



**IN SUPPORT OF**  
**Mental Health**  
**SPONSORSHIP PROPOSAL**

**EXECUTIVE SUMMARY**

'Comedy for a Cause' in Support of Mental Health is a free, community event held during Mental Health Month 2025. Featuring 4 of Australia's best comedians riffing on their own lived experience, as well as a mental health speaker, the show promotes wellbeing, encourages help-seeking, and connects audiences with local support services.

The event will occur at Cronulla RSL on Friday 24/10/2025.

**We are seeking sponsorship support in the following categories:**

- 1) In-Kind Sponsorship: Donations of goods or services to be used in raffles and auctions, helping to enhance fundraising efforts.
- 2) Marketing Sponsorship: Support in promoting the event through digital, print, and community outreach channels.
- 3) Category Sponsorship: Sponsorship of specific event elements such as comedian fees, food, and beverages, directly contributing to the event's success.
- 4) **Cash Sponsorship: Our most crucial sponsorship category**, providing direct financial support to the school and vulnerable communities. We offer four sponsorship tiers: Bronze (\$100), Silver (\$250), Gold (\$750), and Platinum (\$1,500), each with valuable promotional benefits.

**Sponsorship Benefits include:**

- 1) Social Media Exposure: Facebook, Instagram, reaching thousands through online engagements
- 2) Event Promotion: posters, videos, ticketing page, reaching event attendees and online viewers via Cronulla RSL, Sutherland Shire Council and Comedy for a Cause.
- 3) Complimentary Tickets: VIP experience for sponsors and guests
- 4) On-Site Presence: banners, information booths, high-visibility branding
- 5) Live Acknowledgment: public recognition from emcee
- 6) Customisation: tailored benefits to meet sponsor's specific needs and objectives

**For a comprehensive overview of benefits, please refer to the SPONSORSHIP TIERS table at the end of this document. We also offer customised Marketing, Category, and In-Kind sponsorship packages tailored to meet your unique needs. Additionally, our Cash**

**Sponsorship program features tiered levels, providing flexibility to suit your budget and goals.**

## **ABOUT THE ORGANISERS**

**Comedy for a Cause** is a social enterprise that has raised nearly \$3 million for charities, clubs, and schools, uniting communities through laughter and inspiring positive change! With a proven track record of delivering high-quality events that engage and entertain audiences, Comedy for a Cause offers a unique opportunity for sponsors to connect with their target market in a fun and meaningful way. By partnering with Comedy for a Cause, sponsors can tap into the power of comedy to build brand awareness, drive social impact, and create lasting memories for their customers and stakeholders.

For further information about Comedy for a Cause, please visit [comedyforacause.net](https://comedyforacause.net) and their [Instagram page](#).

## **ABOUT THE EVENT**

**Comedy for a Cause in Support of Mental Health** is a free, professionally produced live comedy initiative planned as a series of events across NSW during Mental Health Month (October 2025).

This project uses comedy as a powerful tool to:

- Promote mental wellbeing.
- Reduce stigma around mental illness.
- Connect audiences with local support services in a relaxed, engaging setting.

Each event will feature:

- Professional comedians, including performers with lived experience of mental illness who share their personal stories through humour.
- A dedicated mental health speaker
- Opportunities for audience Q&A and distribution of local service information.
- A headline act to uplift and energise attendees.

The series is designed to engage:

- At-risk youth, carers, and older residents.
- Veterans, people living with disability, and culturally diverse communities.

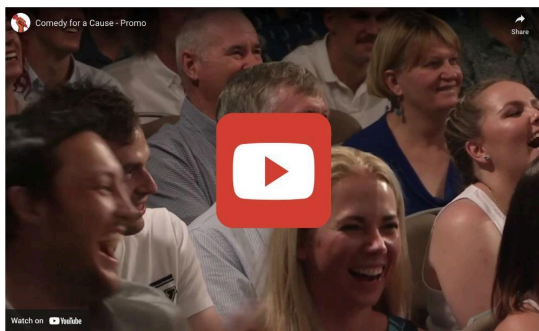
- Anyone impacted by mental health challenges or social isolation.

Sponsorship will support:

- Artist and speaker fees.
- Production, AV, and staffing costs.
- Local marketing, digital promotion, and printed materials.
- Accessibility measures (e.g. sensory-friendly options, reserved seating).

By partnering with us, your organisation will:

- Play a leading role in supporting mental health awareness and inclusion.
- Connect directly with local audiences across multiple communities in the Shire.
- Gain positive brand exposure aligned with wellbeing, resilience, and community connection.



**CFAC Promo Reel**



**Government Testimonial**

## **IN-KIND SPONSORSHIP DIRECT**

Help us in sourcing items for our raffle and auction!

<b>RAFFLE ITEM EXAMPLES</b>	
<ul style="list-style-type: none"> <li>- Gift vouchers: Local restaurants, cafes, shops, pet grooming, house cleaning, massage, cooking lessons etc.</li> <li>- Wine or gourmet food hampers</li> </ul>	<ul style="list-style-type: none"> <li>- Book or magazine bundles</li> <li>- Artwork, handmade crafts, Home decor items - candles, vases etc.</li> <li>- Tech : smartwatches, headphones, tablets</li> </ul>

AUCTION ITEM EXAMPLES	
1. Exclusive experiences: <ul style="list-style-type: none"> <li>- Meet-and-greet with a local celebrity</li> <li>- Private cooking class with a chef</li> <li>- Guided tour or adventure activity</li> </ul>	3. Luxury items: <ul style="list-style-type: none"> <li>- Designer handbags or jewellery</li> <li>- High-end watches or electronics</li> <li>- Premium wine or champagne collections</li> </ul>
2. Unique items: <ul style="list-style-type: none"> <li>- Autographed sports memorabilia</li> <li>- Original artwork or sculptures</li> <li>- Rare books or collectibles</li> </ul>	4. Local packages: <ul style="list-style-type: none"> <li>- Weekend getaway at a nearby B&amp;B</li> <li>- Golf or spa packages at a local resort</li> <li>- Dining at top-rated restaurants</li> </ul>

## **MARKETING SPONSORSHIP**

Help us spread the word about this amazing event and we'll make sure it is mutually beneficial!

Examples of how you can help include:

- Put our event posters in your shop window or around the office.
- Share posters and event details in E-Newsletters and on social media
- Promote the event in blog posts, podcasts and other online content
- Arrange exclusive discounts or complimentary tickets for your staff

## **CATEGORY SPONSORSHIP**

Sponsorship of specific event elements such as: venue hire, comedians, food and food.

## **CASH SPONSORSHIP**

Cash sponsorship is a direct financial contribution that plays a crucial role in the success of 'Comedy for a Cause' in support of Mental Health. These funds help cover essential event costs and maximise benefits to local communities. With four sponsorship tiers—Bronze, Silver, Gold, and Platinum—businesses can choose a level that aligns with their budget while receiving valuable promotional benefits, brand exposure, and community engagement opportunities. See the table below.

## SPONSORSHIP TIERS

Benefit Type	Details	Reach/Potential Impact	Bronze \$100	Silver \$250	Gold \$750	Platinum \$1500	Event Major Sponsor \$2,500
<b># Free Tickets</b>	VIP tickets for sponsors and guests	VIP Sponsorship experience. Opportunity to experience the event firsthand, engage with attendees, and build relationships.	2	4	6	10	20+
<b>Event Promotion</b>	Recognition on posters, promotional videos, and ticketing page	Reach event attendees and 1000s of online viewers. Strengthens brand awareness.	Named in plain text	Small logo	Medium logo	Large logo	Naming rights
<b>Social Media Exposure</b>	Recognition on CFCA Facebook page Instagram page as well as local pages Like Essential Sutherland Shire and Everything Sutherland Shire.	Improves business reputation, fosters goodwill, and builds brand loyalty with online audiences. Engages a broad audience and enhances digital visibility, connecting with potential customers.		Tagged	Tagged + Small Logo	Tagged + Large Logo & special thanks	Tagged + Large Logo & special thanks
<b>Posters: digital + physical</b>	Visibility on posters	High visibility branding and direct engagement with potential customers and fellow sponsors.		Small logo	Medium logo	Large logo	Naming rights
<b>Video Reel posted online</b>	Logo featured in video reel	Increased brand awareness from video content posted online.		Small Logo	Medium Logo	Full Screen	Full Screen

Benefit Type	Details	Reach/Potential Impact	Bronze \$100	Silver \$250	Gold \$750	Platinum \$1500	Event Major Sponsor \$2,500
<b>Live Acknowledgment</b>	Recognition on the night from emcee	Public appreciation enhances brand trust and credibility within the community.	Named + Thanked	Named + Thanked	Certificate &/or Gift	Certificate &/or Gift	Certificate &/or Gift + short speech
<b>Recognition in emails to ticket purchasers</b>	Acknowledgement in pre-event email communications	Reach attendees directly via email			Yes	Yes + small company blurb	Certificate &/or Gift + short speech
<b>Emails to CFAC database</b>	Recognition in emails sent to CFAC database	Feature a small blurb about your company in the Comedy for a Cause Newsletter to 15,000 people				Yes	Yes
<b>Banner at show</b>	Branding on a banner at the event	High-visibility branding and direct engagement with potential customers and fellow sponsors.			In the room.	Yes featured prominently	Yes, on Stage or featured prominently
<b>Business cards/Flyers on seats</b>	Branding on event seating	Engagement with attendees directly through flyers or business cards.					Yes
<b>Info booth</b>	Branding with a staffed booth	Self-installed and staffed booth for high-visibility branding.					Yes
<p><b>All benefits can be tailored to meet the sponsor's specific needs and objectives. You can achieve your business goals while supporting a meaningful cause.</b></p>							

## **Lets do this!**

Partner with us to create a lasting impact! By sponsoring 'Comedy for a Cause,' you'll not only be supporting local mental health but also gaining valuable brand exposure, networking opportunities, and social responsibility credentials.

We offer customised sponsorship packages to fit your business goals and objectives. Whether you're looking to donate goods, services, expertise, or financial support, we have options to suit your needs.

Don't miss this chance to join an unforgettable evening of laughter, connection, and community spirit. Let's work together to drive positive change!

To explore sponsorship opportunities, please contact:

Mat Wakefield

Phone: 0421 244 288

Email: [mat@comedyforacause.net](mailto:mat@comedyforacause.net)

**Let's drive positive change together!"**