Art in support of child and adolescent mental health.
An urgent need to help.

Young people in Western Australia identify mental health as one of the three most important issues in Australia today. An alarming 13% of young people identify that suicide is an issue of personal concern.

In Perth, there have been increasing levels of self-harm and suicidal thoughts among young people. Four times as many young people (particularly 14 and 15 year olds) present to Emergency Departments in crisis, with repeated self-injury and attempted suicide compared to five years ago.

Mental health issues in children and young people tend to be minimised and not spoken about, with persisting feelings of shame and stigma in families which leads to a lack of advocacy for services and research in this vital area.

400%

Young people presenting to Emergency in crisis, with self-injury and attempted suicide has quadrupled in five years.
50% of affected teens and children don’t receive professional help.
19% of Aussie teenagers are affected by mental illness

4.2% of 13-17 year olds have attempted suicide

14% of Australian kids are affected by mental illness

12% of 13-17 year olds have thoughts about suicide
A proven benefit.

There is a growing body of scientific evidence to support the role of exercise as a therapy in treating and preventing recurrence of mental health issues, especially depression, to complement talking therapies and prescribed medications. Just as there are proven links between depression and physical health problems there are now proven benefits of exercise in mental health.

Your funding will support an innovative physical activity program for adolescents with severe mental health disorders who are at significant risk. The program will be evaluated to inform future funding priorities and will allow for:

1. Child and Adolescent Mental Health Service to introduce cardiovascular and mindful exercise as part of clinical practice which will see positive outcomes for individuals including increased serotonin leading to improved mood, sleep and energy;

2. A changed perception of self, providing a sense of personal mastery and positive self-regard;

3. A decreased risk of recurrence; and

4. A foundation for positive mental health and wellbeing into the future.
Together we can deliver a vibrant public art event.

The Big Splash is a Wild in Art event that will take place in the streets, parks and public spaces of Perth and surrounds in 2018.

A huge pod of wildly colourful dolphin sculptures painted by local artists will swim into town as part of a mass public art exhibition to raise awareness and valuable funds for Perth Children’s Hospital Child and Adolescent Mental Health unit.

Wild in Art events have been delighting communities and raising funds for local charities in the United Kingdom and Australia since 2008.
How it works.

1. Businesses, community groups, charities, education establishments and individuals are invited to partner with us on this journey.

2. Artists, well-known and undiscovered, young and old, are invited to submit their designs. The best designs will be selected by sponsors to feature on the The Big Splash sculpture trail.

3. Between 35 and 50 life-size dolphins will go on display around Perth and surrounds for eight weeks forming a spectacular sculpture trail for all to enjoy.

4. A unique opportunity to educate an engaged community about Mental Health issues, supported by a schools education program.

5. After the event, each sculpture will be sold at auction with the net proceeds going to support the Perth Children’s Hospital Foundation.
The Big Hoot

TheBigSplashWA.com.au
CASE STUDY

A proven worldwide success.

The Big Hoot.

The Big Hoot was one of the biggest public arts events ever seen in Birmingham.

Presented in partnership with public art specialists Wild in Art, The Big Hoot captured the hearts of the people in Birmingham and beyond this summer, with visitors flocking from far and wide to follow the trail of 89 beautifully decorated owl sculptures.

The owls were auctioned in October 2015 and raised a staggering £530,830 ($999,094 AUD) to support the Star Appeal which will fund the UK’s first centre for children with rare diseases.

$999,094 raised to support the Star Appeal which will fund the UK’s first centre for children with rare diseases.

Press and media
Circulation 62,122,126
Pieces of coverage 515

Social Media
Likes 8,109
Impressions 207,4630
Interactions 72,597
Followers 5,254
Your brand across a major public art initiative in support of Perth Children’s Hospital.

› Corporate Social Responsibility for an incredible cause supporting innovative health care solutions.
› Supporting a new generation of philanthropists in WA who are doing, rather than talking.
› Opportunity to connect with a huge market of potential customers via the high profile nature of the event.
› PCH Foundation Support Benefits.
› Being involved in a bright, fun, exciting and unique project.
PARTNERSHIP OPPORTUNITIES

**Presenting Partner**

› Exclusive category
› Major branding opportunities
› Recognition across all activities, materials and events

**Platinum Partner**

› Major branding opportunities
› Recognition across all activities, materials and events
› Opportunity to co-create the program with us

<table>
<thead>
<tr>
<th>PRICE</th>
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<td>$150,000</td>
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PARTNERSHIP OPPORTUNITIES

Gold Partner

› Opportunity to ‘own’ an activity, such as the Art Hub or Farewell events
› Prominent branding opportunities
› PCH Foundation supporter benefits

Education Partner

› Exclusive opportunity to ‘own and brand’ the schools education program
› Be a lead organisation helping to educate children on Mental Health issues in our schools

PRICE

$50,000

PRICE

$50,000
Silver Partner

- Promotional opportunities
- Cash or in-kind
- Invaluable support to help us reduce costs

Price
$25,000

Dolphin Partner

- Be a part of the The Big Splash sculpture trail and get involved at the ground level
- Choose your individually designed dolphin from a portfolio of designs submitted by local and regional artists

Price
$7,000 / $12,000

Design your own

TheBigSplashWA.com.au
## PARTNERSHIP OPPORTUNITIES

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<thead>
<tr>
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<th>Presenting</th>
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<tr>
<td><strong>PCH Foundation supporter benefits</strong></td>
<td>Miracle</td>
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<tr>
<td><strong>Sponsorship of a dolphin</strong></td>
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<tr>
<td><strong>Dolphin display on the trail</strong></td>
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<tr>
<td>Acknowledgement on the The Big Splash website.</td>
<td>✔️</td>
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<tr>
<td>Invitations to sponsors preview event to view artist submissions and select your preferred logo.</td>
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<td>6</td>
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<tr>
<td>Acknowledgement on the The Big Splash official trail map.</td>
<td>✔️</td>
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<tr>
<td>Rights to the The Big Splash title for PR and advertising use (in consultation with PCH Foundation and Wild in Art).</td>
<td>✔️</td>
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<td>Adoption certificate and photography of your unique The Big Splash sculpture.</td>
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<td>Invitations to the final charity auction.</td>
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<td>Promotional banner on the The Big Splash dedicated EDM newsletters.</td>
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<td>Opportunity to tailor benefits to your business objectives.</td>
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<td>Prominent branding at all The Big Splash events including but not limited to sponsor preview and gala auction.</td>
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<td>Opportunity to provide prizes for major promotions with key media for the project.</td>
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<td>Opportunity to leverage The Big Splash social media channels.</td>
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<td><strong>Employee Engagement – opportunity for your staff to work on the The Big Splash project.</strong></td>
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An individually designed dolphin sculpture - chosen from a portfolio of designs submitted by local and regional artists.

Your sponsored dolphins displayed in a prime location selected in consultation with the The Big Splash team.

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Your sponsored dolphin displayed on the The Big Splash sculpture trail.

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Employee Engagement – opportunity for your staff to work on the The Big Splash project.

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Opportunity to provide prizes for competitions run exclusively through schools.

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Exceptional opportunity for unique and credible access to schools and students via the The Big Splash project.
The Dolphin Journey in 2018.
Opportunity for high PR exposure and Social Media coverage along the dolphin journey

Targeting:

Press and media
Media Value $1,000,000

Social Media
Likes 20,000
Impressions 100,000
Interactions 70,000
Followers 5,000

Website
Unique Users 100,000
Unique Page Views 250,000

Key partners
PCH Foundation, EliPs, Artists, Sponsors, Local Businesses, Schools, TV, Radio, Newspapers, Internet

All numbers and estimates based on previous events.
The Emerging Leaders in Philanthropy program emboldens a younger generation to engage in philanthropy, collaborate with corporates, take risks, be inspired, learn valuable skills and most importantly, give back to the WA community.

We come from different professions, ages and backgrounds, with varying goals, priorities and interests, but we have been brought together by this love of humanity. We want to promote philanthropy amongst our peers and also raise money for a foundation we genuinely and passionately support.

The Perth Children’s Hospital Foundation* (PCHF) developed the Emerging Leaders in Philanthropy (ELiP) program to encourage participants to challenge themselves, the expectations of those around them and think creatively and without limitation.

We receive mentoring from Michael McNulty, a managing partner with Deloitte, who generously chairs a number of important team meetings, challenges our goals and initiatives and offers instrumental suggestions.

Through the mentoring, we have received insight into the key attributes of a successful business person within the corporate world.

We are also receiving coaching and advice from some of Perth’s most successful leaders from across the corporate sector including fireside chats with Richard Goyder, Sharon Warburton, Cheryl Edwardes, Tonya McCusker, Michael Malone, Dale Alcock, John Hughes and Michael Chaney and public speaking training with Gerry Gannon and Margo Halbert.
Thank You.

We appreciate the time taken to discuss these opportunities to partner.

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