

2021



LIVE
in the
now
FOUNDATION

providing support for those
affected by cancer

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

**SPONSORSHIP
PROPOSAL**

liveinthenowfoundation.com.au

In 2020, it was estimated that 145,483 new cases of cancer will be diagnosed in Australia (76,729 males and 68,754 females).

[CANCERAUSTRALIA.GOV.AU](https://canceraustralia.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

8

Successful Happy Days



CHERYL BAXTER

Over 750

Cancer Patients And Their Families
Supported Through Our Programs

EVENT OVERVIEW

Date:

**22nd October
2021**

Venue:

SAJC Morphettville Racecourse

Ticket Price:

Free!

Time:

10:30am–3:30pm

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The 2021 Happy Day Conference will be free for all men and women with cancer and those caring for someone with cancer. The 2019 conference was a fabulous success.

This is the truly exciting bit - a not for profit charity - “Live in the Now Foundation” has been created, with all net profits being distributed back into the community by way of Happy Day Conferences.

The program embraces the promotion of well-being, is fun and informative. Men and women will learn skills and tools to help overcome the hurdles they may experience during treatment and information about support networks available to them in their local communities.



KEYNOTE SPEAKERS



FIONA O'LOUGHLIN

Critically acclaimed stand-up comedian, Fiona O'Loughlin is an accomplished Writer, TV presenter and Media Personality.



KATRINA WEBB

Katrina Webb OAM is a triple Gold Medal winning Paralympian who turned her disability into one of her greatest strengths. All who hears this Australian sport legend's story will be inspired and motivated, learning success isn't always the easiest journey and there are often many hurdles along the way. As a professional speaker, Katrina has impressed audiences at an international level.

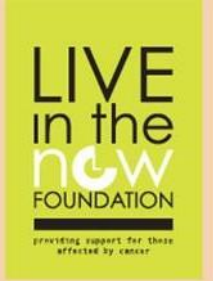


GABRIELLE ENRIGHT

Human Be-ing!! Facilitator, Practitioner and Business Owner of Free Spirit True North, delivering Well-Being, Leadership and Adventure.

SPONSORSHIP OPPORTUNITY

The Live in the Now Happy Day Conference 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 cancer and their families.



1. CORPORATE RESPONSIBILITY
2. VISIBILITY
3. RECOGNITION
4. CONNECT WITH **250** ATTENDEES
5. A HAPPY DAY OUT

GOLD SPONSORSHIP

DESIGNATION

- Official Gold Sponsor of the Happy Day Conference

PRE-EVENT MARKETING CAMPAIGN

- Your logo and company website link on the Live in the Now 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
- Opportunity to insert corporate material into participant gift bags

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 mentions in publication of event photos on social media
- Certificate of appreciation

INVESTMENT **\$2,500**



HAPPY HOUR/ LUNCHEON SPONSORSHIP

DESIGNATION

- Introduction -Happy Hour or Luncheon brought to you by **your company**

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
- Company name listed with sponsors in order of sponsorship level on the screen presentation

BRANDING OPPORTUNITY

- Logo displayed on screens during happy hour/luncheon
- Opportunity to insert corporate material into participant gift bags

HOSPITALITY

- One (1) table place

POST-EVENT BENEFITS

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

INVESTMENT

\$900

TABLE SPONSORSHIP

DESIGNATION

- **Official 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

- Logo displayed on screens during happy hour/luncheon
- Opportunity to insert corporate material into participant gift bags

HOSPITALITY

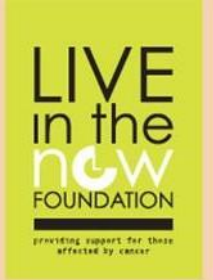
- One (1) table place

POST-EVENT BENEFITS

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

INVESTMENT

\$500 Per Table



STALL TABLE SPONSORSHIP



DESIGNATION

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

- Opportunity to insert corporate material into participant gift bags
- One business type per stall – not competition
- 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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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 this conference 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 **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

Co-Founder