

2019 RECOVERED FUTURES ART EXHIBITION

5-11 OCTOBER | TOOWONG ROOM | BRISBANE CITY HALL



INVITATION TO SPONSOR

PROUDLY HOSTED BY



Recovered Futures - Mental Health Recovery and Wellbeing



WHY SUPPORT THE RECOVERED FUTURES ART EXHIBITION

The Exhibition provides an opportunity to:

- capitalise on brand alignment with one of Queensland's most prominent Mental Health Week events hosted by Queensland's leading community mental health provider
- increase business profile within targeted audience networks before, during and following the event
- demonstrate commitment and professional standing in the field of mental health and wellness
- showcase your business, products and services with professionalism and endorsement of the Exhibition Host

MARKETING PROGRAM

The 2019 Recovered Futures Art Exhibition will leverage from an established network and key communications channels to build awareness and develop a strong and active community through online and off-line engagement. The marketing program has been developed to support commercial interests of event partners and supporters, and includes:

- digital marketing communications
- social media engagement and advertising
- event collateral
- post event communications
- local media exposure

As a sponsor, you will be provided with numerous business opportunities to promote your brand and products as well as network at the Exhibition Reception event.

SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE
	\$5000 1 opportunity	\$2000 4 opportunities	\$1500 6 opportunities
DIGITAL MEDIA EXPOSURE			
Company acknowledgement and logo on RFQ Recovered Futures web page with link to sponsor's website	Logo, name & link to sponsor website	Logo & name	Logo
Company profile on RFQ website – Recovered Futures Art Exhibition web page	Max 350 words	Max 150 words	Max 75 words
Promotion of sponsor on the RFQ's social media networks – Facebook, Instagram, LinkedIn, Twitter	X	X	X
Promotion of sponsor in Facebook & Instagram posts with links to company website – supported by targeted advertising	X Min 10,000 reach	X Min 5,000 reach	X Min 2,000 reach
Promotion of sponsor included in all HTML email marketing campaigns	Name, logo & website link	Logo & website link	Logo
Reception event name tags	X		
ADVERTISING AND PROMOTIONAL OPPORTUNITIES			
Minimum 10,000 Postcards distributed to galleries, museums, cafés, bookstores and cultural precincts around Brisbane	X	X	X
500+ full colour printed Art Exhibition catalogues	+ 1/2 page business profile	+ 1/3 page business profile	+ 1/4 page business profile
Promotion of sponsor on printed promotional flyers	Logo & name	Logo	Logo
Verbal acknowledgment of sponsorship at Exhibition Reception	X		
Prominent display of branding at exhibition (provided by sponsor)	1 pull up banner	1 corflute	1 corflute
Product sample or brochure displayed at the Exhibition (provided by sponsor)	Max 3 A4 pages	Max 2 A4 pages	Max 1 A4 page
ADDITIONAL BENEFITS			
Opportunity for sponsor to pre-purchase works from the exhibition prior to opening	X	X	X
Choice of artwork from collection of artwork donated by artists	2 pieces	1 piece	1 piece
Complimentary packs of Exhibition memorabilia / merchandise	8 packs	5 packs	3 packs
Invitations to the Exhibition Reception	8 invitations	5 invitations	3 invitations

IN-KIND SPONSORSHIP

Businesses unable to financially contribute but wish to demonstrate their support and be part of the 2019 Recovered Futures Art Exhibition are invited to apply for the provision of in-kind sponsorship (goods and services etc.) to assist with the professionalism of the Exhibition.

Services may assist in the promotion, running or post-exhibition wrap up of the exhibition.

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Richmond Fellowship Queensland is a well-respected not for profit company and leading provider of psychosocial mental health services, serving the Queensland community for over 40 years.

Today, RFQ provides a diversity of evidence based psychosocial recovery and allied health services. From working in acute mental health wards and correctional facilities and supporting discharge and release pathways, to keeping people healthy in the community, RFQ's vision captures the passion and conviction of our work:

*A future recovered for people facing
mental health challenges and social disadvantage*

This statement of hope is also captured in RFQ's logo, Recovered Futures. Our RFQ community inspires and reassures people in recovery that there is hope and a future.



rfq.com.au



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