

4th Annual Charity Golf Day

1st May 2018

Sponsorship proposal



The
Burdekin
Association 
Our youth,
their future.

FOR INQUIRIES ON SPONSORSHIP PACKAGES PLEASE CONTACT

MEGAN ON (02) 8976 1777 OR EMAIL BURDEKIN.ADMIN@BURDEKIN.ORG.AU

Gain exposure, build goodwill and connect with a local audience, whilst helping local youth

About the organisers:

Burdekin provide a range of safe and secure accommodation and support services to young people aged 12 - 24 years in the Northern Beaches area. We are The Northern Beaches longest serving youth support service, using innovative and industry leading support practices to prevent a homelessness "career" - instead taking our clients to fully functional adult citizens. Building meaningful relationships with young people is at the centre of our practice at Burdekin.

Our clients are encouraged to **hope, dream and importantly work towards a better future.**

In the financial year ending June 2016, 60% of our clients increased engagement with employment and education and 28% fewer were unemployed upon exiting our service. Over 90% of clients departed into independent accommodation or returned home.

The young people we had the privilege of working with are our greatest inspiration and source of encouragement. Their motivation to address the complexities of their lives striving towards the future is the reason we show up every day at work and why we must continue to provide our full continuum of The Burdekin Association care model.

Amongst our former tenants we have real estate agents, a high profile political journalist, a prominent athlete, a chef working with a very well known celebrity chef, high school teachers, an accountant and many more productive young adults who were homeless.

Homelessness Facts: The Australian Institute of Health and Welfare said 45,000 young people aged between 15 and 24 sought help for homelessness in 2012-13, comprising almost one-fifth of the homeless population. There are currently 105,237 people in Australia who are homeless.

The event: This is the 4th year of the Burdekin Annual Charity Golf Day and once again we are looking forward to inviting you back to the Cromer Golf Club on Tuesday 1st May 2018.

Our aim: We would like to have strong links within our community; build knowledge of all those who are in contact with children and young people and raise awareness of disadvantage so the whole community can provide support and guide our young people. It takes a village to raise a child!

The opportunity: We are seeking event sponsors who would like to create a positive impact in their community, forge new and rekindle existing partnerships as well as raise their public profile - increasing brand visibility and other marketing opportunities.

To date our golf events have proven to be immensely successful and fun, generating relationships with partners in the community as well as media coverage.

What others say about us: Don't take our word for it. Our reputation for having a positive impact on the lives of young people has been recognised by others including the former NSW Premier, Mike Baird who recently said on Facebook:

"You are the true heroes and give kids with little hope an understanding that they still matter. Thank you for what you do. Because of your work kids can chase their dream."

More recommendations:

Long term business partner supporter Ian Menzies, National Director, Quantity Surveyor, WT Partnership had this to say about us:

"The transparency, efficiency, passion and outcomes that The Burdekin Association achieve is to be applauded. To work with them on a housing project and see how they diligently and efficiently achieved value for money, which in turn ensured the children and carers were awarded with an amazing home was a credit to the amazing staff."

"The day was well organised, inspiring and fun. It is an excellent opportunity to get out on one of the nicest golf courses in Sydney and get behind an organisation that is doing a fantastic job in a vital community role. A day well spent, I highly recommend it." Sandy Beard, Managing Director, CVC Limited

"Burdekin are one of the most dynamic charities on the Northern Beaches and it was brilliant to support their growing fundraising at the annual Golf Day - every dollar raised goes to improving the lives and giving opportunities to young people." Andrew McAnulty, CEO, Link Housing

Media coverage and other endorsements:

In 2016 our golf event featured in Pittwater Life, in 2017 our golf event featured in the Daily Telegraph featuring Manly Sea Eagles, Api Koroisau and Dylan Walker who supported it along with Ben and Jerry's icecream and Andrew Daddo. We are a community partner for Manly Warringah Sea Eagles and our room renovation challenge collaboration featured on Channel 9 News. We are also a community partner for Link Housing and our Home Sweet 2017 collaboration featured in the Daily Telegraph and Housing Info – raising over \$120k. We have also been featured alongside Bunnings Warehouse for their support with donating a \$1500 kitchen and providing seven volunteers to install new flooring and a new kitchen in one of our properties in Manly. We were the lead agency in The Northern Beaches Project which was the first cross collaborative early identification model between schools and services in NSW. The Project targeted young people and families who required additional support to prevent disengagement which can lead to homelessness. We have secured the impressive services of Firmenich International and Ben & Jerry's on their annual community support days where Ben and Jerry's assisted in the external painting of a large residential property at Manly along with some much needed landscaping and gardening. Late in 2015 Firmenich assisted us in an award winning backyard blitz at another of our properties coupled with some fabulous bedsit makeovers. In 2017 about 45 staff from the Unilever finance department arrived at our chosen property to participate in a property makeover. Teams were allocated to paint each of the four vacant rooms and given a \$100 budget to buy small items to complement their painting. Local celebrity Andrew Daddo was the judge who awarded prizes to the winning team. Also In 2017 we were the beneficiaries of a number of fundraising initiatives by local organizations including Peninsula Pals Melbourne Cup Day Lunch, Brick It Up Street Art Exhibition, Mounties Charity Race Day, Cromer Charity Golf Day and Seaforth Arts Festival. Finally our CEO Justene Gordon received the Manly Warringah Citizen of the year award in 2016.

You can help in the following ways:

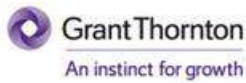
Sponsor a hole - \$1,250. Your sponsorship benefits will include:

- Corporate profile raising through pre-event publicity including promotion on The Burdekin Association website, Facebook page, Twitter profile and annual report.
- Sponsorship acknowledgement before, during and after the event.
- Opportunities for corporate display on the day at your sponsored hole.
- Branding on official marketing material and banners.
- Your logo in our annual report 2017/18.
- Corporate hospitality and networking opportunities.
- 4 invitations on the day including the use of 2 carts.

An additional donation can be made to gain the opportunity of securing your preferred hole (those close to the club house) for our shotgun start.

Gifts of \$2 and over are of course tax deductible. If you are interested in participating in this event please contact Megan Davenport, Events Manager on (02) 8976 1777 or email Megan at burdekin.admin@burdekin.org.au

2017 SPONSORS & DONORS



www.burdekin.org.au