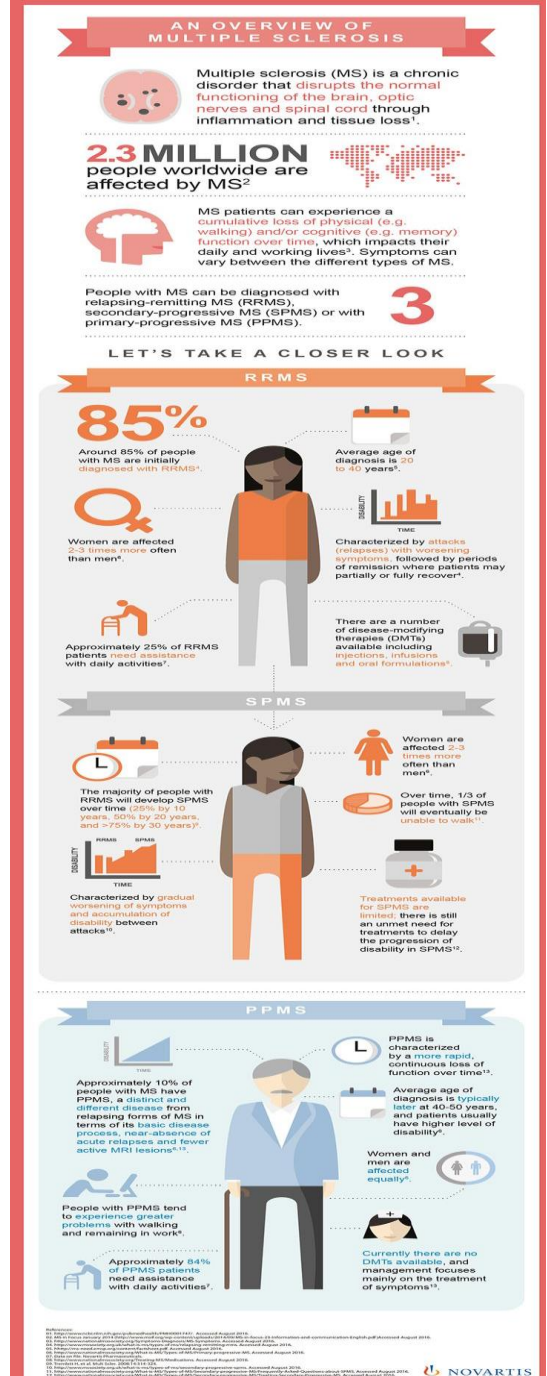
When you sponsor Invisible Illnesses Inc the partnership will help you to:

- \* Reach over 1600 members who suffer with invisible illnesses
- \* Increase your brand's presence with advertising through our social media & newsletter
- \* Develop relationships with other organisations and businesses
- \* Generate business leads through our members and networking
- \* Show case your products and services at our events

## OUR MISSION

Invisible Illnesses Inc. is committed to the ongoing support of our members by:

- \* Provide support and education for people diagnosed with invisible illnesses
- \* Educate health professionals in the management of symptoms
- \* Increase community awareness of invisible illnesses



# 7 Truths People Living with Depression can Relate to:

1) There is nothing worse than feeling depressed when by all accounts things in your life are going well and you 'should' be happy.

2) You start thinking more and more negatively and while you often know what you are doing, you just can't stop.

3) You know what it's like to sleep for a full 8 (or more) hours and yet still feel like you could sleep for days.

4) There are days when all the money, chocolate, or love in the world couldn't make you get out of bed.

5) You know what it feels like to walk around with a smile on your face while on the inside you are barely holding it together.

6) There is nothing more isolating than opening up to someone about how you are feeling and hearing things like "it is just a phase", "you are just having a bad day" and the best of them all... "have you tried exercising".

7) You know what it's like to feel completely hollow and numb even when doing the things you love most.

[www.paintedteacup.com](http://www.paintedteacup.com)

## HOW SPONSORS SUPPORT US

The support of our sponsors is integral to the work that we do for our members and the broader community. Our sponsors help us to:

- \* Hold regular education and professional development events for members and the general public
- \* Hold social and networking events for members and the wider community
- \* Distribute news, information and education to members via e-Newsletters, social media and other resources
- \* Advocate for reform and for the betterment of the medical field
- \* Providing strong advocacy and direction to government, community and members.

**In turn our sponsors receive a range of entitlements and opportunities to promote their business and form relationships with other businesses**

### Our members include:

- Small Business Owners
- GP's
- Chiropractors
- Business Coaches
- Massage Therapists
- 360 Health
- Act Belong Commit
- Headspace
- Accountants

### Our communications go to:

- 1700+ Facebook Members
- 700+ Facebook Followers
- 1000+ subscribers
- 600+ LinkedIn members
- 3000+ Letterbox's

### Our events are attended by:

- Members of Parliament
- Business Owners
- GP's
- Chiropractors
- Related Service Providers
- The General Public



## CHOSING THE RIGHT SPONSORSHIP PACKAGE

Consider a base sponsorship package that is appropriate for your business and the level of exposure you're seeking. You can then build on it by opting for additional engagement activities such as at the annual Dinner & Dance Recognition Night, planned events or other opportunities that may become available throughout the year including advertising in the media



**Formal Dinner Dance & Events**

**ADDITIONAL OPPORTUNITIES MAY BE AVAILABLE**

# BRONZE SPONSORSHIP PACKAGE

INVESTMENT: \$1,000 + GST

Bronze is our entry level 'set and forget' Annual Sponsorship Package that has been designed as an affordable opportunity to achieve "INVISIBLE ILLNESSES INC Sponsor" status that associates your business with Invisible Illnesses Inc and opens the door for your business to engage with our members.

## ADVERTISING & DIGITAL

### Website

- Business listing under Sponsors tab on website under Bronze Sponsor Category
- Business logo under our sponsors on home page

### Media Access

- Fourth priority for additional advertising opportunities generated by Invisible Illnesses Inc activity through other media outlets

### Social Media

- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn

### Other

- 1 x ½ price ticket at our Formal Dinner/Dance Recognition night
- 1 small logo banner at our events
- Priority to renew sponsorship at this level for the next financial year

# SILVER SPONSORSHIP PACKAGE

INVESTMENT: \$5,000 + GST

Silver is our lower level Annual Sponsorship Package that has been designed as an affordable opportunity to your involvement in the community group sector status and expose your business to our members by providing content for digital communications, supporting an event and receiving complimentary registration to attend regular education and networking events

**A maximum of 15 Silver Sponsors will be accepted. Silver Sponsors have the first right to renew**

## ADVERTISING & DIGITAL

### Website

- Business listing under Sponsors tab on website under Silver Sponsor Category
- Business logo under our sponsors on home page

### E-News Bulletins

- 1 opportunity to provide a banner advertisement for inclusion in our e-News
- 1 opportunity to provide an article of interest for inclusion in our e-News

### Social Media

- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- 1 x feature post on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in event wrap up post where Sponsor was Event Sponsor

## Media Access

- Third priority for additional advertising opportunities generated by Invisible Illnesses activity through other media outlets

## Events

- **Free Event Registration** for 1 x delegate to all Invisible Illnesses events (subject to availability and excludes our Formal Dinner/Dance Recognition Night)
- **1 x Event Support – Includes:**
  - 1 x banner to be displayed at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
  - Provide promotional material for attendees (to be placed on tables by Sponsor. Note: this may not be offered for social events)
  - Acknowledgement on event marketing including e-bulletins, website Facebook & LinkedIn
  - Acknowledgement by facilitator in opening and closing address
  - Logo exposure on opening rotating slides (Note: this may not be offered for social events)
- **Third Priority to Present** as an educator/industry expert should the opportunity become available (subject to Invisible Illnesses having confidence that the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event)

## Other

- 2x ½ price tickets at our Formal Dinner/Dance Recognition night
- 1 small logo banner at our events
- Priority to renew sponsorship at this level for the next financial year



# GOLD SPONSORSHIP PACKAGE

INVESTMENT: \$10,000 + GST

**Gold is our mid-level Annual Sponsorship that has been designed for those seeking significant involvement in the community group sector and exposure to our members by maintaining regular interaction through supporting and attending events and providing content for digital communications.**

**A maximum of 5 Gold Sponsors will be accepted. Gold Sponsors have the first right to renew**

## ADVERTISING & DIGITAL

### Website

- Business listing under Sponsors tab on website under Gold Sponsor category
- Business logo under our sponsors on home page

### E-News Bulletins

- 2 opportunities to provide a banner advertisement for inclusion in our e-News
- 2 opportunities to provide an article of interest for inclusion in our e-News

### Social Media

- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- 1 x feature post on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in event wrap up post where Sponsor was Event Sponsor

### Media Access

- Second priority for additional advertising opportunities generated by Invisible Illnesses activity through other media outlets

## Events

- **Free Event Registration** for 1 x delegate & 1 ½ price registration to all Invisible Illnesses events (subject to availability)
- **1 x Event Support – Includes:**
  - 2 x banners to be displayed at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
  - Provide promotional material for attendees (to be placed on tables by Sponsor. Note: this may not be offered for social events)
  - Acknowledgement on event marketing including e-bulletins, website Facebook & LinkedIn
  - Acknowledgement by facilitator in opening and closing address
  - Logo exposure on opening rotating slides (Note: this may not be offered for social events)
- **Second Priority to Present** as an educator/industry expert should the opportunity become available (subject to Invisible Illnesses having confidence that the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event)

## Other

- 1 x free & 1 x ½ price tickets at our Formal Dinner/Dance Recognition night
- 1 small logo banner at our events
- Priority to renew sponsorship at this level for the next financial year

# PLATINUM SPONSORSHIP PACKAGE

INVESTMENT: \$15,000 + GST

**Platinum is our premium level of Annual Sponsorship that has been designed for those who are highly active in the community support group sector and wish to maintain regular interaction without members and position themselves as leaders by providing regular content for digital communications and attending, supporting and partnering on education and networking events.**

**A maximum of 5 Platinum Sponsors will be accepted. Platinum Sponsors have the first right to renew**

## ADVERTISING & DIGITAL

### Website

- Business listing under Sponsors tab on website under Platinum Sponsor category
- Business logo under our sponsors on home page

### E-News Bulletins

- 2 opportunities to provide a banner advertisement for inclusion in our e-News
- 2 opportunities to provide an article of interest for inclusion in our e-News
- Inclusion in “Call a Sponsor” banner at the bottom of our e-News

### Social Media

- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- 2 x feature post on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in event wrap up post where Sponsor was Event Sponsor

## Media Access

- Priority for additional advertising opportunities generated by Invisible Illnesses activity through other media outlets

## Events

- Free Event Registration for 2 x delegates registration to all Invisible Illnesses events (subject to availability)
- 1 x Events Partnership – includes:
  - Sponsor invited to give a 5 minute welcome address
  - Logo exposure on any rotating and transition slides during event
  - 2x event promotions where we will promote a Sponsor held event to our members and network via inclusion in our e-News under “Upcoming Events” with a link to the Sponsor’s registration page or email address
  - Promotion of a Sponsor held event on our website under our “Events” tab.
- 2 x Event Support – Includes:
  - 3 x banners to be displayed at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
  - Provide promotional material for attendees (to be placed on tables by Sponsor. Note: this may not be offered for social events)
  - Acknowledgement on event marketing including e-bulletins, website Facebook & LinkedIn
  - Acknowledgement by facilitator in opening and closing address
- Priority to Present as an educator/industry expert should the opportunity become available (subject to Fibro & Us having confidence that the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event)

## Other

- 2 x free tickets at our Formal Dinner/Dance Recognition night
- 2 small logo banners at our events (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
- Priority to renew sponsorship at this level for the next financial year

# MAJOR EVENTS SPONSORSHIP PACKAGE

Show your support to the community living with Invisible Illnesses. Build on relationships and create new ones. Promote your brand and showcase your services in the community and position your brand as a leading supporter of Invisible Illnesses

Your brand will be seen throughout various elements of the event and attendees eager to learn more about your business will come to find you. Event sponsorship also gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure.

Sponsoring an event can be well worth the investment if you are clear about your goals. A well-planned event presence can generate quality leads, deliver great ROI, increase your brand reach and exposure, put you in front of your target market and best of all, build your brand's authority.

## FORMAL DINNER/DANCE RECOGNITION NIGHT

### OPTION 1 - NAMING RIGHTS

INVESTMENT: \$5,000 AVAILABLE OPPORTUNITIES: 1

#### INCLUDES:

- Naming rights Company logo to be incorporated into Invisible Illnesses Formal Dinner/Dance Recognition Night (The Logo) to be used for all promotional activity in the lead up to the event including e-News, flyers, website, Facebook, LinkedIn.
- The Logo on opening rotating slides and transition slides. Acknowledgement by Master of Ceremonies in opening and closing address.
- 2 x tickets to the event.
- Logo on certificates
- Option to provide gifts to attendees
- Opportunity to provide a 3-5 minute welcome presentation
- Acknowledgement in wrap up posts on Facebook and LinkedIn
- Use of Awards Logo and association with the awards program for the duration of the year

OPTION 2 - AWARDS

AVAILABLE OPPORTUNITIES: 6

INCLUDES:

- Opportunity to present award to the recipient
- Photograph with award recipient
- Logo and acknowledgement on marketing and communications relating to awards
- Logo on awards sponsor event banner on stage during awards
- Logo and acknowledgement on rotating slides
- Logo on award trophy and certificate
- 2 x tickets to Formal Dinner/Dance Recognition Night
- Acknowledgement in Awards Wrap Up on Facebook and LinkedIn

Categories	Investment
Volunteer of the Year Award 1 <sup>st</sup> Place	\$3000
Volunteer of the Year Award 2 <sup>nd</sup> Place	\$1500
Volunteer of the Year Award 3 <sup>rd</sup> Place	\$500
Corporate Volunteer of the Year Award	\$1000
People’s Choice “Spirit of Volunteering” Award	\$1000
Events Crew Volunteer Award	\$1500



# LIVING WITH INVISIBLE ILLNESSES INFORMATION DAYS

We hold our Living with Invisible Illnesses Information Days 3 times a year. We invite speakers from both the Medical & Holistic Field to speak about different ways of managing your condition or about different services that are available.

INVESTMENT: \$1,000 AVAILABLE OPPORTUNITIES: 3 x year

## INCLUDES:

- 1<sup>st</sup> Priority to be a speaker
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in our event promotion
- Logo on all publicity material for the event
- Banner at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
- Logo on slideshows
- 2 x tickets to the event, which includes morning tea and a light lunch
- Acknowledgement by Master of Ceremonies in opening and closing address.

# COMMUNITY FAMILY FUN DAY

## OPTION 1 - NAMING RIGHTS

INVESTMENT: \$5,000 AVAILABLE OPPORTUNITIES: 1

### INCLUDES:

- Naming rights Company logo to be incorporated into Invisible Illnesses Community Family Fun Day event (The Logo) to be used for all promotional activity in the lead up to the event including e-News, flyers, website, Facebook, LinkedIn.
- Acknowledgement by Master of Ceremonies in opening and closing address and throughout the day
- 1 x stall at the event.
- Opportunity to provide a 3-5 minute welcome presentation
- Acknowledgement in wrap up posts on Facebook and LinkedIn
- 5 Company banners to be placed around the grounds
- Featured photo in newsletter and other publications
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in our event promotion

## OPTION 2 -

INVESTMENT: \$2000 AVAILABLE OPPORTUNITIES: 6

### INCLUDES:

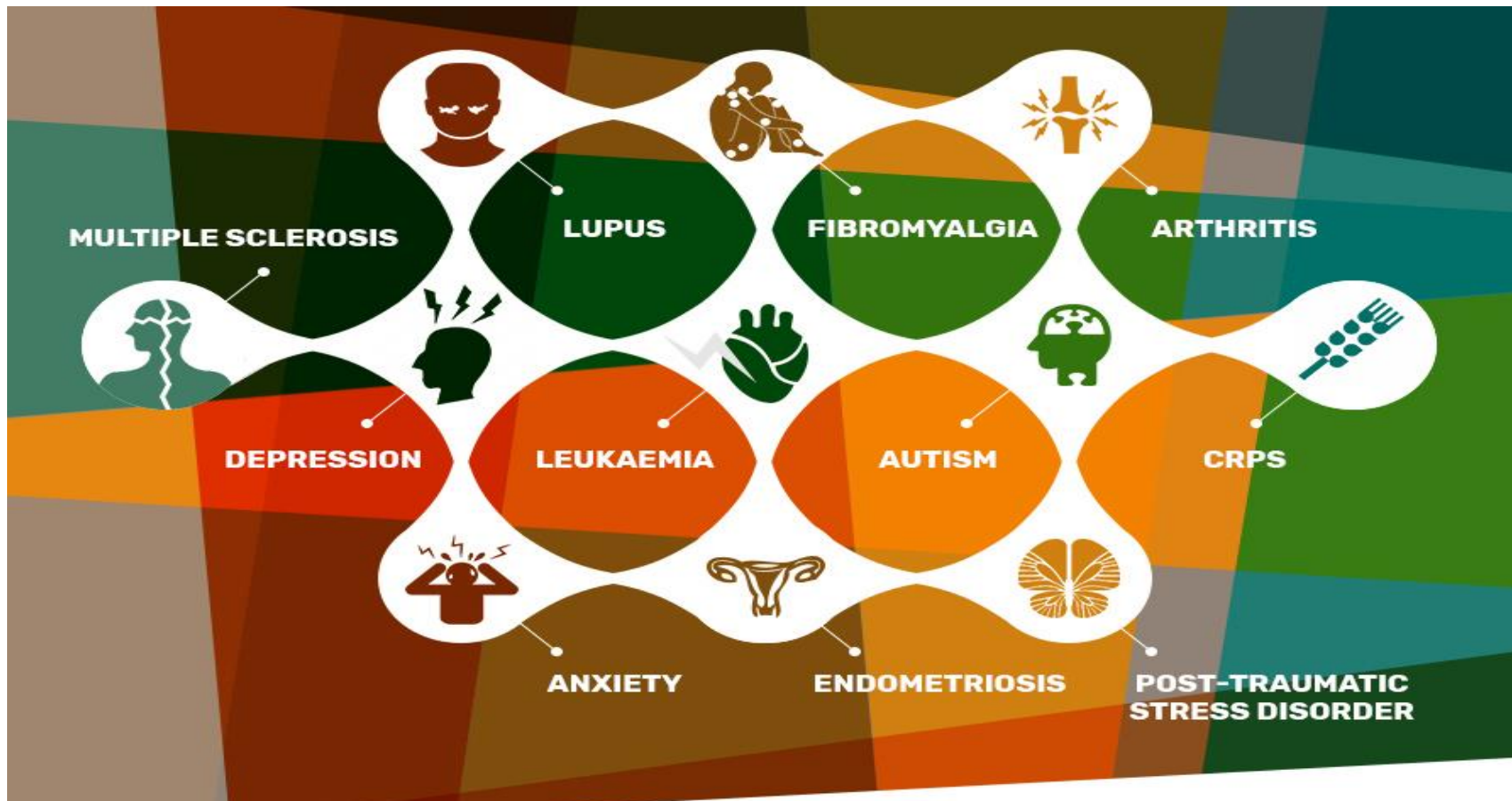
- 2 X Banner at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)
- Logo on marketing and communications relating to event
- Photo in newsletter
- Acknowledgement by Master of Ceremonies in opening and closing address
- 1 x ½ price stall
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in our event promotion

# BINGO

INVESTMENT: \$1,000 AVAILABLE OPPORTUNITIES: 12

## INCLUDES:

- Company logo to be incorporated into Invisible Illnesses Bingo event (The Logo) to be used for all promotional activity in the lead up to the event including e-News, flyers, website, Facebook, LinkedIn.
- Acknowledgement by Master of Ceremonies in opening and closing address
- Acknowledgement and tag (if sponsor has Facebook & LinkedIn) in our event promotion
- Photo in Newsletter
- Banner at event (location to be advised by Invisible Illnesses Event Crew on day of event, dependent on venue. Sponsor to supply, transport & set up banner)



## OTHER SPONSORSHIP OPPORTUNITIES

In order to plan a year of programs or events and to set goals, an organisation needs to know if its plans can be funded. Knowing how much money is available and allocating it accordingly gives an organisation a clear picture of where it sits financially at any given stage.

While a budget serves a short-term (12 month) function, financial planning allows organisations to plan for the future, anticipating spending and income for the next 3-5 years.

To plan for the future an organisation needs to:

- Develop contingency plans (for example, anticipate any funding sources that may dry up, and identify other sources of potential funds)
- Plan for future events and programs and determine how much money will be needed to support them
- Set financial goals - profit margins or reinvestment strategies
- Analyse our services or the cause and identify relevant grantmaking bodies.

Budgets cover two main items areas: Expenditure and Income.

### Expenditure includes: (subject to change)

Rent	Per Annum	\$13,780
Power	Per Quarter	\$300
Internet/Phone	Per Month	\$130
Stationery	Per Annum	\$1000
Public Liability \$20m & Volunteers Insurance	Per Annum	\$1800
Marketing/Advertising	Per Annum	\$5000
Printing	Per Annum	\$6000

Accounting/Auditing		Per Annum	\$4000
Event Fees		Royal Show	\$2500
		Health & Wellness Expo	\$2000
		Marts & Fairs Per Annum	\$100
		Conscious Living Expo	\$2000
Travel & Accommodation		Per trip	\$400
Membership Fees	Per Annum	Volunteering WA	\$60
		WACOSS	\$80
		Curtin FM	\$88
		District 32	\$1800
		BNI	\$2500
		LinkWest	\$110
Social Media Training/Mentoring		1 Year only	\$5000
Salaries – (at the moment we are all volunteers		Founder/President/week	\$400
but to keep our volunteers we need to pay a small		Office Manager/week	\$300
incentive)		Event Crew/Event	\$50
		Office Staff/week	\$50
Website Hosting		Per Month	\$200

**Income might include:**

Membership Fees

Grants

Donations

Sales of goods and/or services

Bequests

Annual fundraising events

To help remain financial, we offer smaller sponsorship packages as well starting from \$300 per annum. Please speak to us about these.

# APPLYING FOR SPONSORSHIP

To apply to become a sponsor please email us at [info@fibro-us.org](mailto:info@fibro-us.org) and request an application form.

Sponsorship will be considered on first come first served basis. You will be advised within 14 days of submitting your Application whether it has been accepted. If accepted, you will be provided with a Contract that must be completed and returned to Invisible Illnesses within 14 days in order to secure your Sponsorship.

## Priority & Terms for Existing Sponsors

Existing sponsors can apply immediately and have the first right of refusal for their current sponsorship category up until **30<sup>th</sup> December** each year. They are considered on a first-come-first-served basis, subject to any outstanding debts being paid. New sponsors will be considered from **1<sup>st</sup> February** each year and will be considered on a first-come-first-served basis.

## Payment Terms

Sponsors will be issued with an invoice for a 50% deposit within 14 days of their Application being accepted which is payable within 7 days. The balance will be invoiced 90 days later and must be paid in full within 30 days. Payment plans can be made subject to an administration fee totaling 3% of the contract value. You must notify Invisible Illnesses Inc at the time of submitting your Application if you wish to arrange a payment plan.