

EST. 2013



happyday

For those with cancer, who have had cancer and those who care for someone with cancer.

LIVE
in the
now
FOUNDATION

providing support for those
affected by cancer

SPONSORSHIP PROPOSAL

liveinthenowfoundation.com.au

It is estimated that over 130,000 new cases of cancer will be diagnosed in Australia this year.

Source: [CANCERAUSTRALIA.GOV.AU](https://www.cancer.gov.au)

ABOUT THE FOUNDATION

The Live in the Now Foundation is a direct result of the experience Kerry Reinhold had with Breast Cancer back in 2012.

Over an 18-month period Kerry underwent three operations, six months of chemotherapy, six weeks of daily radiotherapy, a suspected heart attack and a broken arm to top it off.

As a result of the severity of her treatment, Kerry was unable to continue to work, but as she had adequate insurances in place, she could focus on her recovery.

During this time Kerry forged a relationship with Cheryl Baxter – Breast Care Nurse. After many, robust and passionate conversations, they felt there was a need to do more for those affected by cancer.

Programs promoting wellbeing through fun, whilst also being informative and innovative for men and women.

So the 'Happy Day' was born.



KERRY REINHOLD



CHERYL BAXTER

2024 EVENT OVERVIEW

Date: 20TH September 2024 Venue: **THE LAKES**

Time: **10:30am–3:30pm** Ticket Price: **FREE!**

The 2024 Happy Day Conference will be free for all men and women with cancer and those caring for someone with cancer.

The Live in the Now Foundation is a truly exciting not for profit charity - with all net profits being distributed back into the community by way of the Happy Day.

The program embraces the promotion of well-being, is fun and informative. Both men and women will learn skills and tools to help overcome the hurdles they may experience during cancer.



KEYNOTE SPEAKER

20 September 2024

JED ALTSCHWAGER



I'm 36 years old, a father of 2 beautiful kids Wolfgang and Aspen, World Rowing Champion in the PR3 mixed double and currently training and preparing for the Paris Paralympics. I've been a part of the Australian Rowing team for 6 years since making my first senior team in the 2018 at the World Championships in Bulgaria.

My journey to making that step into the sporting space started from a workplace accident I sustained in 2015. I was involved in a machine rollover crush injury that required the amputation of my left leg below the knee.

I describe that I was faced with 2 different paths to go down. One was full of anger, blame, depression and the other was full of opportunities and growth. The decision to go down the path full of opportunities and growth was the obvious choice, right?? This is when the work began!

The journey I embarked on post injury was difficult and hard, however guided by forgiveness, gratitude, and perspective I was able to grow in acceptance and feel strong in who I am. I enjoy telling my story and believe that storytelling itself is a powerful medium to pass on ideas and perspectives learnt from my lived experience.

I want people to come away from my talk with a feeling of humble inspiration driven from the core human ideals of gratitude, perspective and forgiveness. Understanding that we have the biggest opportunity to grow when we are challenged the most.



SPONSORSHIP OPPORTUNITIES

The Live in the Now Foundation Happy Day, offers a platform to build awareness, engage with the audience and connect your company with a worthwhile foundation that delivers support and smiles to those suffering from cancer and their families and friends.

1. CORPORATE RESPONSIBILITY
2. VISIBILITY
3. RECOGNITION
4. CONNECT WITH 200 ATTENDEES
5. A HAPPY DAY OUT

GOLD SPONSORSHIP



DESIGNATION

- Official Gold Sponsor of the Happy Day

PRE-EVENT MARKETING CAMPAIGN

- Logo and company website inclusion in 2 Fundraisers prior to the Happy Day.
- Your logo and company website link, on the Live in the Now Foundation website
- Mention in the email campaign prior to the event
- Your logo on the promotional flyer

STAGE BENEFITS

- 2-minute speaking opportunity to welcome guests at the beginning of the day
- Verbal acknowledgement by the master of ceremonies throughout the event
- Company name listed with sponsors in order of sponsorship level on the screen presentation

BRANDING OPPORTUNITY

- Opportunity to bring a vertical banner to display at the event
- Logo displayed on event vertical welcome banner
- Logo incorporated into table flyers and menus
- 4 Social media posts promoting corporate message
- Inclusion in social media thank you post
- Stall table presence

HOSPITALITY

- One (1) table of Ten (10) places included in primary position
- Meet and Greet at your table by a keynote speaker
- Photo opportunity with keynote speaker

POST-EVENT BENEFITS

- Thank you message from Live in the Now Foundation in post event EDM
- Logo incorporated in post event EDM
- Inclusion in social media thank you post
- Company mention in publication of event photos on social media
- Certificate of appreciation

INVESTMENT **\$5,000**

SILVER SPONSORSHIP

DESIGNATION

- Official Silver Sponsor of the 10th Anniversary Happy Day

PRE-EVENT MARKETING CAMPAIGN

- Your logo and company website link, on the Live in the Now Foundation website
- Mention in the email campaign prior to the event

STAGE BENEFITS

- Verbal acknowledgement by the master of ceremonies throughout the event
- Company name listed with sponsors in order of sponsorship level on the screen presentation

BRANDING OPPORTUNITY

- 4 Social media posts promoting corporate message
- Inclusion in social media thank you post
- Stall table presence

HOSPITALITY

- One (1) table of Ten (10) places included in primary position
- Meet and Greet at your table by a keynote speaker
- Photo opportunity with keynote speaker

POST-EVENT BENEFITS

- Thank you message from Live in the Now Foundation in post event EDM
- Inclusion in social media thank you post
- Company mention in publication of event photos on social media

INVESTMENT **\$2,500 x 2 opportunities**

BRONZE SPONSORSHIP

DESIGNATION

- Official Bronze Sponsor of the Happy Day

PRE-EVENT MARKETING CAMPAIGN

- Your logo and company website link, on the Live in the Now Foundation website
- Mention in the email campaign prior to the event

STAGE BENEFITS

- Verbal acknowledgement by the master of ceremonies throughout the event
- Company name listed with sponsors in order of sponsorship level on the screen presentation

BRANDING OPPORTUNITY

- 1 Social media posts promoting corporate message
- Inclusion in social media thank you post

HOSPITALITY

- One (1) table of Ten (10) places included in primary position
- Photo opportunity with keynote speaker

POST-EVENT BENEFITS

- Thank you message from Live in the Now Foundation in post event EDM
- Logo incorporated in post event EDM
- Inclusion in social media thank you post
- Certificate of appreciation

INVESTMENT **\$1,000 X 4 Opportunities**

TABLE SPONSORSHIP

DESIGNATION

- Official Table Sponsor of the Happy Day

PRE-EVENT MARKETING CAMPAIGN

- Your logo and company website link on the Live in the Now Foundation website

STAGE BENEFITS

- Verbal acknowledgement by the master of ceremonies at the beginning of the event

BRANDING OPPORTUNITY

- Logo displayed on screens during happy hour/luncheon

HOSPITALITY

- One (1) table of ten (10) places

POST-EVENT BENEFITS

- Logo incorporated in post event EDM
- Inclusion in social media thank you post

INVESTMENT

\$500 Per Table

STALL TABLE SPONSORSHIP



DESIGNATION

- Official Stall Table Sponsor of the Happy Day

PRE-EVENT MARKETING CAMPAIGN

- Your logo and company website link on the Live in the Now website

STAGE BENEFITS

- Verbal acknowledgement by the master of ceremonies at the beginning of the event

BRANDING OPPORTUNITY

- One business type per stall – no competitors
- Stall open prior to event up to and during lunch

POST-EVENT BENEFITS

- Logo incorporated in post event EDM

INVESTMENT \$250

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 happyday

 0416 278 245

 kerry@liveinthenowfoundation.com.au

We appreciate businesses are inundated with sponsorship requests from many worthwhile charities and community groups; however, we passionately believe there is a genuine need for the Happy Day and would love to have you involved.

100% of the money raised, goes towards the “Happy Day”. The more money we raise, the better the Happy Day and most importantly, more people can attend for **FREE!**

We look forward to discussing this exciting opportunity with you and encourage you to contact us with any further queries.

Warm regards,

kerry reinhold

For all opportunities

kerry@liveinthenowfoundation.com.au or 0416 278 245