



2023 BREAKFAST SPONSORSHIP PROSPECTUS



 **HANDS** ACROSS THE WATER

# INTERNATIONAL WOMEN'S DAY

#EmbraceEquity

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WEDNESDAY, 8<sup>TH</sup> MARCH 2023  
7:30AM - 10:00AM

**ART GALLERY OF NEW SOUTH WALES**  
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# About International Women's Day

## Embracing equity for our future leaders

International Women's Day (IWD) is celebrated on March 8th across the world. IWD is a global day celebrating the economic, and social achievements of women in the past, present, and future. International Women's Day is all about unity, celebration, reflection, advocacy, and action.

The importance of gender equality is now more widely embraced than ever before in business and beyond. Each year a new theme is released for IWD that shines a spotlight on the conversation and encourages individuals and organisations to keep pushing for gender equality. This year, the theme for International Women's Day is #EmbraceEquity.

### **Equity isn't just a nice-to-have, it's a must-have.**

It's something we need to think about, know, and embrace.

It's what we believe in unconditionally. Equity means creating a fair and equal world.

Each one of us can actively support and embrace equity within our own sphere of influence.

We can all challenge gender stereotypes, call out discrimination, draw attention to bias, and seek out inclusion.

### **Together we can #EMBRACEEQUITY**

Become a sponsor of our International Women's Day Breakfast and give your organisation direct association, visibility, and active leadership on matters relating to equality and equity in the workplace and in society. Not to mention, have the opportunity to sponsor the young adults of Hands and future leaders through university – an opportunity that truly embraces equity.



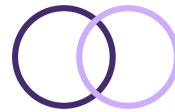
# Why partner with us

## BUSINESS



### BRAND AWARENESS

Boost your brand awareness and reach a new and highly engaged audience with common values to your business and brand. Align your brand with an event that is focused on empowering leaders of today and the future.



### SAMPLING & LEAD CAPTURE

Embrace the opportunity to network with corporate leaders and showcase your products and services.



### DO GOOD, BY DOING GOOD

If you value the importance of CSR, partnering with us will allow you to turn your CSR into a profit centre, while supporting a good cause. All profits from the event fund the administration and operations of Hands Across the Water, giving over 350 disadvantaged kids in Thailand a life of choice, not one of chance.

## PEOPLE



### CELEBRATE EQUALITY

Be an active part of the conversation by promoting and contributing to the journey to women's equality, inclusion and diversity in the workplace and society.



### EMPOWER ONE YOUNG LEADER TODAY

There is an opportunity to sponsor our next generation of leaders through university and be a part of our mentoring program to help support our future leaders.



### EMPLOYEE ENGAGEMENT

Showcase your direct involvement in CSR initiatives and position your organisation as a proactive leader of change - and an employer of choice. Engaging employees with social impact and cause partnerships makes employees happier and more productive and businesses stronger.

# Promotional Reach

## FUTURE OF LEADERSHIP / HANDS ACROSS THE WATER

NEWSLETTER  
DATABASE

**12,596**

Subscribers

SOCIAL  
MEDIA

**13,087**

Followers

WEBSITE

**2,329**

Monthly Visitors

## EVENT REACH

The Hands Across the Water International Women's Day Breakfast has been a sell out event in previous years and has consistently attracted and engaged female-led corporate audiences. Our typical audience member is career-minded in mid to senior management roles and tertiary qualified. These leaders typically use the event to bring their team along for reward and connection.

**200+**

ATTENDEES

★★★★★  
★★★★★  
**9.2 OUT OF 10**

EVENT RATING

**75%**

FEMALE AUDIENCE

**80%**

AGED 25 - 55

# Aom's story

**“I want to ensure that all the kids at our home get the same opportunity as me”**

With a smile that lights up a room and a heart with a lot of love to give, Aom is one remarkable human being. She came to BTN after her parents abandoned her when she was young.

Due to her circumstances, Aom did not get the start to her education that other young women her age did and so she was years behind where she should be. However, with the support of Hands Across the Water, Aom was able to overcome this adversity and is now in her second year of university studying design at the Faculty of Humanities and Social Sciences with a GPA of 2.94.

Aom is very shy and expresses herself through painting and art. She loves to paint landscapes and pop art. This love of painting has opened Aom's eyes up to graphic design and she has a dream of working as a graphic designer when she completes her degree.

Continued funding to see Aom through the rest of her studies would bring her one step closer to achieving this dream. We are currently working with some valued partners to identify opportunities for Aom to explore her passion for graphic design. This is what we do at Hands because every child in our home matters. Every child in our home deserves the opportunity to reach for the stars.







# How you can partner with us

At Hands, International Women's Day is more than just a day to celebrate the achievements of women. It is an opportunity for us to share our passion and the excitement that comes from valuing and supporting differences. We know that each child in our care is unique. Each child in our care is different. And each child in our care deserves an equal world.

Are you an organisation that embraces equity and equality in the workplace, and in society?

We would love to discuss our sponsorship opportunities with you to drive your brand awareness, engage a targeted audience and be a changemaker that will #EmbraceEquity not only on International Women's Day, but every day.

And the best part... we are a not-for-profit, so all profits go towards funding the operation and administration of Hands Across the Water, founded by Peter Baines OAM. At Hands we believe the best way we can generate income is by doing what we do best – creating meaningful shared experiences that give value to everyone involved.

Below you will find an overview of the Sponsorship options we hope you will consider and the opportunities available to your business, brand, and people.

We believe that the best experiences and outcomes are derived from collaboration, so you will not find the standard gold, silver and bronze packages, but we understand that to determine suitability in partnership, and to allow you to plan commercially it is important to have a yard stick.

I would love for you to get in touch to discuss your objectives, what value for your business looks like, and see what sort of amazing experience we can create together.

## PRE-EVENT

I WANT TO #EMBRACEEQUITY AND SUPPORT OUR FUTURE LEADERS	I WANT TO BE INVOLVED
\$7,500 +GST	\$2,500 +GST

Sponsor a child through university for 12 months	✓	✗
Logo on all event collateral	✓	✓
Partner content on social channels	✓	✗
Logo on event website	✓	✓
Logo on all event emails	✓	✗
Inclusion of logo on all 3rd party event marketing ( <i>ads</i> )	✓	✗
Access to bespoke Doing Good Rewards program	✓	✗

## EVENT DAY

Complimentary tickets to IWD event RRP \$165 ( <i>priority seating</i> )	10	10
Acknowledgement in MC address	✓	✓
Include a sample of your product as a gift to delegates <i>exposure of product/brand awareness (min.200) - you will get a goodie bag.</i>	✓	✗
Discounted rates for additional guests ( <i>priority seating</i> )	20%	20%
Integrated product promotion	✓	✗

## POST-EVENT

Post event thank you on social channels	✓	✓
Logo on all post event communications	✓	✗
First right of refusal of sponsorship for 2024	✓	✓
Inclusion of Survey Questions in post-event survey	✓	✗
Complimentary tickets to Future of Leadership 2023 event series (RRP \$449)	5	✗



# About Hands Across the Water

## Embracing an equal opportunity for all

All of the children and young adults in our homes were created equal. Society stepped in and put limitations on what they could achieve. Society says they can't get work because of medical conditions, or that they are unable to attend school or university because of financial limitations. At Hands, we believe everyone that comes into our care deserves a life of choice, not chance.

For those in Thailand, the kids, young adults, and communities whose lives are positively changed each and every day, we measure the impact of our work, not on the number of people in our care, not on the number of homes and not on the amount of money we raise. They can certainly be tangible measures, but the one metric we value most is the choices they have when it's time to leave their home.

Our Hands Community, that works so hard to generate the funds necessary to enable us to create a life of choice, often benefit more than they could ever imagine by supporting someone else. This often comes in the form of their participation in one of our incredibly popular shared experiences.

We work on the principle that supporting a charity, as an individual or as a business should be mutually beneficial to both you and those receiving the money. Personally benefiting from your support of charity is not only a good thing, but it is often essential for that long-term involvement.

The money raised and entrusted to Hands to bring about change is used to provide the life saving necessities for those in our homes and importantly it supports many families in an outreach program to keep kids out of our homes. We know the best place for kids when all things are equal is in a family. When that doesn't exist, we provide a home for those kids, which really is just one big family.

Learn more about Hands Across the Water at [www.handsacrossthewater.org.au](http://www.handsacrossthewater.org.au).





# Mae's story

## “I have a dream of working as an airline ground staff member”

Mae, like so many other children who join the Hands family, did not have the best start in life. Mae and her younger brother were abandoned by their parents after their divorce and were sent to BTN to be cared for.

She arrived afraid and reserved, but once she learned that she was in a safe place surrounded by her new family, she became more cheerful and involved, making many new friends along the way.

During her time at BTN, Mae has gone from strength to strength, continuing to push herself and embrace the opportunities she has been given. She loves to draw, is the lead singer of the BTN band, likes to bake and mix drinks, and enjoys volunteering herself to help with community activities. She is also the chairman and district treasurer of The Children and Youth Council.

Mae is currently in her second year at the Faculty of Arts Siam University studying tourism and service. Her dream when she completes her studies is to work as a part of the airline ground staff.

With continued support from the Hands community, we continue to support Mae and help her to complete her studies and achieve her dreams.



# Get in contact

Ready to join a great day in support of  
International Women's Day and Hands  
Across the Water?

I'd love to hear from you.



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[www.handsacrossthewater.org.au](http://www.handsacrossthewater.org.au)