batyr Blue Tie Ball 2019

Sponsorship Proposal
The batyr Story

batyr was launched in 2011, after founder Sebastian Robertson experienced the frustration and isolation of living silently with mental ill health whilst at university. Sebastian recognised that it was time to have open, honest conversations about mental health with young people, and founded the organisation, naming it after batyr, the talking elephant from Kazakhstan.
Why We Exist

Suicide is currently the leading cause of death for young Australians between the age of 15-44. batyr addresses this by running programs that reduce the stigma associated with mental ill health, and increase the help seeking rate of young people. batyr are not a service provider, rather we collaborate with and advocate for existing service providers, showing young people that it’s okay not to be okay and help is available.

batyr is taking a proactive and preventative approach to one of Australia’s greatest issues.
Impact & Our Goal

$400,000 has been raised to date through previous batyr blue tie ball events.

2018 fundraising efforts helped batyr reach 6,000 young people with positive messages about mental health.

Our goal in 2019 is to raise $120,000 which will help us to run 48 batyr@school programs, reaching 7,200 young people.
Blue Tie Ball 2019

Date: Saturday, 14th of September
Where: Hyatt Regency, Sydney

Now in its 7th year, the Blue Tie Ball continues to be batyr’s signature annual event. Initially designed to celebrate batyr’s birthday, the ball has evolved to be much more than this. Over the past 6 years, the sold out ball has raised over $400,000, thanks to the generosity of guests. These funds have helped us to run over 160 of our invaluable programs in High Schools across the country reaching over 24,000 young people through our batyr@school program.

The event continues to bring in a large number of young professionals keen to see change in the mental health space and contribute to an organisation positively impacting the lives of tens of thousands of young people.
We have been lucky enough to have had some amazing MC’s and Guest Speakers over the past few years which included:

Ian Thorpe - former Australian Swimmer

Layne Beachley - 7 time World Surfing Champion

Gus Worland - TV and Radio personality

These well known Australians have kindly donated their time to be involved in the event, because they strongly believe in our cause and are invested in what we do.
Why Partner With Us?

Key Benefits

- Work with one of the fastest growing preventative youth mental health organisations within Australia
- Social media exposure to over 19,000 people
- Promotion of your organisation in EDM’s to the batyr database of over 8000
- Exposure in front of the next generation of young leaders in our country
- Networking with other key sponsors
- Access to a batyr@work program for your staff
- Show your organisation's commitment to positive mental health and wellbeing by aligning your brand and values with batyr
- Helping drive change within our society about the issue at hand
Platinum Sponsor

Access to a one batyr@work program for your staff which has been designed in collaboration with one of Australia’s leading positive psychologist Dr. Tim Sharp - (value $9,000)

- 1 VIP table (10 tickets) to the ball
- Pre Ball VIP Cocktail Party
- Logo on the Blue Tie Ball website
- Logo on digital signage on the night
- Large Logo on the official program on the night
- Logo in all official ball communication via EDM
- Promotion of your business through Facebook Instagram and Twitter in the lead up to the ball (19,000 + reach)
- Promotion for your business as Platinum sponsor on the night to attendees (mostly young professionals)

Investment
$15,000
Gold Sponsor

Access to a free ‘back to school’ style batyr@work mental health program for your staff - (value $5,000)

A VIP table (10 tickets) to the ball

Pre Ball VIP Cocktail Party

Logo on the Blue Tie Ball website

Logo on the official program on the night

Logo in all official ball communication

Promotion of your business through Facebook Instagram and Twitter in the lead up to the ball (19,000 + reach)

Promotion for your business as Gold Sponsor on the night to attendees (mostly young professionals)

Investment $9,000
Silver Sponsor

- A VIP table (10 tickets) to the ball
- Logo on the Blue Tie Ball website
- Logo on the official program on the night
- Promotion of your business through Facebook Instagram and Twitter in the lead up to the ball (19,000 + reach)
- Promotion for your business as Silver Sponsor on the night to attendees (mostly young professionals)

Investment
$4,900
Thank You

For enquiries please contact:

Lucy Steggs – Partnership Manager
lucy@batyr.com.au
0416 154 907

www.bluetieball.com