

YOUTH FOCUS PRESENTS



NIGHT OF NIGHTS

2019
PARTNERSHIP
PROPOSAL

YOUTH FOCUS PRESENTS THE NIGHT OF NIGHTS

FOR OVER 16 YEARS, THE ANNUAL YOUTH FOCUS NIGHT OF NIGHTS BALL HAS BEEN UNITING PERTH'S BUSINESS COMMUNITY IN REFLECTION AND RECOGNITION OF THE STRUGGLES FACED BY WA YOUTH, WHILE RAISING VITAL FUNDS FOR YOUTH FOCUS SERVICES.

Since its inception in 2003, this important event has provided Youth Focus with a unique platform to communicate key awareness messages and raise essential funds to maintain our life-changing services.

Youth Focus delivers free evidence-based psychological counselling for 12 to 25 year olds by mental health professionals who understand the unique social and emotional needs of young people. Through the generosity of the Perth community, the Night of Nights Ball has raised millions of dollars over the past sixteen years, funding around 23,000 counselling sessions for young people suffering with mental ill health, while helping to address the stigma surrounding mental health and suicide.

This year's event will once again be held at the stunning Crown Perth on Saturday 31 August 2019. The profile of attendees is primarily high-end corporate executives, business leaders, community and philanthropic leaders, presenting a unique and targeted opportunity for exposure and engagement amongst a highly coveted market segment.

The success of this event each year would not be possible without the unwavering support of the many businesses and individuals who provide sponsorship and donate their products as major auction and silent auction items.





WHY WE NEED YOUR SUPPORT

TRAGICALLY, SUICIDE IS THE LEADING CAUSE OF DEATH FOR YOUNG PEOPLE UNDER THE AGE OF 25.

In Western Australia, at least one young person is lost to suicide each week, and thousands more quietly suffer the despair that anxiety, depression and self-harm brings to their lives.

Youth Focus is a leading for-purpose organisation that delivers innovative and accessible mental health services and programs across Western Australia to help at-risk young people aged 12 to 25 lead full and healthy lives.

It operates with a team of highly skilled psychologists, social workers and occupational therapists to provide a range of early intervention and prevention services free of charge. These services help to reduce symptoms associated with suicide, depression, anxiety and self-harm in the community and help young people to reach their full potential while building long-term mental wellness and resilience.

Youth Focus has seen an increase in the complexity of issues experienced by young people referred and accepted into the service, across both metropolitan and regional areas. With evidence suggesting that three in four adult mental health conditions emerge by age 24 and half by age 14, Youth Focus are determined to broaden our service offering and connect more youth with life-saving care.

With the demand for our services increasing, your support can make a difference, through a joint dedication to make a true and lasting difference to thousands of young lives.



YOUTH FOCUS PROVIDED SUPPORT TO
3,678
YOUNG PEOPLE IN 17-18



HOW WE HELP

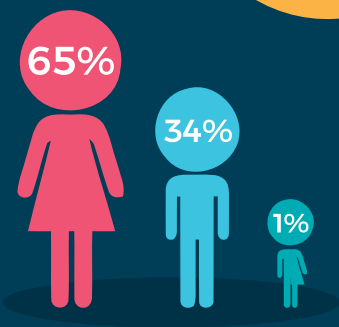
YOUTH FOCUS PROVIDED SERVICES TO
34
SCHOOLS
IN WA

340
AVERAGE NO.
CLIENTS
PER MONTH

65%

34%

1%



In the 2017/18 financial year, Youth Focus:

- Provided face-to-face counselling support to 3,678 young people
- Provided mental health education to more than 6,000 people including students, community and industry participants, parents and teachers
- Recruited and educated 46 new mentors
- Returned a substantial profit of \$656,000, while retaining a low administration ratio of less than 5 percent to ensure that our limited funds are spent responsibly in the delivery of services

AVERAGE CLIENT AGE
15

OPPORTUNITIES TO PARTNER WITH US

A PARTNERSHIP WITH OUR ORGANISATION SEEKS TO SUPPORT YOUNG PEOPLE IN WESTERN AUSTRALIA STRUGGLING WITH ISSUES ASSOCIATED WITH DEPRESSION, ANXIETY, SELF-HARM, AND THOUGHTS OF SUICIDE.

We thrive on working closely with our partners to identify, design and implement mutually beneficial initiatives that achieve maximum social impact while also reaching the desired outcomes of the partnership.

This is your chance to have your brand associated with an iconic, prestigious charity event and incredibly inspiring people who are dedicated to spreading the message of positive mental health. There are a host of opportunities to provide support for Youth Focus through the Night of Nights event.



YOUTH FOCUS NIGHT OF NIGHTS PARTNERSHIP OUTLINE

Now in its 17th year, the Youth Focus Night of Nights is one of Perth's most prestigious corporate hospitality and sponsorship opportunities, with over 500 of Perth's business community present on the evening.

Partnering with Youth Focus as a sponsor of this important event enables us to maximise the profits from our fundraising, to ensure every dollar possible goes to the life-changing services we provide.

PARTNER OPPORTUNITIES

Packages available from
\$7,000 - \$35,000

EVENT DATE

31 August 2019

EVENT LOCATION

Grand Ballroom, Crown Perth

ATTENDEES

Approx. 500 pax
Corporate executives
Business leaders
Community & philanthropic leaders

PARTNERSHIP INVESTMENT

In kind, financial support

PARTNERSHIP BENEFITS

Depending on the level of support provided, benefits can include:

- Recognition as Presenting Partner of the 2019 Night of Nights
- Event tickets/tables with prestigious placement and French Champagne
- Creative and mutually agreed brand integration in all event promotion and in the execution and styling of the event
- Your logo to be featured in all event promotion and marketing collateral
- Full/Half page advertisement in event program
- Screening of a 30 second commercial at the event
- Logo recognition in the event program
- Logo displayed throughout the evening on the multimedia screens
- Professional images of the event to share across social media [major sponsors]
- Exposure via direct product placement to a key target market
- Social media recognition and promotion
- Multifaceted approach that achieves a positive reflection of organisations corporate social responsibilities across online digital platforms
- Logo recognition and hyperlink on the Youth Focus website
- Extended networking opportunities at other Youth Focus Events



PARTNERING TO PREVENT YOUTH SUICIDE

Together, we can develop a creative partnership that will have a positive impact on young people in our community.



SANDRA HOLLOWAY
Partnerships Manager

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