



HEALTHIER ILLAWARRA MEN

Classic
day 

PARTNER PROPOSAL

JOIN US AS A PARTNER RAISING FUNDS FOR MEN'S
HEALTH AND WELLBEING SERVICES

FRIDAY 15TH MARCH | 12PM - 5PM

WHAT IS HEALTHIER ILLAWARRA MEN (HIM)?

Australian men are notoriously reluctant to be pro-active about their own health – sometimes with fatal consequences. Unlike our female counterparts, we typically ignore symptoms, refuse to talk about health issues, and only visit a doctor when we're at death's door.

In 2009, a group of concerned business and community leaders in the Illawarra came together to form a committee aptly named Healthier Illawarra Men (HIM). Our mission is to empower men to make positive choices for their physical and mental health, and to provide them with the resources and support necessary to lead healthier lives.

Our charter is to:

1. Raise awareness of men's health issues, including mental health, and to encourage men to be more proactive regarding their own health.
2. Raise awareness of appropriate behaviours to prevent domestic, family and sexual violence.

The Committee reconvened in 2021 to build on what has been achieved in the past and to shine a light on important men's health issues moving forward. Our last three events have raised over \$100,000 which has been spent on delivering men's health programs and services in the Illawarra area.

We invite you to be a partner for our first event of 2024 – the HIM Classic Day at Kembla Grange Racecourse.



ORGANISING COMMITTEE

The Healthier Illawarra Men (HIM) Committee is a group of like-minded business and community people who are focused on creating awareness of men's health issues and to encourage men to be more proactive regarding their own health.

The current committee is:

Chair: Mark Sleigh, Destination Wollongong

Members:

- Mark McDonald, Maguire & McInerney Lawyers
- Graeme Sutherland, Colliers Wollongong
- Stuart Barnes, Inside Industry
- Vicki Tieg's OAM, Waples Marketing Group
- Julian O'Brien, South Break Media
- Toby Dawson, Tomorrow Together
- Alan Davis, i98FM & WIN Network
- Matt George, Jamberoo Action Park
- Todd Hopwood, Wollongong City Council
- Kent Robson, Seven
- Ryan Aitchison, The Illawarra
- Sean O'Shannassy, Seven
- Craig Morris, Leadership Creativity
- Grant Plecas, Country Care Group
- Chris Smith, Webb Financial



International Men's Day 2023 speaker Brett Connellan

ORGANISATIONS WE HAVE SUPPORTED



Gotcha4Life

Gotcha4Life is a not-for-profit foundation with a goal of zero suicides, taking action by delivering mental fitness programs that engage, educate and empower local communities. Our programs create meaningful mateship, build emotional muscle, and strengthen social connection in local communities.



Gawura

The Gawura Aboriginal Corporation is a not-for-profit corporation run by the Gawura Aboriginal Community dedicated to addressing Aboriginal people's social, cultural, and economic concerns in the Illawarra.



Top Blokes Foundation

Top Blokes Foundation is on a mission to improve young male health and wellbeing. We work with groups of boys and young men over 3 to 6 months to increase their resilience, empathy, and respect for self and others, working to reduce the rates of suicides, mental health, and antisocial and risk-taking behaviours.



The Barstool Brothers

The Barstool Brothers is a charity whose purpose is to aid in the relief of mental illness within society, by building communities of people who understand and are aware of their own mental health and can help those around them



Escabags

Escabags Ltd is an Australian registered charity who distribute 'Escape Bags' for victims fleeing domestic and family abuse. Each 'Escape Bag' contains high-quality products as we understand the importance of feeling comforted and worthy in a crisis.



2024 EVENT

DATE: Friday 15th March, 2024

TIME: 12.00pm - 5.00pm

VENUE: Bert Lillye Room, Illawarra Turf Club, Kembla Grange

TICKETS INCLUDE: Smorgasbord lunch and 5 hour beverage package

FUNDRAISING ACTIVITIES: Raffle, lucky door prize, live auction, heads and tails



WE INVITE YOU TO WORK WITH US

The HIM Committee invites you to join us in raising awareness of men's health and wellbeing as well as encouraging men to make their mental health a priority.

We invite you to join us as a partner to support the Healthier Illawarra Men Classic Day.

On the following pages are details of partner investment levels and benefits we can deliver for your consideration.



International Men's Day 2022 speaker Alex Volkanovski

EXCLUSIVE BENEFITS

We offer all sponsor levels a range of exclusive benefits.

Business Advantage: By supporting HIM's Classic Day at the Illawarra Turf Club you will be regarded by the event attendees as a good corporate citizen who understands the importance of supporting men's health and wellbeing.

Exposure: In addition to an extensive invitation mail out to key businesspeople, politicians and community stakeholders, a media and advertising campaign will also be organised on WIN, i98FM and the Illawarra Mercury to promote the HIM Classic Day. You will have the opportunity to receive exposure through advertising, database mail out, email campaign, save the date and official invitation.

Networking: You will have the opportunity to network with like minded businesspeople and your target market in a relaxed and friendly atmosphere.

Our Audience



**Predominantly
Male**



**Corporate
executives,
business leaders
and business
owners**



**30 years
and older**

GOLD PARTNER

\$3,000 + GST incl a table of 10

4 on offer



1. Race naming rights for a race on Healthier Illawarra Men Classic Day
2. Sashing of the winning horse of your sponsored race with sashes supplied by Kembla Grange Racecourse and personalised with each sponsor and race name
3. A full page racebook advertisement
4. Acknowledgement in pre-race and race day publicity via medium of Radio 2KY, The Illawarra Mercury, Illawarra Radio Outlet(s), Pay TV and Sky Channel who televise all races live nationally, with exposure in excess of 2.7 million viewers each race day
5. Logo placement and acknowledgement on all media advertising including radio and television and press campaigns
6. Logo placement on the following items for the event:
 - Official emailed invitation (approx. 600 database)
 - All media releases distributed by the committee regarding the event
 - Rear page of event program to be distributed to guests at event (approx. 400)
 - Logo featured on the big screen presentation throughout event
4. Provision of pull up banners to be placed in the foyer. Signage to be provided by sponsor
5. Ten complimentary tickets to the luncheon.
6. Verbal acknowledgments in compere script from the stage

THANK YOU

The HIM Committee includes leading businesspeople of our region who are working together to help raise awareness of men's health and wellbeing issues and to encourage men to be more proactive regarding their own health.

We all have our own challenges which change on a daily basis and being there for each other has never been more important. Should you require any further information around sponsorship please either revert back to the HIM committee member who originally contacted you or email myself.

I look forward to welcoming you on the day.

Mark Sleigh
Chair
HIM Committee

Mobile: 0411 539 453

Email: msleigh@visitwollongong.com.au

