



purposeful profitable partnerships

**Step 1 Brief**  
**Read First**  
**5 October 2017**  
**CLOSING DATE: 23 October 2017 – midday EST**

## **Powerful sporting Duo seeks cause partner in Mental Health**

We are a company specialising in building purposeful, profitable partnerships between companies and charities, and we're working with an influential sporting Duo – a major National sporting code and an online wagering company - to help find and secure a Mental Health cause partner in the Australian market. The Sporting code reaches millions of fans and the online<sup>1</sup> wagering company is an Australian-owned leader in CSR<sup>2</sup> and has won awards for its Responsible Gambling practices. It is innovative and sophisticated. Both organisations have a massive following of male fans/customers.

Both organisations have been active in supporting community groups and charities in the past but this is the first time they have joined forces to tackle an issue which is affecting too many Australians – mental illness.

Through research, the Duo has recognised the alarming rise in mental illness in Australia. They want to do something practical and tangible to encourage Australians – men in particular – to open up and seek help and resources.

This is a bold move for both organisations and they anticipate that this partnership may provoke discussion which they welcome. The issue is simply too important to stay silent. Together the Duo have a unique ability to reach a large audience of men with behaviour-changing messages that could save lives. Therefore they fully intend to promote this partnership & the cause partner's campaigns/messaging/resources to maximise their reach. Their intent is genuine, as evidenced by the significant resources being offered, and a 5-year commitment being championed by both CEO's.

### **Investment**

The cash investment is \$1m over 5 years (or \$200,000 per annum - the amount can be varied to meet the needs of the cause partner – eg you may want more upfront).

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<sup>1</sup> The wagering company does not operate retail premises, their services are exclusively provided online

<sup>2</sup> Corporate Social Responsibility. The company has taken unprecedented measures to ensure customers remain in control, and to minimise the possibility of their customers becoming problem gamblers



The Duo are also offering marketing & promotional support (including outdoor and digital advertising), merchandise, money can't buy experiences/prizes, access to talent and iconic sporting legends, skilled staff volunteering, staff giving, a customer donation program, use of production & design studios, online/digital marketing expertise, access to advertising agency and app developers, access to CBD office space for meetings, fundraising at major sporting events and access to databases reaching millions of Australians for campaign promotion and potentially, once a year, an appeal for funds.

The marketing and online digital assets alone have been independently valued at around \$3m, and this is a very modest estimate of the potential.

Our client is seeking a **Flagship partnership that will be publicly promoted therefore you must be comfortable publicly aligning with a sporting code and an online wagering company.**

**In order for you to apply, your organisation must meet the following essential criteria:**

1. You must be an independent non-profit organisation with DGR-I status
2. You must be delivering tangible, measurable outcomes in Mental Health
3. Mental Health is what your organisation is famous for (eg it is not a small program or offshoot of an organisation known for something else such as poverty relief or environmental conservation)
4. You are working in Australia and you may be serving the entire Australian population *or you may* be focussed on a particular geographic area or targeting a particular group of people
5. You are open to accepting volunteers to help you deliver the program – both skilled and unskilled volunteers across Australia (mostly in Melbourne)
6. You actively deliver a program/s that educates and drives behaviour change (or you have a new program that is well developed and ready for launch)
7. You have measures in place to demonstrate social impact of your programs/campaigns
8. You have a clear, prevention-focussed mental health promotion message that is campaignable by the Duo
9. The bulk of your campaigns currently run from March-September (or you intend to if it's a new program)
10. You directly target Australian consumers 18+ (eg you are not a fundraising arm of a charity)
11. Your organisation and its programs/campaigns are appealing to men 18-37 years old (but it doesn't necessarily have to be exclusively men)
12. You use digital technology in an innovative way to deliver messages (or aspire to)
13. You are comfortable to be publicly aligned with a wagering company and a National Sporting Code

If this sounds like you, then please continue to read this document and then complete the Q&A, which must be submitted to us on or before **Monday 23 October 2017 - midday (Eastern Standard Time).**

Please read the instructions carefully – and spell check before submitting.

**The prospective NPO partner must NOT:**

- Be a government entity
- Currently receive more than 90% government funding
- Be overtly religious or political
- Have a publicly promoted partnership with a wagering company
- Be exclusively for women

**Our client will not invest in:**

- Capital funds, building works or a fundraising campaign (educational/health promotion campaign is acceptable)
- Sponsorship of a one-off event (eg signature fundraising day or fundraising event)

If your organisation would like to throw its hat into the ring for this first round of enquiry, please read *Step 2: Instructions for submission* and send to us by **Monday 23 October 2017 - midday (Eastern Standard Time)**. **Submissions after this date and time will not be considered.**

We're unable to receive telephone calls regarding this opportunity, however if you have a question that needs answering before you can put in a submission, register for one of 2 webinars that we are running. Review in *Step 2: instructions for submission*.

**Cavill + Co credentials**

The Cavill + Co team have developed 43 partnerships worth \$35m in 22 years. If you wish to hear about corporate partnerships seeking NPOs in the future please email [mail@cavill.com.au](mailto:mail@cavill.com.au) with 'add me' in the subject header and you will notified of future opportunities (we have another one coming soon).

If you would like to become a really attractive partner to corporate prospects with a compelling offer then check out our breakfast and lunch seminars in October/November and free webinars click [here](https://www.cavill.com.au/events-webinars/) - <https://www.cavill.com.au/events-webinars/>

**GOOD LUCK!**

Regards,



*Hailey*

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