



---

# Sponsorship Proposal

---

Supporting the  
emotional wellbeing of  
parents on their  
journey into  
parenthood



## Contact

0490 094 994

[www.radiancesouthwest.com.au](http://www.radiancesouthwest.com.au)

[admin@radiancesouthwest.com.au](mailto:admin@radiancesouthwest.com.au)

PO Box 20 Busselton WA 6280

**Radiance** 



## *Introduction*

The Radiance Network South West was launched in November 2017 in response to community demand – recognition that there was not enough awareness, support, and services for families in the South West region, who are struggling in the perinatal period.

Radiance is a product of partnership and collaboration, with a vision to provide a platform to bring services together to support, build resilience, and enhance the emotional wellbeing of parents to strengthen family relationships. Radiance also aims to raise awareness around perinatal anxiety, depression and adjustment disorders and facilitate better pathways to care.

The Radiance Network South West is registered as a charity and all donations over \$2 are tax deductible. A tax invoice will be provided.

To be a sponsor of the Radiance events, activities or items, it is important that your business products and/or services and values align with Radiance.

---

# Contents



02. Introduction

---

03. About us

---

04. Sponsorship opportunities

---

05. Ideas

---

06. Benefits for sponsor

---

07. Sponsorship packages

---

# About Us

Radiance is a professional organisation and our Management Committee is made up of members with a wealth of knowledge and experience such as GPs, psychologists, CEO's, midwives and Child Health or Mental Health Nurses.

Aside from your support being invaluable for the mums and dads and babies in our region, there are numerous benefits to your business when supporting a grass-roots local charity such as Radiance.

Radiance is supported by various State Government programs and we have a range of advocates in the community. Some of our collaborations to date are:

- Radiance Network added into PANDA's online support group package as a *Project of Excellence*, 2018
- Radiance partnered with Playgroup WA in response to the urgent call for more perinatal and early parenting support with the *First 1000 Days* at Playgroup Project, July 2021
- Successful application for funding from the Mental Health Commission to provide additional support groups throughout the South West, July 2021 - to date



## Vision

The Radiance Network South West Inc ("Radiance Network") is a community network connecting parents to local services within the community. Through partnership and collaboration, the Radiance Network aims to provide a platform of service options to support, build resilience, and enhance the emotional wellbeing of parents to strengthen family relationships.



## Mission

The Radiance Network has been established to address the multitude of needs for parents (antenatal to 3 years) who are experiencing emotional stress following birth or while caring for a young child.

# Sponsorship opportunities

Some of our greatest successes are delivering these programs and events consistently for over five years.



Radiance  
Support Group

Free support group in  
Bunbury, Busselton, Collie  
and Margaret River



Mother-Baby  
Nurture Groups

Free support group in  
Bunbury and  
Busselton.



Support Group  
Promotions

To ensure health  
professionals, expecting  
and new parents are aware  
of our services.



ABC Radiance  
Festival - Big  
Pram Walk

Annual event in Perinatal  
Mental Health Week,  
Busselton (November)



Swap 'n Raise  
Clothes swap  
fundraiser

Bi-annual event in May,  
Dunsborough/Yallingup



Radiance Perinatal  
and Infant Mental  
Health Symposium

Bi-annual event in  
February, Busselton



*Ideas*  
PASSION LED US HERE

Rather than prescribing all the elements of our work that can be sponsored, we'd be better off sitting down and discussing how and what works best for you and your organisation.

Some ideas for sponsorship are:

- a nourishing morning tea for mums
- professional supervision for facilitators
- self-care pack for mums
- AV and MC for event
- coffee van hire for Big Pram Walk
- keynote speaker at Symposium
- event catering
- raffle prizes for fundraising
- venue hire

Sponsorships can be in-kind or donations. The Radiance Network South West is registered as a charity and all donations over \$2 are tax deductible. A tax invoice will be provided.



## Our audience

Families and health professionals throughout the South-West

---

1000+ families directly through our support groups

---

1300+ followers on Facebook, 600+ on Instagram

---

400+ monthly visitors on our website

# Benefits for sponsor

Radiance is a grass-roots organisation and despite our growth, we have stayed that way. Sponsorship with Radiance is more like a partnership than a mere transaction.

## Exposure

Through our social media, as well as our professional networks, we are able to reach a wide range of individuals and organisations throughout the South West region - from Bunbury down to Margaret River.

## Mental health

Up to 1 in 5 mums and 1 in 10 dads will experience perinatal anxiety and/or depression. You can be making a difference and align your organisation with ensuring the perinatal wellbeing of parents and their babies.

## Flexibility

Radiance is not set on a specific form of sponsorship. Our organisation is built on collaboration and creating win-win situations for our partners. We can be flexible in the way we work with you and your organisation to get the best outcomes.

# Sponsorship packages



## Keep it simple

If you like things straight-forward, this one's for you!

morning-tea for support groups in two locations

target audience: families

social media highlight 1x a month

logo on Support Group flyers and advertising

\$100 a week



## Let's do this!

You're dedicated and partnering with us on our journey to ensure parents' wellbeing.

professional supervision

target audience: health professionals

social media highlight 2x a month

free stall at event of your choice

logo on Support Group flyers and advertising

article in e-newsletter to 250+ professional subscribers

\$1500 a month





Radiance is a community network connecting parents to local services to support emotional well being during early parenthood.

*Thank you!*

*We look forward to working with you*

## Contact

Manager, Anne Mackay  
admin@radiancesouthwest.com.au  
0490 094 994

Chairperson, Amanda Prestipino  
chair@radiancesouthwest.com.au

[www.radiancesouthwest.com.au](http://www.radiancesouthwest.com.au)  
PO Box 20 Busselton WA 6280

ABN: 69 670 498 597

Bendigo Bank  
BSB: 633 000  
Account no: 1611 83157