

bears  
of hope<sup>®</sup>

Pregnancy & Infant Loss Support

# Bears Of Hope Sponsorship Packages 2020





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# INTRODUCTION

For parents and families navigating the grief of pregnancy and infant loss, seeing the future can feel impossible. You can help give them a place to start.

Bears of Hope Pregnancy & Infant Loss Support provides leading support and exceptional care for families who experience the loss of their baby. We provide crucial information and embrace families during their difficult time of loss, and beyond. There are two key elements to our program that guide families through their choices when saying Hello and Goodbye to their much loved baby.

Families receive a Bear of Hope donated by another bereaved family. This allows the donating family to give their child's brief life purpose and a legacy, whilst filling the empty arms of another family as they walk out of the hospital without their baby. It reinforces the understanding that they are not alone and that there is an existing community of support. Families also receive extensive information, either in print or online, to help them make decisions and memories in hospital, during the memorial and beyond.

Our support services are unequalled by any other organisation. We provide phone and email counselling, a credible foundation of parent led and psychologist facilitated support groups, private online groups, and annual community events that remember individual baby's and recognise their parents' love.

As a registered non-profit organisation we are dedicated to the care of others and reinvesting our finances and resources to ensure Bears of Hope is the leading support for pregnancy and infant loss in Australia.

## Everyday in Australia:

- 6 babies are still born
- 3 babies die after birth and before their 1st Birthday
- A miscarriage occurs every 3.5 minutes

## 1 in 4 pregnancies end in loss

## Our Values:

- Committed to achieving our vision with integrity.
- Dedicated to and passionate about making a difference.
- Respecting grief is personal and unique.
- Every family has the right to be offered support without judgement.
- Equal acceptance and acknowledgement of every loss.

## Our Mission:

B ears offered at every hospital providing vital  
E arly support  
A n Australia wide program which provides  
t imely and  
R elevant information to families who  
e xperience  
S tillbirth, miscarriage, neonatal or infant loss  
O ngoing comfort and a lifetime of support  
F rom families who understand  
H elping to challenge and shape beliefs  
s urrounding loss  
O utstanding care  
P assionate pregnancy & infant loss support  
E ducation and awareness

# SPONSORSHIP LEVELS

ALL DONATIONS ARE TAX DEDUCTABLE

## Diamond Sponsor – \$5000 plus GST

- Event sponsorship for Choosing Hope Walks (Australia-wide or your choice of location)
  - Logo branding leading up to event
  - Acknowledgment in opening and closing speeches on the day
  - Banner placement on the day (provided by business)
- Sponsorship of one Grief Workshop
- Your logo displayed prominently on Bears Of Hope website with link to your website
- 8 Bears of Hope newsletter mentions with logo/link
- 8 Facebook, 8 Twitter and 8 Instagram posts throughout the year highlighting your product/service or initiative – link to url of your choice – great for directing your business sales and awareness.
- 8 bears donated in honour of a baby special to you
- Receive a Bears of Hope Supporter Pack

## Gold Sponsor – \$2500 plus GST

- Your logo displayed on Bears Of Hope website with link to your website
- 6 Bears of Hope newsletter mentions with logo/link
- 6 Facebook, 6 Twitter and 6 Instagram posts throughout the year highlighting your product/service or initiative – link to url of your choice – great for directing your business sales and awareness.
- 6 bears donated in honour of a baby special to you
- Receive a Bears Of Hope Supporter Pack

## Silver Sponsor – \$1250 plus GST

- Your logo displayed on Bears Of Hope website with link to your website
- 4 x Logo/link and mention in our Bears of Hope newsletter
- 4 Facebook, 4 Twitter and 4 Instagram posts throughout the year highlighting your product/service or initiative – link to url of your choice – great for directing your business sales and awareness.
- 4 bears donated in honour of a baby special to you
- Receive a Bears Of Hope Supporter Pack

## Bronze Sponsor – \$750 plus GST

- Your logo displayed on Bears Of Hope website with link to your website
- 2 x Logo/link and mention in our Bears of Hope newsletter
- 2 Facebook, 2 Twitter and 2 Instagram posts throughout the year highlighting your product/service or initiative – link to url of your choice – great for directing your business sales and awareness.
- 2 bears donated in honour of a baby special to you
- Receive a Bears Of Hope Supporter Pack

## Supporter – \$500 plus GST

- Your logo displayed on Bears Of Hope website with link to your website
- 1 x Logo/link and mention in our Bears of Hope newsletter
- 1 Facebook, 1 Twitter and 1 Instagram post highlighting your product/service or initiative – link to url of your choice – great for directing your business sales and awareness.
- 1 bear donated in honour of a baby special to you
- Receive a Bears Of Hope Supporter Pack

## Match Giving Day Sponsorship – from \$2000 plus GST (capped at 5 campaign sponsors only)

- Logo branding leading up to match giving day
- Logo on Bears Of Hope website
- Bears Of Hope newsletter acknowledgment
- Receive a Bears Of Hope Supporter Pack



Facebook – 22,209 followers

Twitter – 836 followers

Instagram – 3,733 followers

9000 newsletter subscribers



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# CONTACT US

## **Sponsorship Enquiries**

Email: [toni@bears of hope.org.au](mailto:toni@bears of hope.org.au)

Phone: 1300 11 HOPE

## **To become a volunteer**

Email: [contact@bears of hope.org.au](mailto:contact@bears of hope.org.au)

Phone: 1300 11 HOPE

## **For further information**

Website: [www.bears of hope.org.au](http://www.bears of hope.org.au)



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