



institute for
RESPIRATORY HEALTH

PARTNERSHIP PROPOSAL

PHILANTHROPY | SUPPORTING MEDICAL RESEARCH | COMMUNITY



As a partner, you'll be
supporting groundbreaking medical research
while connecting with business professionals,
community leaders & individuals passionate about health causes.

Supporting the Glenn Brown Melbourne Cup Fundraiser Lunch

TABLE OF CONTENTS

The Fundraising Event

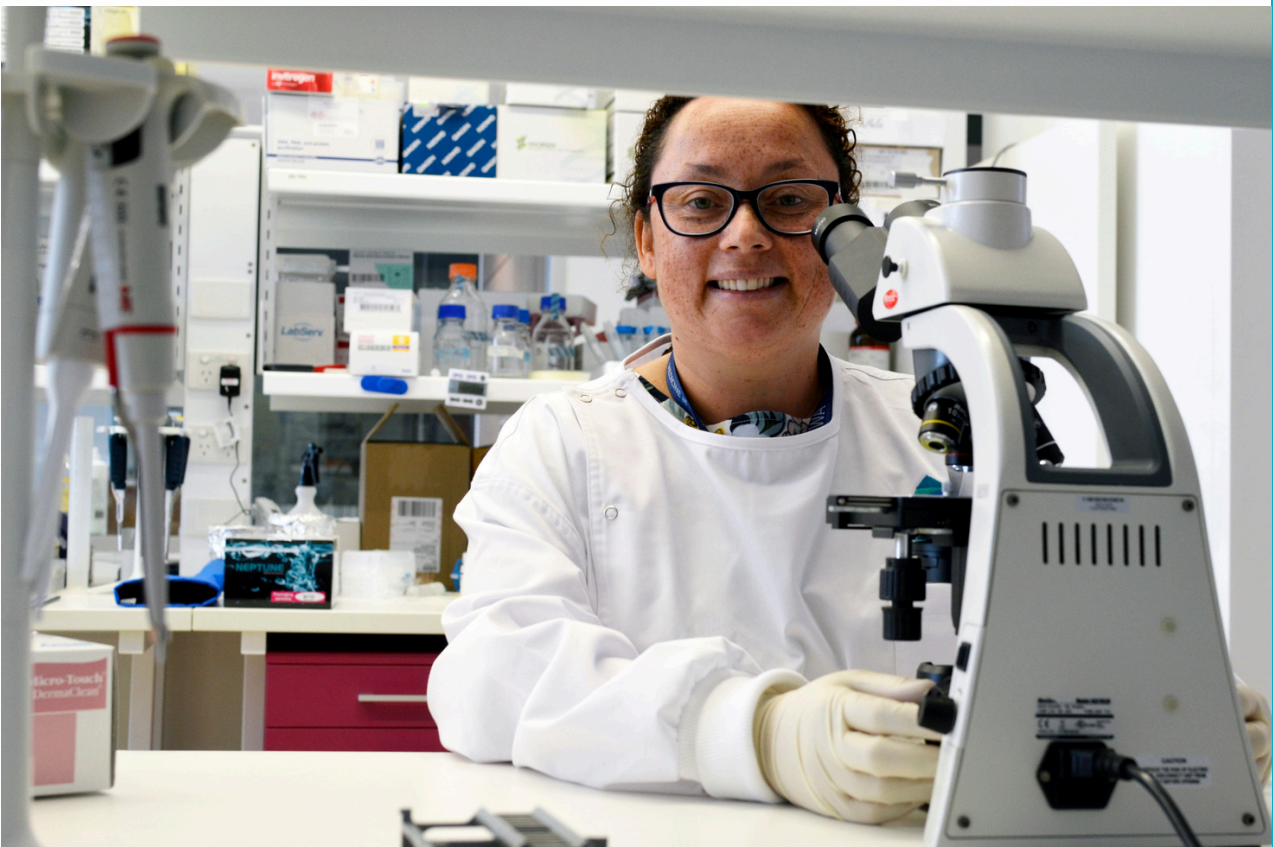
Why should you partner with us?

Our Impact

The demographics

Partnership

Make a difference





THE FUNDRAISING EVENT



WITH YOUR HELP, WE HOPE TO RAISE OVER

\$650,000

TO TRANSFORM LIVES AFFECTED BY LUNG DISEASE THIS YEAR.

Glenn Brown MELBOURNE CUP FUNDRAISER

Tuesday 5th November 2024





ENTERTAINMENT



PHILANTHROPY



BRAND PROMOTION



Glenn Brown

MELBOURNE CUP FUNDRAISER

5th November 2024

A targeted audience of 300+ business professionals, community leaders and individuals passionate about health causes.

Our guests will enjoy a delicious three-course sit-down lunch with premium beverages whilst taking in the stunning views of Perth city and the beautiful Swan River. A truly memorable experience, that leaves a lasting impression on all guests.

Date: Tuesday 5th November 2024

Time: 10.30am to 3.00pm

Location: State Reception Centre at Fraser's, Kings Park

WHY SHOULD YOU PARTNER WITH US?



BRAND VISIBILITY

Event promotion, marketing materials, and SM



NETWORKING OPPORTUNITIES

Business professionals, community leaders.....



ASSOCIATION WITH OUR CAUSE

Prestigious and socially responsible cause



ACCESS TO A TARGETED AUDIENCE

Brand activation and product promotion



TEAM BUILDING OPPORTUNITIES

Foster employee engagement



CONTRIBUTION TO LIFESAVING MEDICAL RESEARCH





Cystic Fibrosis

A BABY WITH CF IS
BORN EVERY 4 DAYS



AVERAGE LIFE
EXPECTANCY

<50 YEARS

DESPITE MEDICAL
ADVANCES, A PERSON
WITH CF MAY TAKE



60
TABLETS
DAILY

There is still no cure.

Your support will help fund vital research and ensure researchers develop new therapies and ideas needed to help people with cystic fibrosis **live longer, better-quality lives.**



OUR IMPACT

\$ **611,000** raised

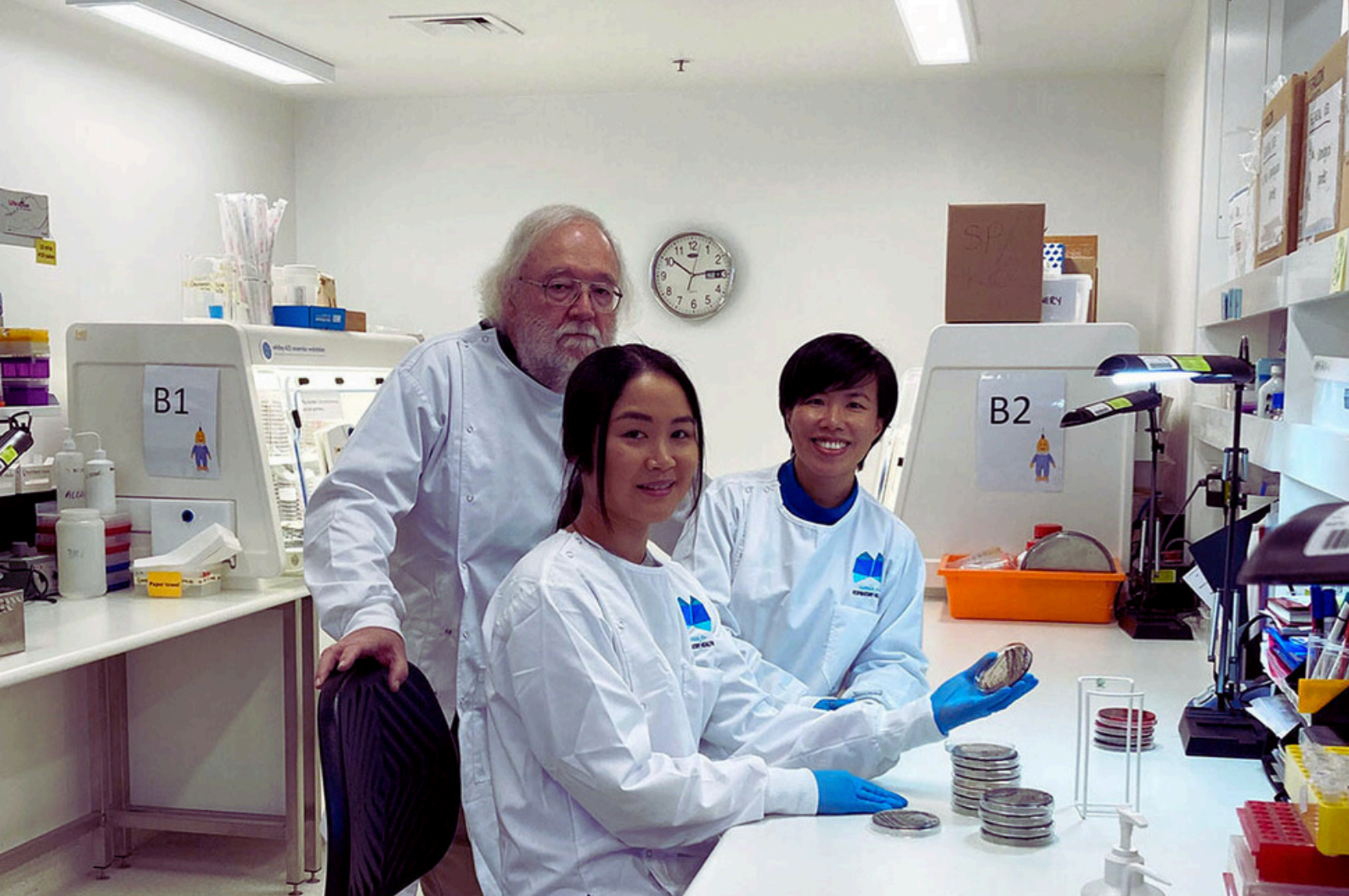
The Glenn Brown Melbourne Cup Fundraiser is the signature fundraising event of the Institute for Respiratory Health.

Since 2003 over \$611,000 has been invested into ground-breaking research within Western Australia.



It has supported 10 essential research projects from:

- Stem-cell research looking at repairing the lung cells of people with CF
- Evaluating the effectiveness of telehealth CF clinics in regional WA in enhancing the quality of life
- Lung function for those with CF
- Ways of improving the wellbeing of CF adults who might be impacted by anxiety and depression.



The Glenn Brown Memorial Fund

For over two decades: our Melbourne Cup Fundraiser has been driven by a passionate purpose: to honour Glenn Brown's memory, a young life lost to cystic fibrosis at just 15.

This event contributes to the Glenn Brown Memorial Fund.



Glenn Brown 1988 - 2003



Your contribution makes a difference

To date, the Fund has supported **10 research projects** and **46 scientists, doctors and students** in Western Australia.

Dr Doug Forrester is currently assessing remote bio-electrical impedance monitoring for cystic fibrosis patients.



Professor Fergal O'Gara explored the use of early Azithromycin intervention to control harmful bacteria growth in bile.

Professor Yuben Moodley studied a placental cell type that might reduce lung injury and scarring.

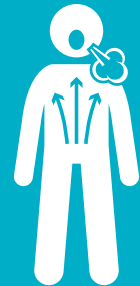


PhD Candidate, Maggie Harrigan is exploring how adults affected by cystic fibrosis view and value themselves as a person in order to improve their overall wellbeing.



Dr Anna Tai investigated the systematic molecular surveillance of *P. aeruginosa* strains in patients with CF at Sir Charles Gairdner Hospital.

Dr Naomi Chapman investigated the Metaneb® System in adults with cystic fibrosis, its effects during periods of clinical stability and disease exacerbation.



Dr Kathryn Ramsey researched the associations between the lung clearance index and structural lung damage as well as respiratory infection and inflammation in preschool aged children with CF.

Dr Graham Hall assessed sensitive outcome measures for monitoring pulmonary exacerbations in kids with CF.



Drs Sue Jenkins & Jamie Wood evaluated the functionality and impact of Telehealth CF Clinics. This provided adults living with CF in regional WA, access to specialist CF care without the need to travel to Perth.



Professor Stephen Stick assessed non-ion channel effects of the CFTR potentiator Ivacaftor for CF patients.

THE DEMOGRAPHICS

Key Audience

Female, aged 35 - 54

Attendees

60% returning
40% new

Area

Western Suburbs
Inner North
Inner South
Outer North
Outer South



Online presence

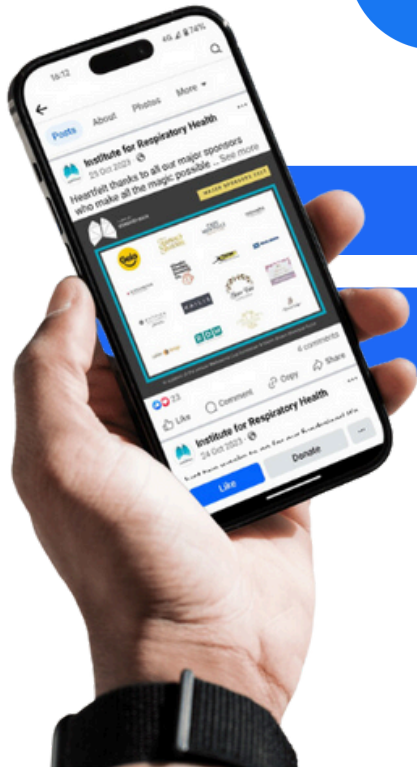


4,806 website views

15,900 Google Ads impressions

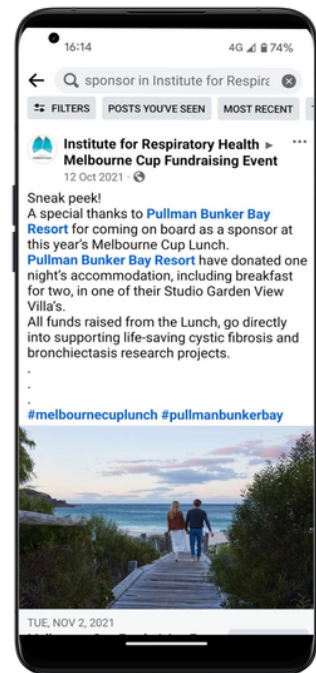


inst.resp.health



1.2k followers

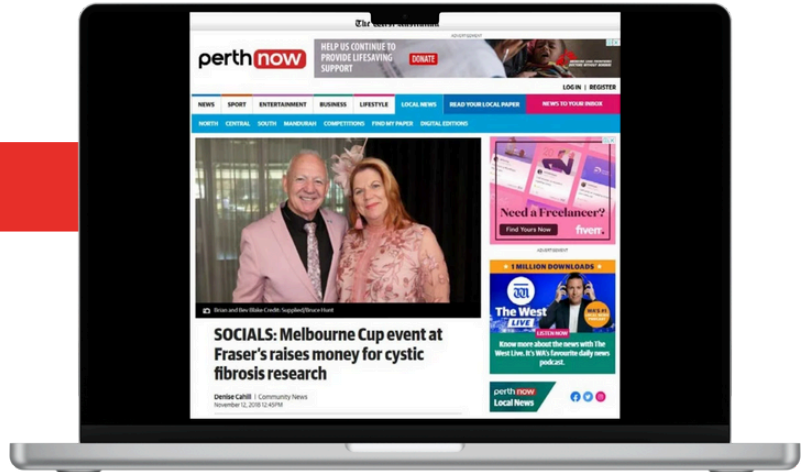
1.1k likes



In the Media

perth **now**

total visits **5.7M**



Page 70 - POST, October 29, 2022

Community news

Like to share your community news with POST readers? Contact Louisa - louisa@postnewspapers.com.au

Cystic fibrosis kids counting on research

Taryn Barrett's seven-year-old son Connor has faced many challenges since he was diagnosed with cystic fibrosis at three weeks of age.

The mother of three will share her family's story at the Glenn Brown Memorial Fund Melbourne Cup fundraiser to be held at Fraser's Restaurant on Tuesday November 1.

Taryn has been working with other families around WA to raise funds for life-saving research and lobby for modulator medicines to be added to the PBS.

Taryn said Connor was diagnosed through the Guthrie heel prick test and immediately began his regimen of twice-daily chest physiotherapy and consumption of more than 170 doses of medicine weekly.

"Connor is one of 2500 precious Australians fighting against this devastating disease

and time isn't on their side," she said.

"The CF researchers, like those at the Institute for Respiratory Health in Nedlands, hold my little boy's life in their hands and they need our support."

For parents of children with CF their children's birthdays and milestones are bittersweet, as without research and treatment breakthrough, life expectancy for CF sufferers is far lower than average, she said.

"While we welcome the research breakthroughs that we've been granted in recent years, the tragic reality is that only half of adults with CF are making it to their 30s," she said.

The Glenn Brown Memorial Fund Melbourne Cup fundraiser was started by mums Janine Thomas and Alison Guest in memory of Glenn

Brown, a young boy from Kalgoorlie, who died from CF when he was just 15 years old.

"This incredible fundraiser has raised more than half a million dollars since it started in 2000," Taryn said.

"It's a memorable event and I love that it honours the memory of such a beautiful boy while giving hope to those with CF who have come after him, like our Connor."

CF is a rare recessive genetic disease for which there is currently no cure.

Tickets to this fundraiser are available at www.melbourne-cupperth.com.au.



RIGHT: Taryn Barrett and her seven-year-old son Connor, who has cystic fibrosis. Taryn will address a Melbourne Cup fundraiser to be held at Fraser's Restaurant in Kings Park.

The Post Newspaper



weekly listeners

7.5M

Australia's streaming network

#1



PARTNERSHIP

Partnership period until 31st December, 2024



PLATINUM PARTNER

A Platinum partner can help fund medical health research by donating \$10,000 + GST.



GOLD PARTNER

A Gold partner can help fund medical health research by donating \$5,000 + GST.



SILVER PARTNER

A Silver partner can help fund medical health research by donating \$3,000 + GST.



FRIENDS OF GLENN

A Friends of Glenn partner can help fund medical health research by donating \$1,500 + GST.



On the Day Partnerships

Partnership period occurs on the event day



BEVERAGE SPONSORSHIP

We are seeking full or part beverage sponsorship for 300 guests. There is an opening for a sparkling wine sponsor.



IN-KIND SPONSORSHIP

Support medical research through product/ service donations, giveaways or event assistance.



Benefits of Partnership

| Benefits provided by IRH | Platinum | Gold | Silver | Friends of Glenn |
|---|----------------|------|--------|------------------|
| Complimentary event tickets | 10 | 5 | 3 | |
| Logo inclusion on all promotional material. | ✓ | ✓ | ✓ | ✓ |
| Social media promotion | ✓ | ✓ | ✓ | ✓ |
| Logo and link to your website included on the event website until 31 December 2024. | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement by the Master of Ceremonies during the event | ✓ | ✓ | ✓ | ✓ |
| Additional promotion: Multimedia screens during the event. | ✓ | ✓ | ✓ | ✓ |
| Additional promotion: in the Institute's communications. | ✓ | ✓ | ✓ | ✓ |
| Additional promotion: Media wall | ✓ | ✓ | ✓ | |
| Exclusive invitation to VIP pre-event networking drinks | ✓ | ✓ | | |
| VIP priority seating | ✓ | | | |
| Exclusive advertising space in the event booklet* | ✓ Full page | ** | | |

*Artwork to be provided by sponsor

** Half page advertisement



Beverage Sponsorship

We are seeking full or part beverage sponsorship for 300 guests.

- Banner signage at the event
- Logo and product details, including tasting notes, featured in the event booklet
- Logo recognition on all promotional materials
- Logo recognition on the Melbourne Cup Luncheon's website
- Logo link through to your website
- Logo placement on AV screens at the event
- Acknowledging and tagging your company via social media
- Verbal acknowledgement by MC
- Recognition in the Institute for Respiratory Health's communications

Sparkling wine

- 30 cases of 6 or 15 cases of 6 (2 sponsors)

White wine

- ~~20 cases of 6~~ sponsored by Cape Mentelle

Red wine

- ~~15 cases of 6~~ sponsored by Happs Wines & Commonage Pottery

Beer

- ~~15 cartons (16 pack cube)~~ sponsored by Spinifex Brewing Company

In-kind Sponsorship

If your company has a product or service to offer that could be auctioned in the silent auction, used as a raffle prize or a giveaway or assist us in the organisation of the event, we would appreciate your support.

Major Raffle

- Logo recognition on promotional materials.
- Logo recognition on the event's website with link through to your website.
- Logo placement on AV screens at the event.
- Acknowledging and tagging your company via social media.
- Logo recognition and photograph of the item donated on the raffle ticket.
- Logo and a description of the prize featured in the event booklet.
- Raffle promoted by the MC.
- Recognition in the Institute for Respiratory Health's communications.
- Thank you post on social media after the event.

Silent auction items

- Company name and logo will appear with a photograph of the item donated on the silent auction platform.
- Company name will appear with a short description of the item in the event booklet.
- Silent auction promoted by the MC.
- Thank you post on social media after the event.



Interested in making a life changing difference?



1

Any questions?

Contact Jessica for a chat.

jessica.tran@resphealth.uwa.edu.au

(08) 6151 08

2

Complete the Sponsorship Form here:

<https://fundraising.resphealth.org.au/event/melbournecupperth-24/sponsorship>

or simply scan the QR code below.





Contact Us

Your sponsorship will enable us to maximise our fundraising efforts and ensure every dollar possible is directed to life saving research.

We hope you can join us on Tuesday 5th November as we continue to find new ways to prevent, diagnose, treat and one day, cure cystic fibrosis.

To discuss this opportunity further, please contact:

Jessica Tran

jessica.tran@resphealth.uwa.edu.au

(08) 6151 0815

melbournecupperth.com.au



institute for
RESPIRATORY HEALTH