

**“BUILD YOUR  
COMMUNITY AND YOUR  
COMMUNITY WILL  
BUILD YOU.”**

**SPONSORSHIP  
INFO  
PACKAGE**

**THE JOURNEYMEN**

Dear Supporter,

We are excited to invite your organization to partner with our charity, The Journeymen. As a valued supporter, your contribution will enable us to continue our mission as first-line responders in preventing the mental health crisis on the Sunshine Coast. We believe your organization's values align perfectly with our mission, and we are enthusiastic about collaborating to create a positive, lasting impact in our community.

### **Our Project: Heart Hub**

Our goal is to raise \$100,000 to kick-start a community center project called Heart Hub. This center will be an active facility for community members, serving as a hotspot for engagement and business opportunities. Heart Hub will host various community activities, workshops, and events throughout the week, fostering a sense of community and support. We also envision using the community center as a clubhouse for men to engage organically with each other, fostering social connections, healthy habits, and opportunities for personal growth and healing. The goal of this project is to cultivate a culture, mindset, and habits that mitigate the mental health crisis in our communities. Our unique approach to addressing community issues indirectly improves mental health. Our initiative is gaining momentum in community support but we recognize that our potential for impact grows exponentially with the support of dedicated partners like you.

### **Why We Need Your Support?**

To achieve our fundraising goal of \$100,000, we are seeking the support of community-minded organizations like yours. Your sponsorship will directly contribute to the development and operation of Heart Hub, ensuring that everyone in our community has access to the resources they desperately need to mitigate the mental health crisis in Australia.

We are excited about the opportunity to work together and would love to discuss this partnership further. Please feel free to contact us to arrange a meeting at your convenience.

Thank you  
Sincerely,

Anurag Sai Kodimalla  
Chief Digital Officer  
The Journeymen

# ABOUT US

Our mission is to combat Australia's men's mental health crisis in our local community, and to build a brotherhood bond and trust to generate a friendlier community. To develop men's mental health to be more productive members of society. To enrich the lives of us members through a healthy environment and education.

## OUR DEMOGRAPHIC PROFILE

**Geographic location:** Sunshine Coast

**Members:** 500

### 1. **Young Adults (18-25)**

- **Motivations:** Seeking support for academic stress, career anxiety, relationship issues.
- **Engagement Methods:** Online counseling, social media campaigns, campus outreach programs.

### 2. **Adults (26-45)**

- **Motivations:** Balancing work-life stress, parenting challenges, financial pressures.
- **Engagement Methods:** Workplace mental health programs, online resources, support groups.

### 3. **Older Adults (46-65+)**

- **Motivations:** Dealing with mid-life crises, career transitions, empty nest syndrome.
- **Engagement Methods:** In-person counseling, workshops, community engagement activities.

### 4. **Seniors (65+)**

- **Motivations:** Coping with retirement, loneliness, health issues.
- **Engagement Methods:** Peer support groups, recreational activities, senior wellness programs.

# WHY SPONSOR US?

Prospective sponsors will benefit from a broad exposure to the local community, where our goal is to increase your brand exposure.

As a sponsor, your company logo and/or name will appear at our most important events. At these online and physical venues, your sponsorship will be announced, featured on banners, printed on handouts, displayed during meals and breaks and showcased on other materials. In media, your logo will be linked to your website. Other sponsorship opportunities that will help connect with people who support local business in our community are:

- **Brand Visibility:** Enhance your brand's visibility through our marketing channels.
- **Community Engagement:** Demonstrate your commitment to the community.
- **Networking:** Connect with other like-minded businesses and community leaders.
- **Tax Benefits:** Enjoy potential tax deductions for your sponsorship.
- **Exclusive Access:** Gain exclusive access to our events and VIP experiences.

**ALL OUR SPONSORS WILL BE AWARDED A PLAQUE TO SHOWCASE THEIR CONTRIBUTIONS TO THE COMMUNITY.**

# WHAT'S THE PROCESS TO BE A SPONSOR/PARTNER?

**Initial Meeting:** Schedule a meeting to talk about your goals.

**Assess and make an action plan:** We will refine our proposed sponsorship plan depending on your needs.

**Agreement:** Finalize the sponsorship agreement, including terms, benefits, and recognition.

**Implementation:** Launch the sponsorship, integrate your brand, and begin engagement activities.

**Post Implementation:** Once the sponsorship is implemented, we will focus on communicating with our sponsors to ensure we are getting the feedback.

**Post-sponsorship:** We are here to build relations beyond sponsorships to better our community. We warmly invite fellow community members/sponsors to actively work on our community and more.

# Available Sponsorship Opportunities

We accept many types of sponsorships, each designed to be flexible and tailored to meet the unique needs and goals of our sponsors. These opportunities include:

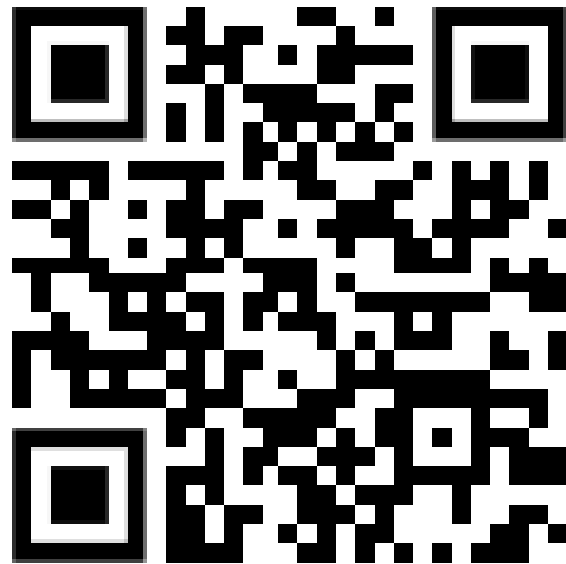
1. **FINANCIAL CONTRIBUTIONS:** Unrestricted donations, program-specific funding, and event sponsorships, allowing sponsors to impact areas that align with their interests directly.
2. **IN-KIND CONTRIBUTIONS:** Donations of goods and services, including office supplies, technology, venue spaces, and media advertising, help reduce our operational costs while showcasing the sponsor's offerings.
3. **VOLUNTEER ENGAGEMENT:** Opportunities for corporate employees to volunteer their time and skills, providing valuable support to our programs and events while fostering community involvement and team-building.
4. **MATCHING GIFTS PROGRAMS:** Corporate matching initiatives that amplify the impact of individual employee donations, encouraging a culture of giving within the sponsor's organization.
5. **TAILORED SPONSORSHIP PACKAGES:** Customizable packages that can be adjusted to fit the sponsor's specific goals and budget, ensuring a mutually beneficial partnership.
6. **NAMING RIGHTS OPPORTUNITIES:** Grants of naming rights for facilities and events, offering high visibility and lasting recognition within the community.
7. **GRANT AND FOUNDATION SUPPORT:** Funding from charitable foundations and government grants to support long-term program development and capacity building.
8. **CAUSE-RELATED MARKETING PARTNERSHIPS:** Co-branded campaigns and point-of-sale donation initiatives that create a positive association between the sponsor's brand and our cause.
9. **ENDOWMENTS AND LEGACY CONTRIBUTIONS:** Long-term investments and planned giving programs that provide sustained financial support and leave a lasting legacy.

By offering such a wide range of sponsorship options, we ensure our sponsors can find an impactful approach that aligns with their marketing objectives and community engagement strategies. This flexibility allows sponsors to support our mission in a way that is both meaningful and highly visible, ensuring their contributions are recognized and appreciated by the community.

# DONATE

Can't participate as a sponsor at the moment? Still want to make a donation or contribution? We appreciate your support, and we know we couldn't do it without you!

## SCAN ME



[journeysmen.com/donate/](https://journeysmen.com/donate/)

