



**STILL  
A-WARE**  
stillaware.org

*10 Year Anniversary*

# GARDEN GALA

Friday | October 25 2024 | 6pm  
National Wine Centre, Adelaide

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Sponsorship Prospectus

# GARDEN GALA

## About Still Aware

To birth a baby stillborn is a gut-wrenching devastation that no family should ever have to endure, particularly in this day and age. The loss of a child at any age is unthinkable and is too often unspoken.

In Australia, 6 babies are born without breath everyday. Over 2,150 babies are born still each year.

Stillbirth is the leading cause of infant death in this country. Many of these deaths are preventable.

60% of stillbirths occur at term or in the third trimester. These statistics haven't changed in 20 years.

Still Aware is the first internationally recognised and Australia's first not-for-profit charity solely dedicated to ending preventable stillbirth, through awareness and education.

Still Aware was founded in 2014 by Claire Foord after the stillbirth of her daughter, Alfie Foord-Heath. Claire was driven by wanting to ensure others did not experience the same fate, dedicated to raising awareness of stillbirth and sharing information that could have saved her own daughter. 2024 marks Still Aware's 10 year anniversary.

Still Aware is a tax-deductible (DGR Tier 1 status) Australian charity. A small team of five part time employees, the charity operates under the guidance of its Board and Clinical Advisory Board.

We are a national self-funded charity, relying on the generosity of donors, the community and bereaved parents to do the valuable work we do.

[To find out what we do to help reduce the risk of stillbirth visit us here.](#)

### The Facts



- 6 babies are born without breath everyday in Australia.
- Over 2,150 babies are born still each year.
- Stillbirth is the leading cause of infant death in this country.



### Our Mission

- To end preventable stillbirth through awareness & education.
- Stillbirth awareness + education + action = change
- Change the stillbirth statistics in this country.

# GARDEN GALA

## Our Impact

- Raised over \$125,000 at our 2023 Garden Gala with over 200 attendees at the Arkaba Hotel, Fullarton, South Australia.
- In 2023, we provided over 60,000 free brochures to expectant families, midwives and hospitals across the country.
- Since 2014, we have trained over 2,100 clinicians in stillbirth prevention, Australia wide.
- Over our 10 years, we have provided numerous training sessions with maternity care providers across the country.
- In 2023 alone, we reached over 90,000 expectant parents at the 12 Pregnancy, Baby and Children's Expos in Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney. This includes holding many one on one conversations with expectant parents, that may not otherwise have happened.
- Through our WINDS project we have been Working with Indigenous Nations to Develop Stillbirth awareness resources, for mob, by mob. Holding workshops with indigenous communities in the Pilbara, Perth, Adelaide, Mildura, Mittagong and Darwin. At the time of writing, the suite of 'Safe Bubba' resources were being finalised before being disseminated and promoted nationally to indigenous women and communities.
- Celebrating our 10th year as a national charity making change, advocating and raising awareness in Australia.
- And that's just the beginning...we have so much more work to do!

### The Facts



- The definition of stillbirth in Australia is defined as the death of a baby beyond 20 weeks' gestation.
- 60% of stillbirths occur after 28 weeks. These stats haven't changed in 20 years.

### The Stats



- In a third of all stillbirth cases at term (37+ weeks) the baby's death remains unexplained.
- Currently, research shows Aboriginal women experience stillbirth at 2-3 times the rate as non-Aboriginal women.

# GARDEN GALA

## About the Gala

The Gala is our major fundraising event of the year and this year is even more special as we celebrate our 10 year anniversary.

As a charity that relies heavily on the generosity of our community, the Gala is a fantastic way to support our work whilst enjoying a fantastic night out with friends and family.

We are inviting corporate and community leaders to join us on Friday, 25th October alongside friends, supporters, board members & our bereaved community. Tickets are \$170 each, or Tables of 10 available for \$1,600 (discounted by \$100).

In 2023, our Gala raised over \$125,000 with the support of sponsors including Letcher Moroney, Streamlined Accountants, Hancock Insurance, Adelaide Football Club, Vibe Hotel and more.

Hosted by our MC Ali Clarke, tickets include a 3-course dinner and 4-hour drinks package, as well as outstanding entertainment, live auction with auctioneer Bronte Manuel from Toop & Toop, raffle, online auction, a wine wall, door prizes and more.

This year's Gala at the National Wine Centre in Adelaide is expected to host over 300 guests and be bigger than ever. We are delighted to announce a number of VIP guests including:

- Peter Malinauskas - South Australian Premier
- Kristina Keneally - CEO of the Sydney Children's Hospital Foundation and former Labor Senator and Premier of NSW. *Kristina established the Senate Select Committee on Stillbirth, creating the first national set of recommendations on stillbirth prevention and leading to the National Stillbirth Action Plan.*



# GARDEN GALA

## Why Partner with Us?

Becoming a Gala sponsor is a unique opportunity to align your business with a national charity, to elevate your brand and increase your exposure to a local and national audience while supporting the community in an area that doesn't get the attention and support it deserves.

Every dollar invested in Still Aware is potentially another baby saved, and another family not having to face the tragedy of leaving a maternity ward with empty arms and broken hearts. Currently, that's one family every four hours in this country.

Your investment goes towards more clinical training nation wide, consumer education, resource evaluation and dissemination and travel Australia wide to raise awareness with expectant parents.

Together, with your support, we can make change.

As a national charity based in Adelaide, we have national reach as well as a strong local presence that can help amplify your brand and provide exposure to our engaged and loyal community.

- Facebook / 15,000 followers
- Instagram / 7,800 followers
- YouTube / 1,170 subscribers / average 569,798 views
- LinkedIn / 644 followers
- Mailing list / 5,000 subscribers
- Web site traffic / 11,000K users / 30,000K page views (annually)



Claire Foord, Still Aware Founder with her husband, Brad and daughter, Alfie Foord-Heath, stillborn at full term.



### Caroline's Mother, Kristina Keneally

22 years ago, former Labor Senator Kristina Keneally's daughter, Caroline was stillborn – an event that forever altered her mother's life. In her first speech to Senate, Keneally told the chamber that whilst Caroline "never drew breath" she "enlarged my understanding of love and loss. She taught me to survive. She made me brave, almost fearless." This fearlessness born from the worst imaginable grief, became the impetus for Keneally to fight tooth and nail to ensure that parents following after her, subject to the same consuming heartbreak, were afforded more options and more support. **Kristina Keneally, Special Guest at the 2024 Garden Gala.**

Source: Women's

# GARDEN GALA

## The Real Stories

### Rosie's Mother



I am testament to the statistics – a mother knows when something is wrong, and that slowing of your baby's movements is serious and should never be disregarded or dismissed. If Rosie hadn't been delivered when she was...it's very likely she wouldn't be here today. Biopsy tests revealed blood clots in the placenta, and serious problems in the umbilical cord. Both complications commonly associated in stillbirth. This experience really opened my eyes to the importance of the work that Still Aware is doing – raising awareness to people like me – saving lives by educating women to trust their instincts. It's just so important to know your baby's movements, and I hope my story shows you just how vital it can be. **Rosie's Mother, Jessica.**

Source: Extract from Still Aware web site.

### Midwifery Student



When I was pregnant, I tried to cocoon myself in a happy bubble, I didn't want to hear any 'horror stories'. The underlying (naïve) assumption being that as long as I kept a positive attitude, I could keep my baby safe. Unfortunately, this personal superstition carried over to my professional life. As a student midwife, I avoided the subject of stillbirth with the women I supported through pregnancy because I didn't want to frighten them. But choosing silence ensures the continued cultural taboo around stillbirth. A taboo which leaves families feeling isolated in the face of tragedy. In contrast, speaking openly and honestly can empower families and help reduce the current stillbirth rate. **Sarah Langford, ACU Bachelor of Midwifery student.**

Source: Extract from Still Aware web site.

### Georgia's Mother



I am so lucky and so grateful for this group. I stumbled across one of your videos and started monitoring movements as soon as possible. I was diagnosed with HELLP syndrome which is life threatening. Georgia was born that same night by caesarean at 33 weeks. Still Aware taught me to trust my instincts and follow my gut. I really can't thank Still Aware enough! There really are no words to describe how grateful I am. As a first time Mum it's hard to know who to trust and to know what is or isn't normal but you guys taught me to trust myself. Eternally grateful!  
**Georgia's Mother, Raelene.**

Source: Extract from

# Platinum Sponsor Packages

\$10,000 EACH, 3 AVAILABLE

Platinum Sponsors will be acknowledged as the major sponsors of the 2024 Still Aware Garden Gala and are key to helping Still Aware continue their work on reducing preventable stillbirth.

*\*Platinum sponsor packages are majority tax deductible.*



## 10 Year Platinum

You will be a major platinum sponsor with VIP recognition & acknowledgement of your support

Open the Gala Dinner alongside MC Ali Clarke

Align your corporate brand with Still Aware and deliver a speech or present your corporate video (total 3 mins) to hundreds of guests

Brand logo and sponsorship recognition on the night, in all event materials, and on the large screen during the night. Opportunity to display your pull up banner on stage

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$10,000**



## Catering Platinum

You will be a major platinum sponsor with VIP recognition & acknowledgement of your support

Special recognition of Catering Platinum sponsorship by MC Ali Clarke

Opportunity to be introduced on stage by MC Ali Clarke and say a few words (1-2 mins)

Brand logo and sponsorship recognition on the night, in all event materials, and on the large screen during the night. Opportunity to display your pull up banner on stage

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$10,000**



## Wine Platinum

You will be a major platinum sponsor with VIP recognition & acknowledgement of your support

Special recognition of Wine Platinum sponsorship by MC Ali Clarke

Opportunity to be introduced on stage by MC Ali Clarke and say a few words (1-2 mins)

Brand logo and sponsorship recognition on the night, in all event materials, and on the large screen during the night. Opportunity to display your pull up banner on stage

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$10,000**

# Gold Sponsor Packages

\$5,000 EACH, 5 AVAILABLE

The Live Auction, Online Auction, and the Wine Wall, play a vital role in the overall fundraising total for the evening.



## Live Auction Gold

Showcase your brand as the official Live Auction sponsor and facilitate the auction of items with auctioneer, Bronte Manuel from Toop & Toop

Special recognition of Live Auction sponsorship by MC Ali Clarke at the Gala

Brand logo and sponsorship recognition on the night, in all event materials, the Auction booklet and on the large screen during Live Auction

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$5,000**



## Online Auction Gold

Showcase your brand as the official Silent Auction sponsor and have your brand promoted before & during the Gala on all social media and web platforms

Special recognition of Silent Auction sponsorship by MC Ali Clarke at the Gala

Brand logo and sponsorship recognition on the night, in all event materials, and on the large screen during the Silent Auction

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$5,000**



## Wine Wall Gold

Showcase your brand as the official Wine Wall sponsor and have your brand promoted alongside the Wine Wall at the Gala

Special recognition of Wine Wall sponsorship by MC Ali Clarke at the Gala

Brand logo and sponsorship recognition on the night, in all event materials, plus pull up banner and other marketing alongside the Wine Wall

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 Guests, premium seating, valued at \$1,600

**\$5,000**

*\* Gold Packages are majority tax deductible*



# Gold Sponsor Packages

\$5,000 EACH, 5 AVAILABLE

Entertainment on the night includes music and performers and the Gift Bags are a fantastic inclusion for our guests to take home and are a great way to promote your brand during and beyond the Gala.



## Entertainment Gold

Showcase your brand as the official Entertainment sponsor and have your brand promoted before & during the Gala on all social media and web platforms

Special recognition of Entertainment Auction sponsorship by MC Ali Clarke

Brand logo and sponsorship recognition on the night, in all event materials, and on the large screen during the various entertainment.

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 guests, premium seating, valued at \$1,600

**\$5,000**



## Gift Bag Gold

Showcase your brand as the official Gift Bag sponsor and have your brand promoted in the Gift Bag that over 300 guests will take home

Special recognition of Gift Bag sponsorship by MC Ali Clarke at the Gala

Brand logo and sponsorship recognition on the night, in all event materials, plus the opportunity to provide branded items and collateral for inclusion in the gift bags.

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

Table for 10 Guests, premium seating, valued at \$1,600

**\$5,000**

*\* Gold Packages are majority tax deductible*

# Silver & Bronze Sponsor Packages

SILVER - \$2,500 EACH

BRONZE - \$1,000 EACH



## Silver

Promote your brand at the Gala and know your contribution will make an impact and help keep event costs to a minimum.

Brand logo and sponsorship recognition on the night and in all event materials.

Promotion on social media platforms and web site.

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

2 x Tickets to the Gala valued at \$370

**\$2,500**



## Bronze

Promote your brand at the Gala and know your contribution will make an impact and help keep event costs to a minimum.

Brand logo and sponsorship recognition on the night and in all event materials.

Promotion on social media platforms and web site.

Promotion via EDM to 5K strong community

Framed Certificate of Appreciation

**\$1,000**

*\* Silver Package majority is tax deductible*

*\*\* Bronze Package fully tax deductible*

# In-Kind Auction Item Donation

Donation of goods and/or services are critical to raising vital funds through the Gala Dinner's live or online auction. Still Aware will gratefully accept items of any value, but those valued at \$2,500 or more, will also attract the following benefits.



## Gold

Donate an item for the Live or Online auction with a retail value more than \$10,000.

Acknowledgement by MC Ali Clarke or Auctioneer during the Live Auction

Corporate logo featured in conjunction with the donated item on the large screen on the night

Brand logo and sponsorship recognition on the night and in all event materials

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

Table for 10 guests, premium seating, valued at \$1,600

**Item Donation**



## Silver

Donate an item for the Live or Online auction with a retail value more than \$5,000

Acknowledgement by MC Ali Clarke or Auctioneer during the Live Auction

Corporate logo featured in conjunction with the donated item on the large screen on the night

Brand logo and sponsorship recognition on the night and in all event materials

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

4 x Tickets to the Gala valued at \$680

**Item Donation**



## Bronze

Donate an item for the Live or Online auction with a retail value more than \$2,500

Acknowledgement by MC Ali Clarke or Auctioneer during the Live Auction

Corporate logo featured in conjunction with the donated item on the large screen on the night

Brand logo and sponsorship recognition on the night and in all event materials

Promotion on social media platforms and web site

Promotion via EDM to 5K strong community

2 x Tickets to the Gala valued at \$370

**Item Donation**



# STILL A-WARE

stillaware.org

## Thank You

We can't wait to have you on board.  
To see how your organisation can support our  
2024 Still Aware Garden Gala and be a part of our  
10 year anniversary, please contact Michelle or  
Tracey for a friendly chat.

### **Michelle Jobbins**

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### **Tracey Clark**

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Still Aware acknowledges the Traditional owners of Country throughout Australia.  
We pay our respects to elders past, present and emerging.

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