

PramJam

PARTNER TOOLKIT:

**CORPORATE SPONSORSHIP
OPPORTUNITIES**

Dear

Become a Pram Jam sponsor and help bring mums and bubs safely home.

When mothers find out that they are pregnant, they dream about their healthy, happy baby. When babies are born small, sick, or still, these dreams can be shaken.

Around one in 130 Australian pregnancies ends in stillbirth, and worldwide, premature birth is the number one killer of children aged under five.

Mercy Health Foundation launched Pram Jam, an Australia wide fundraising initiative, in 2016 to raise awareness and much needed funds to reduce this heartbreaking reality.

Pram Jam is set to return in 2017 from Monday 20 to Sunday 26 November. Building on the success of its inaugural year, our goal is to make the 2017 Pram Jam bigger and better to grow awareness, registrations and donations.

Mercy Health Foundation is calling on leading organisations to sponsor this important initiative to amplify the campaign and help bring mums and bubs safely home.

Enclosed in this pack you will find important information about Pram Jam and sponsorship opportunities for your consideration. If you have any questions or ideas for how we can tailor a package to better suit your organisation please get in touch by calling us on 03 8416 7766 or emailing pramjam@mercy.com.au.

Thank you for taking the time to consider this opportunity. Your support will play a direct and fundamental role in improving the health and wellbeing of mums and bubs, now and in the future, in Australia and around the world.

Kind regards,

The Pram Jam team at Mercy Health Foundation



What is Pram Jam?

Pram Jam is an Australia-wide, walkathon-style campaign of the Mercy Health Foundation that raises awareness and funds to help prevent stillbirth and complications from babies being born prematurely.

For seven days this spring, from Monday 20 November to Sunday 26 November 2017, Pram Jam is calling on new mums and dads; and their family, friends and colleagues to push their pram, walk or run any distance, and ask others to sponsor them online.

No pram? No problem! Anyone can clock their distance and ask others to donate.

Participants simply set their goal, register as an individual or team at pramjam.org.au; and share their personal fundraising page to ask for donations.

What is Pram Jam supporting?

Pram Jam is raising funds to help prevent stillbirth and complications from babies being born prematurely – tragedies that are all too common.

All proceeds raised will go to Mercy Perinatal, a three-pillar international centre of excellence based at the Mercy Hospital for Women. This critical centre aims to advance research, education and clinical care to improve the health and wellbeing of mums and bubs, now and in the future, in Australia and around the world.

Mercy Perinatal are committed to bringing mothers and their babies safely home. The dedicated team of passionate clinicians, teachers and researchers recognise that safe motherhood and the best possible start to life lie in the hands of all of us.

To learn more about Mercy Perinatal visit mercyperinatal.com.

“We are working with families who put their hope, their courage and their trust in us to help them have a healthy baby”.

Professor Sue Walker, Mercy Health Perinatal

Why support Pram Jam?

Stillbirth and complications from babies being born prematurely are tragedies that are far too common. More awareness and funds are needed to reduce this heartbreaking reality.

You can help by becoming a Pram Jam sponsor and using your corporate profile to build this event. By partnering with us, you will help bring mums and bubs safely home; and have the opportunity to reach our energetic and dedicated audience.

Pram Jam, in its inaugural year exceeded all expectations, raising more than \$114,000 and reaching an estimated cumulative audience of 6.1 million.

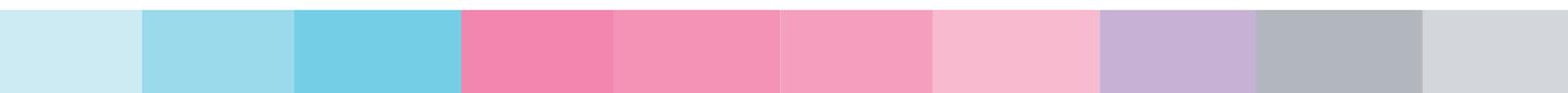
This was achieved through the creation of a positive, nurturing, empathetic, strong and participatory brand; and an extensive campaign.

Building on this success, our goal is to make the 2017 Pram Jam bigger and better to increase awareness, registrations and donations. This is the perfect time to get involved and sponsor this growing campaign.

For leading corporate organisations and businesses that are active in the mums and bubs market this is a perfect opportunity to show support for a relevant issue close to the heart of many of your employees and/or customers. Targeted sponsorship as part of your Corporate Social Responsibility program will benefit both your corporate image as well as the health and wellbeing of your employees by challenging them to get moving this spring in support of an important cause.

Spreading the word is a key objective of the 2017 Pram Jam, alongside raising much-needed funds. By engaging supporters with like-minded stakeholders we will be able to drive Pram Jam to the next level, and together make a difference to improving the health and wellbeing of mums and bubs, now and in the future, in Australia and around the world.

We encourage all sponsors to promote their participation via their social media and digital channels and we can provide you with Pram Jam assets for you to utilise across these channels.



Sponsorship options

Pram Jam – Superhero

(Exclusivity within your industry)

Do you have what it takes to become a Pram Jam Superhero and help bring mums and bubs safely home?

Take a risk and commit to match every dollar your employees raise or make a \$10,000 sponsorship contribution.

Evoke the competitive spirit by challenging your employees to join Pram Jam. You can create one team under your brand or encourage your employees to set up teams within or across departments.

Pram Jam – Corporate Champion

Become a Corporate Champion and get your people moving for a fantastic cause! Help us increase the number of participants and funds raised by pushing the campaign to your employees and encouraging them to get involved.

To become a Corporate Champion you simply have to show us how you will promote the campaign to your employees. You can even extend this to your customers.

They can register as an individual, with a colleague or friend, or as a team. Not only will they feel great, but with every step they take, and every dollar raised, they will help bring mums and bubs safely home.

Pram Jam – Retail Champion

Show your customers and clients just how fabulous you are and help us increase the number of participants and funds raised by championing the cause.

To become a Retail Champion you simply have to show us how you will promote the campaign to your customers. You can even extend this to your employees.

You can push the campaign via your social media channels, database or in-store by displaying point of sale signage. How far you push is up to you. You can even donate a percentage of your sales for the week to Pram Jam.

If you choose to donate a percentage of your sales, we will tailor sponsorship benefits to suit your goals.

In-kind supporter

In-kind support is also available alone or in conjunction with the above opportunities. This sponsorship can include gift vouchers or products that can be used to engage and reward our participants. Competitions and promotions for key merchandise drives brand awareness as well as Pram Jam event participation.

Sponsorship benefits

As a sponsor you will of course be recognised and thanked for your amazingness! Sponsorship benefits are targeted to your level of support and include:

Benefits	Pram Jam Superhero	Pram Jam Corporate Champion	Pram Jam Retail Champion	Pram Jam In-kind supporter
Exclusive recognition as a Superhero sponsor within your industry				
Acknowledgement in pre and post event media releases as a Superhero sponsor				
Large logo featured on the Pram Jam website homepage				
Exclusive photo and story opportunity promoting your organisations participation shared through social media and the media outreach program				
Logo featured and support acknowledged on the Pram Jam website sponsors page				
Dedicated post to acknowledge your support on our social media pages with link to your website				
Sponsorship acknowledgement in post-event thank you email to all participants				
Rights to use Pram Jam digital assets to communicate your support through your social media and marketing channels				
Access to our public relations team to help you promote your involvement through your own media channels				
Promotion of a product giveaway from your organisation to drive or reward participation				

If you have ideas for how we can tailor a package to better suit your organisational goals we'd love to hear. Get in touch by calling us on 03 8416 7766 or emailing pramjam@mercy.com.au.

A message from Mercy Perinatal

We can't do this work alone. The Mercy Health Foundation secures philanthropic support and donations to foster the constant improvement of care through research, teaching, training and development. Your support for Mercy Perinatal is vital to our mission to bring mothers and babies safely home.

