



An
opportunity
to join one
of Australia's
leading charity
events

Hawaiian Ride for Youth 23-27 March 2021



youthfocus.com.au

54 Goodwood Parade Burswood WA 6100 | 08 6266 4333

hawaiian 

RIDE FOR YOUTH

23-27 MARCH 2021

 youthfocus

"Being involved since the very first Hawaiian Ride for Youth and supporting young West Australians through the great work of Youth Focus has been an incredibly rewarding experience for our company. It's created genuine opportunities for our staff, our tenants, shoppers, local communities and business networks to improve their appreciation of and support to struggling West Australian youth"

Russell Gibbs, Hawaiian Chief Executive Officer

The award-winning Ride

Since its inception, the Hawaiian Ride for Youth has grown into the largest fundraising event for Youth Focus having raised more than \$22 million to date.

The award-winning Hawaiian Ride for Youth began in 2003 when a small group of passionate riders from the Perth business community, most with children of their own, decided to combine their resources and raise funds for Youth Focus to help in the prevention of youth suicide, depression and self-harm.

Despite the cancellation of 2020 Ride Week, the iconic Hawaiian Ride for Youth raised an outstanding \$1.9 million to support Youth Focus. The funds will directly support the organisation's signature service: **free and uncapped face-to-face counselling** for young Western Australians with mental health challenges.

The 2021 Ride will depart from Albany and Jurien Bay on Tuesday 23 March, travelling through the south-west, wheatbelt and central regions, for five days arriving in Perth on Saturday 27 March.



MORE THAN
3,500 YOUNG
WESTERN
AUSTRALIANS
INSPIRED





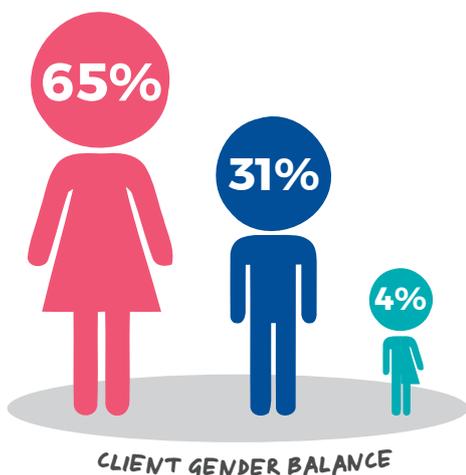
Why we need your support

Tragically, suicide is the leading cause of death for young people under the age of 25.

We exist because every week at least one child, sibling, relative or friend under the age of 25 dies by suicide. The ripple effect of suicide and feelings of loss, sadness, and loneliness are felt deeply by individuals, families and entire communities.

More than 92,220 young Western Australians are currently facing mental health challenges and would benefit from the **free, uncapped professional counselling services** that Youth Focus provides.

However, with only a small percentage of our operating funding sourced from government, we rely heavily on the generous support of the corporate and community sectors to maintain delivery of our free life-changing mental health services and programs





How we help

Youth Focus is an independent for-purpose organisation that supports young people aged 12 to 25 in Western Australia by offering a range of free professional mental health services.

Today, Youth Focus supports more than 4,559 young people annually across the state via office-based and outreach programs, as well as delivering educational programs to more than 7,000 people.

We have a unique service offering. Our signature service: face-to-face counselling is a **free, accessible and uncapped service** available to 12 to 25 year olds with mental health challenges. Under a traditional Mental Health Care Plan through Medicare a young person is only able to receive up to 10 one hour sessions in a year.

Our counselling services have grown by more than 24 per cent in the last year, and are expected to grow by 30 per cent in the next year. These figures have not factored in the effects of the COVID-19 pandemic on demand for mental health services for young people.

You are vital to the success of our mission

Youth Focus has a responsibility to make a positive, lasting difference to every young person it helps.

We strive to make a considerable and lasting contribution as a leader in reducing youth suicide in our communities.

Our services are funded by the generous philanthropic support of corporate partners and donors just like you.

Your sponsorship will enable:

- ▶ Young people to receive an early intervention and potentially life-saving support from professional counsellors and psychologists, **free of charge and uncapped**
- ▶ Young people to be supported in high-risk remote communities that have limited access to mental health services
- ▶ Young people to develop strong and caring relationships with their family, which plays a vital role in a young person's recovery process
- ▶ Young people to be empowered to live a meaningful and fulfilled life, creating strong resilient adults, parents and grandparents for future generations



Opportunities to
partner with

Hawaiian Ride for Youth

Partnering with us on The Ride enables us to continue to provide the life-changing services we offer.

The Hawaiian Ride for Youth raised over \$1.9 million in 2020 and more than \$22 million in total to support the delivery of free, evidence-based youth mental health services.



OPTION 1

Hawaiian Ride for Youth Gold Team Sponsorship

Gold Team Sponsorship

This is your chance to have your brand associated with an iconic award winning charity event and incredibly inspiring people who are dedicated to spreading the message of good mental health.

Youth Focus is pleased to offer significant benefits to our Team Sponsors. Please note: Team Sponsors are not obliged to participate in the Ride or provide riders as they will be allocated to your Team.

PARTNER STATUS

Gold Team Sponsor
of Hawaiian Ride for Youth

PARTNERSHIP INVESTMENT

\$11,500 ex GST per year
Three year contract including
the 2021, 2022 & 2023 Rides

PARTNERSHIP BENEFITS

Youth Focus will provide the following benefits to our Gold Team Sponsors:

- ➔ Sponsorship of **one team** in the Hawaiian Ride for Youth for **three years** [2021, 2022, 2023] *2022 is the 20th anniversary of the Ride
- ➔ 1 hour **Understanding Mental Health** work place session for staff delivered at your offices [metropolitan area] delivered by Youth Focus
- ➔ 2 x tickets to attend an exclusive Corporate Sponsor Event offering extensive opportunities to meet and network with some of WA's business elite
- ➔ **Your company logo** featured on:
 - ▶ Team rider jerseys and wind vests [the 2022 20th anniversary ride will include specially designed kits for each team]
 - ▶ Acknowledgement of Gold Sponsor on team kit
 - ▶ The presentation cheque with Gold Sponsor logo placement
 - ▶ The HRFY website with Gold Sponsor logo placement
 - ▶ The HRFY Support Vehicles which travel more than 5,600km during Ride week
 - ▶ HRFY digital sponsor loops which are displayed at all official Youth Focus HRFY fundraising events and provided to rider fundraising events.
- ➔ Feature story in HRFY social media
- ➔ Feature story in HRFY eNews sent to 500+ recipients
- ➔ Gold Sponsor acknowledgment on all HRFY collateral where sponsor logos are placed
- ➔ Acknowledgement as a supporter on the Youth Focus website.
- ➔ Provision of **Official Gold Sponsor logo** for use across your website, social media and communications

OPTION 2

Hawaiian Ride for Youth Silver Team Sponsorship

Silver Team Sponsorship

This is your chance to have your brand associated with an iconic award winning charity event and incredibly inspiring people who are dedicated to spreading the message of good mental health.

Youth Focus is pleased to offer significant benefits to our Team Sponsors. Please note: Team Sponsors are not obliged to participate in the Ride or provide riders as they will be allocated to your Team.

PARTNER STATUS

Silver Team Sponsor
of Hawaiian Ride for Youth

PARTNERSHIP INVESTMENT

\$12,500 ex GST per year
Two year contract including
the 2021 & 2022 Rides

PARTNERSHIP BENEFITS

Youth Focus will provide the following benefits to our Silver Team Sponsors:

- Sponsorship of **one team** in the Hawaiian Ride for Youth for **two years** [2021, 2022,] *2022 is the 20th anniversary of the Ride
- 1 hour **Understanding Mental Health** work place session for staff delivered at your offices [metropolitan area] delivered by Youth Focus
- **Your company logo** featured on:
 - ▶ Team rider jerseys and wind vests [the 2022 20th anniversary ride will include specially designed kits for each team]
 - ▶ Acknowledgement of Silver Sponsor on team kit
 - ▶ The presentation cheque with Silver Sponsor logo placement
 - ▶ The HRFY website with Silver Sponsor logo placement
 - ▶ The HRFY Support Vehicles which travel more than 5,600km during Ride week
 - ▶ HRFY digital sponsor loops which are displayed at all official Youth Focus HRFY fundraising events and provided to rider fundraising events.
- Feature story in HRFY eNews sent to 500+ recipients
- Silver Sponsor acknowledgment on all HRFY collateral where sponsor logos are placed
- Acknowledgement as a supporter on the Youth Focus website.
- Provision of **Official Silver Sponsor logo** for use across your website, social media and communications

OPTION 3

Hawaiian Ride for Youth Bronze Team Sponsorship

Bronze Team Sponsorship

This is your chance to have your brand associated with an iconic award winning charity event and incredibly inspiring people who are dedicated to spreading the message of good mental health.

Youth Focus is pleased to offer significant benefits to our Team Sponsors. Please note: Team Sponsors are not obliged to participate in the Ride or provide riders as they will be allocated to your Team.

PARTNER STATUS

Bronze Team Sponsor
of Hawaiian Ride for Youth

PARTNERSHIP INVESTMENT

\$13,500 ex GST per year
One year contract including
the 2021 Ride

PARTNERSHIP BENEFITS

Youth Focus will provide the following benefits to our Bronze Team Sponsors:

- Sponsorship of **one team** in the Hawaiian Ride for Youth for **one year** [2021]
- **Your company logo** featured on:
 - ▶ Team rider jerseys and wind vests
 - ▶ Acknowledgement of Bronze Sponsor on team kit
 - ▶ The presentation cheque with Bronze Sponsor logo placement
 - ▶ The HRFY website with Bronze Sponsor logo placement
 - ▶ The HRFY Support Vehicles which travel more than 5,600km during Ride week
 - ▶ HRFY digital sponsor loops which are displayed at all official Youth Focus HRFY fundraising events and provided to rider fundraising events.
- Bronze Sponsor acknowledgment on all HRFY collateral where sponsor logos are placed
- Acknowledgement as a supporter on the Youth Focus website.
- Provision of **Official Bronze Sponsor logo** for use across your website, social media and communications



Partnering to prevent youth suicide

Together, we can develop a creative partnership that will have a positive impact on young people in our community.



Richard Doggart

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