



twinkle, twinkle...

SPONSORSHIP OPPORTUNITIES

get ready to sparkle!

BE CENTRE GALA FUNDRAISING DINNER FRIDAY AUGUST 9, 2019
DOLTONE HOUSE JONES BAY WHARF, PIRRAMA ROAD, PYRMONT

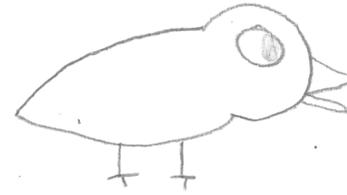
ABOUT US

Be Centre is a self funded charity providing one-to-one Play Therapy for kids aged 3–12 years. We are dedicated to early intervention, stopping cycles of harm and helping children heal from difficulties and major trauma, so they can thrive.

Established in 2008, Be Centre is the only centre of its kind in Australia providing effective and evidenced-based Play Therapy programs for disadvantaged and vulnerable children, who otherwise could not access vital therapeutic support.

Play is a child's natural medium of communication, it allows children to make their internal world external, giving children the opportunity to 'act out' situations which are disturbing, conflicting and confusing to them. Children in trauma need to be able to retrace and express the trauma to heal and move forward.

Last year Be centre celebrated its 10th Birthday. We have so much to be grateful for and are looking forward to our exciting and challenging "Tween" years. Now that we have our amazing purpose built centre, we look to consolidate and increase our funding to allow us to increase the capacity of our core Play Therapy program, this will ensure that we can help more children experiencing difficulties than ever before and continue, strengthen and expand our partnerships with Royal Far West, The Benevolent Society and our aboriginal program at Glebe Public School. There are also some new opportunities in other areas of Sydney that given the resources, we would love to develop...stay tuned!



Why we do what we do:

"While adults may use counselling to help them through difficulties, it's not always so effective for children. This is because a child's cognitive abilities and verbal skills are still developing – and words aren't necessarily the easiest way to connect with them. That's where Play Therapy comes in."

Be Centre doesn't just help with what's going on right now. Our program encourages children to build resilience so they can cope with tough times in the future by providing hope and healing through Play Therapy, to empower children who are experiencing emotional, social or behavioral difficulties, or who have been traumatised, to be the best they can be and are not scared to seek help if they need it again later in life.

Vision:

Resilient children reaching their full potential and creating a brighter future for themselves, their family and the community.

56%

of all children say they worry all the time about something

1 in 4

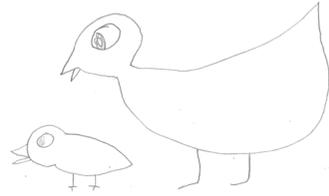
Australian primary school students is losing sleep through worry.

24%

of primary school students have a mental health issue

1 in 8

children and young people have a mental health disorder



WHY WE DO WHAT WE DO:

Jane's story: Not every child grows up in a safe and loving home

Jane was six and a half years old when she came to Be Centre. Jane's mum was referred to Be Centre by the domestic violence service she had sought help from. Jane and her mum and little brother had been living in a refuge for three months to escape her father because of his drug use and violent behaviour.

Jane's mum was first assaulted when she was pregnant with Jane and she had endured years of emotional, psychological and physical abuse, most of which Jane had witnessed. When Jane's mum was finally able to leave, they hid in an apartment supported by a friend, and Jane didn't go to school for a month for fear that her father would come and take her away.

Jane was amazingly brave for such a young girl. The trauma she experienced was impacting her in so many ways. Home had not been a safe place for a very long time and Jane was scared her father would find them, hurt or even kill her mum. She was anxious, scared and clingy, not wanting her mum to be out of sight. Going to the new school was really hard and she found it difficult to concentrate and make new friends.

Reassuring Jane her father didn't know where they now lived, didn't help. Jane had lived in fear for so long she couldn't switch off those feelings. Jane worried all the time about everybody and everything. She had trouble sleeping; had bad dreams about her father hurting her and her mum.

Jane came into her first play therapy session

and said, 'my daddy is naughty, he hurt my mummy'. She showed her play therapist how she was feeling by setting up 'traps' and alarms in the room to keep herself safe from 'baddies' and to protect other children. She didn't have a sense of self because she had lived in survival mode for so long. She couldn't relax and just be a kid.

Within the safety of the playroom with her play therapist, who accepted her just the way she was, Jane started to feel safer as she shared her worries and fears through her play. She started to understand that she was important, developed a sense of self where her feelings were heard and validated. She gained mastery over her fears and worked through ways to help her feel safer. Gradually Jane was able to easily separate from her mum when she went to school and her teacher reported that Jane was growing in independence and confidence and engaging more in the classroom. Jane loved coming to play therapy and said she wished she could come every day!

Play therapy allowed Jane to express her feelings through play, the language which is natural to children. Be Centre's scholarship programme enabled Jane to receive this help which would otherwise have not been available to her due to her family financial situation. Accessing appropriate help at this crucial stage of Jane's development has meant she is able to move forward feeling stronger and safer, with a much brighter future.



"Play therapy allowed Jane to express her feelings through play, the language which is natural to children."

* to protect the confidentiality of individual children names have been changed.



OUR GOALS IN THE NEXT 12 MONTHS

What we hope to achieve in the next 12 months and your opportunity to help

- Grow the clinical team by 2 full time equivalent staff to ensure we reach maximum capacity and maintain quality of programs at the new Centre within the next 12 months - x 2 staff members @ total of **\$160,000**
- Provide 150 individual Play Therapy Scholarships (12 sessions) to vulnerable children from disadvantaged families who otherwise could not afford to access vital therapeutic support - **\$300,000**
- Employ a brand development and marketing person to ensure we continue to build our profile, grow our follower base and expand our core recurring individual and corporate donation base - **\$60,000**

Your Opportunity to Sponsor

- Presenting sponsor - **\$15,000**
- Major Sponsor - **\$7,500**
- Electronic auction sponsor - **\$7,500**
- Corporate Table of 10 - **\$3,000**
(Inc \$1,000 tax deductible)
- Auction Prize Donations



OUR EVENT

Be Centre's Fundraising dinner is a prestigious annual gala ball and one of the highlights of the Sydney calendar.

This year's stellar evening (aptly named Twinkle Twinkle) will bring together more than 400 of Sydney's social and business leaders, and high profile celebrities to ensure Be Centre can continue to create brighter futures for vulnerable children and their families.

Highlights of the 2018 Be Centre '10th Birthday' fundraising dinner:

- More than \$100,000 was raised, helping Be Centre to increase capacity and reduce its wait list (but only from 7 months to 5 months)
- hosted by Channel 7's Weekend Sunrise presenter Simon Reeve
- support from celebrities, government and approximately 380 community and business leaders attended including Rob Stokes, Jimmy Wong, Arum Nixon (Masterchef), Nici Andronicus, GroupM, Jason Falinski MP, The Hon. Rob Stokes MP, Guy Leech, Westpac, and many others
- performance by leading Sydney entertainers
- significant exposure across radio and social media.

Online electronic bidding system allowed pre-bids on auction items to help increase fundraising return. Guests hotly contested more than 130 desirable live and silent auction items including:

- luxury overseas trips
- premium sports packages
- money can't buy experiences
- original artworks
- designer jewellery and watches
- and much more.

All items were donated, so 100% of proceeds supported our work with the children.



*"One of the best
Charity Galas
I've been to"*

Mark Lollback, Group M



ON THE NIGHT

In 2019, every \$2,000 raised from the event will provide a vulnerable, disadvantaged child access to life changing Play Therapy ensuring they can have the healthy, happy life they deserve.

Corporate Table: \$3,000 (Table of 10, includes priority seating and table signage included - \$1,000 tax deductible donation towards the work of Be Centre)

Individual tickets: \$200

General table: \$2,000 (table of 10)

if you can't join us on the night we still need your help: Sponsor a child by making a \$2,000 tax deductible donation. This will allow Be Centre to provide a vulnerable and disadvantaged child a 12 week one to one Play Therapy Program

65%

of adolescents
do not seek help for
mental illness

1 in 7

primary school kids
have a mental illness

YOUR INVITATION TO SPONSOR

Be Centre is excited to present opportunities to sponsor our 2019 Gala Fundraising Dinner and enhance your organisation's brand.

Your generous contribution to this stellar event will directly support our work assisting disadvantaged and vulnerable children and their families, whose lives have been impacted by trauma, such as domestic violence, abuse, bullying, impact of drugs, alcohol and family breakdown.

The need for our services is acute and increasing. We have recently moved to larger premises and have a funding shortfall to meet ongoing costs and to increase staffing levels to maximise capacity at the centre. **We need your help** to reduce the current 6 months waiting time for children in trauma.

We would be delighted if you would become a sponsor of this important event in 2019.

Benefits to your organisation of sponsorship include:

- high level exposure of your brand to our 400 event guests and our celebrity, corporate supporters
- enhanced credibility through your commitment to create brighter futures for at-risk children in Australia
- create company or product awareness with gift bag samples or auction prizes
- hospitality opportunities to entertain and reward your valued clients and staff.

Please see sponsorship levels and details on the following pages. We are also happy to discuss creating a tailored sponsorship package for your organisation.

Past sponsors of the Gala Dinner include:

Audi Australia, Channel 7, Clubs NSW, Commonwealth Bank, Coty, Doltone House, Dyson, G Bros Mercedes, Merivale, Noritake, Opera Australia, Robert Oatley Wines, Rugby Australia, Westpac and Southern Cross Austero.



PRESENTING SPONSOR

Your support will enable five at risk children to directly access vital therapeutic support.

Investment: \$15,000

PRE-EVENT:

- your logo featured in all print and electronic event publicity (including invitations, tickets, newsletters and our website)
- recognition as presenting sponsor
- regular Facebook posts on our page with ability to share feeds
- message of support on our website with link to your website
- banner ad on our website with link to your website.

EVENT - EXPERIENCE:

- logo included in scrolling AV presentation during event
- logo featured on sponsors' page in event program
- 2 tables for ten with premium food and beverages
- your product and/or collateral in exclusive gift bags
- verbal recognition of your contribution from event host
- full page advertisement in event program (back cover)
- banner display opportunity in pre-dinner drinks area/foyer (to be provided by you)
- prime table positioning in the room on the night
- your logo on the table

POST-EVENT:

- logo placement on our website
- article in post event newsletter
- thank you certificate
- professional photography of your guests and opportunities on the night with celebrity MC and special guests.



MAJOR SPONSOR

Your support will enable three vulnerable children to directly access vital therapeutic support.

Investment: \$7,500

PRE-EVENT:

- your logo featured in all print and electronic event publicity (including invitations, tickets, newsletters and our website)
- one Facebook post on our page with ability to share feeds
- logo on our website with link to your website.

EVENT - EXPERIENCE:

- logo included in scrolling AV presentation during event
- logo featured on sponsors' page in event program
- table for ten with premium food and beverages
- your product and/or collateral in exclusive gift bags
- half page ad in event program
- banner display opportunity in pre-dinner drinks area/foyer
- your logo on the table.

POST-EVENT:

- logo placement on our website and post event newsletter
- thank you certificate
- professional photography of your guests and opportunities on the night with celebrity MC and special guests.



centre

ELECTRONIC AUCTION SPONSOR

Your support will enable two children to directly access vital therapeutic support.

Investment: \$5,000

PRE-EVENT:

- your logo featured in pre-event newsletter and publicity and our online events page
- one Facebook post on our page with ability to share on feeds
- logo on website with link to your website.
- logo in key position on online auction bidding site (launched three weeks before event).

EVENT - EXPERIENCE:

- logo included in scrolling AV presentation during event
- logo on live action slide presentation on night
- live acknowledgment on the night by auctioneer
- logo feature on sponsors' page in event program
- table for ten with premium food and beverages
- your product and/or collateral in exclusive gift bags
- 1/3 page ad in event program
- your logo on the table

POST-EVENT:

- logo placement on our website and post event newsletter
- thank you certificate
- professional photography of your guests and opportunities on the night with celebrity MC and special guests.



PRODUCT DONATION

Part of the glamour and fun of our “Twinkly, Twinkle...” Gala dinner, is our guests enthusiastically making generous bids for our silent and live auction items and the watching 400 adults participate in fun childhood games to raise funds for Be Centre.

Live and silent auctions: We are seeking a variety of items ranging from gift vouchers and merchandise, through to holiday packages and once-in-a-lifetime experiences. Silent auction donors are recognised with logo and item photos and descriptions on our online bidding website. This allows for bidding to start up to two weeks prior to the event to help increase dollars raised as well increase brand and product awareness for you. As well as in our printed action catalogue on the night. All items are displayed in the room on the night.

Thank you for considering supporting Be Centre through sponsorship of our ‘Twinkle, Twinkle...’ 2019 Fundraising Gala Dinner.

Your support will help us grow so we can continue to make a lifetime of difference for children in difficulty, helping them thrive and create a firm foundation for the happy, healthy future they deserve.

To discuss your involvement or for further information
please contact:

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(02) 9913 7000 or email gailene@becentre.org.au

