

ODYSSEY

AND SO
THE ADVENTURE
BEGINS

SPONSORSHIP PROSPECTUS



GREAT FOOD.

FLOWING DRINKS.

THE D-FLOOR OF ALL D-FLOORS.

ABOUT REACH

Since 1994, Reach has been inspiring young people to believe in themselves and get the most out of life.

Reach improves the wellbeing of young people so they are healthy and resilient to meet life's challenges and fulfil their potential.

Reach's model is unique – young people inspiring other young people. Our workshops for all young people aged 10 to 18 are 100% designed and delivered by youth. The Reach 'Crew', aged between 15 and 25 years participate in a structured and comprehensive training and development program that empowers them to create safe spaces for other young people. Young people say they can relate to the Crew because they speak honestly and openly about their own journey and personal challenges.

OUR VISION

That every young person has the support and self-belief they need to fulfil their potential and dare to dream.

OUR MISSION

To encourage young people, no matter what their circumstances, to believe they can achieve.



OUR CEO

CHRIS NAISH - Chris joined Reach in May 2016 after having spent over 16 years at AFL SportsReady, with roles including Chief Operating Officer and Executive Manager. Prior to working at AFL SportsReady, Chris sustained an 11 year career in the AFL, playing 161 senior games with both the Richmond Tigers and Port Power Football Clubs from 1989-1999.

Chris oversaw the operations of AFL SportsReady throughout a period of significant growth, implementing a strategic growth model to increase annual turnover. Throughout this time, the organisation secured a large number of new corporate and philanthropic partners and increased sponsorship figures tenfold over an 18 month period.

With a demonstrated passion and commitment to the development of young people throughout his time at AFL SportsReady, Chris has overseen the employment of approximately 13,000 young people within the sports and leisure, business and corporate sectors.

Chris is also fiercely passionate about the empowerment and development of Indigenous young people, introducing the AFL SportsReady's Indigenous Employment programs in 2001 which has since seen the employment of over 2000 Indigenous young people .



IN THE MEDIA

The Reach Corporate Breakfast 2015

annual reach foundation breakfast with a cage, a key and a strong message

by candy hertz

www.onthelistmelbourne.com.au



This morning I was honoured to be invited to the Reach Foundation's Annual breakfast and I was completely unprepared for the overwhelming experience ahead of me.

I'm sitting in the lobby at Crown, overcome with emotions and feeling compelled to share them with you.

Quite honestly, I think that's what Reach is all about.

It creates the space for youth to feel comfortable enough to completely be themselves, to open up, to share, to be honest and feel supported in the experience.

And that's how they made a room of 400 feel before 9am this morning.

This morning's breakfast began with a group of about 20 youth placed inside a locked cage in the beautifully decked out Crown Palladium. I arrived a touch late, so I had no idea what was going on, why they were there and when they would get out. I was just asked, along with everyone else in the room, to assess how the site before me made me feel. Horrified was my answer. These kids were trapped, with no escape, no chance for freedom and being stared at. I felt hopeless and overwhelmed with sadness for them. Of course I knew they were in no real danger but the metaphor was real and strong and confronting. Again, the point of the message.

The breakfast was hosted by Reach Crew Rosie and Tom, two of the most natural, comfortable and engaging MCs I've seen in a long time, and it was their first hosting duties. What a pair of legends! They took us through every range of emotions throughout the morning with ease and generosity.

I have had the privilege of meeting the incredible Trisha who is at the helm of the company now after many many years working her way up there and there is no one better equipped to support, guide and encourage the youth that come through the program. I wish her so much luck in this role and have no doubt she will make a significant difference in the lives of so many.

One of my biggest idols, Jules Lund told me today he was one of the very first kids through the program 21 years ago. He is one of the most driven, hard working, successful, smart, charismatic and fun people I know. And if someone like him is the product of this program, they must be doing something very right.

We heard from a few of the youths in the program whose stories capture your heart and slap you in the face with the realities of life.

I'm so blessed that Dani and the team at AMPR, who are the PR Partners for Reach, invited me this morning, it has been an honour and a timely reminder in my life.

They finished the morning with a little gift. A small plastic key on the table that metaphorically they want us to 'give' to a young person who might need an opportunity unlocked for them. I hope this isn't too selfish but I have decided to keep my key, I've already popped it on my keyring as a reminder that opportunities are there all the time for me and for gorgeous people around me in life and we are all invited to use the key anytime we choose to unlock a moment, an experience or a feeling.

I truly encourage you to take some time to see how you can be a part of the difference being made by REACH every day!

ODYSSEY

2017 will see the introduction of Odyssey - a modern twist on the well-known Reach Ball.

On Friday 23rd June, Odyssey will celebrate the journey Reach has been on over its 22 years as well as give you a look into its plans for the future and the adventures that are coming.

Hosted by our talented Reach Crew, Odyssey will be a night of great food, flowing drinks, the d-floor of all d-floors, and celebrating the potential of young Australians.

We won't say too much for now, except for that this will be one of Reach's biggest nights yet!

THE DEETS

Friday 23rd June, 2017

Atlantic Peninsula in the Docklands, Melbourne.



SPONSORSHIP OPPORTUNITIES

‘THE BIG DAWG’

20,000AUD

Limited to one sponsor

INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia’s young people
- Direct awareness and exposure to a large group of celebrities and other notable people including media, celebrity ambassadors and corporate Australia

BENEFITS AND INCLUSIONS

- Event endorsement as the official major sponsor
- 2 complimentary tables to Odyssey for you and your networks
- 5 minute speech by a representative of your company or organisation during Odyssey to a room of 600 people
- Banner or corporate signage displayed at Odyssey
- Acknowledgement at the beginning and thank-you at the end of Odyssey by our MCs and CEO
- Sponsorship mentions in all pre and post media releases
- Mentions across The Reach Foundation’s social media platforms (audience of 40,000+)
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations
- Logo, mention and link to your website on the events page of the Reach website
- Logo projected on screens around the venue

‘THE ALL-ROUND LEGENDS’

15,000AUD

Limited to two sponsors

INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia’s young people
- Direct awareness and exposure to a large group of celebrities and other notable people including media, celebrity ambassadors and corporate Australia

BENEFITS AND INCLUSIONS

- Event endorsement as an official sponsor
- 2 complimentary tables to Odyssey for you and your networks
- Acknowledgement at the beginning and thank-you at the end of Odyssey by our MCs and CEO
- Sponsorship mentions in all pre and post media releases
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations
- Logo, mention and link to your website on the events page of the Reach website
- Logo projected on screens around the venue

‘THE CHAMPS’

10,000AUD

INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia’s young people
- Direct awareness and exposure to a large group of celebrities and other notable people including media and corporate Australia

BENEFITS AND INCLUSIONS

- Event endorsement as an official sponsor
- 1 complimentary table to Odyssey for you and your networks
- Acknowledgement at the beginning and thank-you at the end of Odyssey by our MCs and CEO
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations
- Logo, mention and link to your website on the events page of the Reach website
- Logo projected on screens around the venue

IN-KIND SPONSORSHIP

ALCOHOL SPONSOR: (600pax)

AUCTION ITEMS: ‘money can’t buy experiences’ preferred

RAFFLE INCLUSIONS: items/experiences valued at 200AUD TO 500AUD

INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia’s young people
- Direct awareness and exposure of your brand and/or product to a large group of celebrities and other notable people including media and corporate Australia

BENEFITS AND INCLUSIONS

- Acknowledgement by onsite MCs
- In the case of alcohol sponsorship. naming rights of the bar/cocktail station

HOW TO APPLY

Please contact eventsponsorship@reach.org.au
to register your interest.

For enquiries or to discuss tailored packages, please email
eventsponsorship@reach.org.au or call 03 9412 0900



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