



CORPORATE SPONSORSHIP PROPOSAL

SMART PUPS ASSISTANCE DOGS

Prepared For:



Prepared By :

Helene Christensen
Corporate Specialist
Fundraiser

WHAT WE DO

Smart Pups is a not-for-profit organisation dedicated to training and placing assistance dogs with children who have autism, epilepsy, diabetes, and mobility conditions. By sponsoring Smart Pups, you can help make a meaningful impact to the lives of these children and their families.

Smart Pups is proud to have been one of the first organisations to train assistance dogs for people under 18 years old. In 2015, we were instrumental in changing legislation to allow children to have their very own assistance dog with an alternative handler.

With your support, Smart Pups can continue to train and place these amazing dogs with families who require them the most. Providing these children with a lifelong companion who can significantly enhance their quality of life.



**'AS A SPONSOR, YOU'LL
BE PROUD TO BE
ASSOCIATED WITH AN
ORGANISATION THAT IS
BUILDING STRONGER
COMMUNITIES
THROUGH ITS WORK,
AND PROVIDING
UNIQUE DOGS FOR
PEOPLE IN UNIQUE
SITUATIONS.'**

THE LEGEND

DAWN FRASER

DAWN FRASER - AC MBE OLY

Dawn has seen first-hand the immediate change an assistance dog can make in a child's life and that is the reason she chose to throw her support behind Smart Pups. "I've had dogs all my life and I know the joy they can bring, but when it's a Smart Pup you see the children's faces light up and it's just beautiful to see, plus you know they have a trained protector by their side.

***"IT'S JUST WONDERFUL
FOR ME TO BE INVOLVED
AND TO BE ASKED TO BE
PATRON FOR SMART
PUPS IS A REAL
HONOUR," - DAWN
FRASER***



VISION AND MISSION

'We aim to enrich each child's life with highly trained canine companions that improve their physical health and safety, independence, confidence, self-esteem, social interaction, life experience, happiness and wellbeing'.

OUR VISION

That every child in Australia living with a diagnosed special need, such as autism, epilepsy, diabetes and mobility conditions should have access to the security and companionship of an assistance dog.

OUR MISSION

To enhance the lives of special needs children by providing them with access to the companionship of a Smart Pup. We strive to empower children to achieve greater levels of independence, improved quality of life, and happiness through the nurturing relationship and bond they develop with their specially trained canine companions.



Sponsoring Smart Pups can also benefit your organisation in many ways. Your brand will be associated with an organisation that is making a positive impact on society, which can lead to increased brand awareness and positive publicity. Additionally, your sponsorship can help build stronger relationships with customers and employees who value social responsibility and philanthropy.

OUR OUTCOME

Our Smart Pups act as a bridge between each child and the outside world: guiding children through their daily routine, reducing stress levels, easing sensory overload, keeping them safe and comforting them when the world just gets too much.

Once placed the Smart Pup becomes an integral part in improving relationships, health and wellbeing within the family unit.

HELPING TO INCREASE



Independance



Safety



Happiness



Self Esteem

HELPING TO DECREASE



Depression



Stress



Isolation



Anxiety

CAN YOU LEND A PAW?

Did you know that the cost to train and care for a Smart Pup to become a certified assistance dog is \$40,000 and the process takes more than 18 months?

The recipient family fundraises \$20,000 towards the cost of their Smart Pup, with our organisation contributing the remaining balance.

This is where we need your generous contribution to allow us to place as many dogs as possible, with children who have special needs.

We purchase Labradors and Golden Retrievers from special bloodlines as these breeds have natural talent and exceptional temperaments.

Each dog is trained to master numerous specific tasks enabling them to be certified to enter all public places with their child.



SPONSORSHIPS PACKAGES

By associating with a respected and well-regarded charity like Smart Pups you can build stronger connections with your target audience and improve your reputation in the community. Partnering with Smart Pups can provide opportunities for networking, employee engagement, and demonstrating corporate social responsibility.

From a marketing perspective, sponsoring Smart Pups can help you achieve your marketing and branding goals by raising awareness of your brand and potentially receiving media coverage. It can also give your employees a sense of purpose and pride in working for a business that is making a positive impact on the world.

Sponsoring Smart Pups can help your business achieve its social impact goals while making a positive difference. It is a win-win situation for both your business and Smart Pups, as we can both benefit from the partnership. By supporting a charity like Smart Pups, you can help improve the lives of others and contribute to a better future for everyone.

Please note that all sponsorship amounts are subject to GST



TIERS



**PUPPY 100 &
PUPPY 500 CLUB**
STARTS FROM \$100



PUPPY SPONSORSHIP
STARTS FROM \$20K



MAJOR SPONSORSHIP
STARTS FROM \$40K



FOUNDATION PARTNER
STARTS FROM \$100K

PUPPY 100 & 500

We are excited to offer two sponsorship opportunities for those who share our passion for making a difference, the Puppy 100 Club and the Puppy 500 Club. As a member of either club, you will join like-minded local business people in supporting the mission of Smart Pups to train and place assistance dogs with children who have special needs.

The Puppy 100 Club requires a minimum monthly investment of \$100, while the Puppy 500 Club requires a minimum monthly investment of \$500. Your investment will make a significant impact in helping children to live more independent and fulfilling lives.

In addition to this, we would like to promote your business on our website as a sponsor by displaying your logo. Furthermore, we will feature stories about your support on our social media pages, giving you greater exposure and recognition for your contribution to this worthy cause.

Join us in our efforts to create a better world, one paw at a time.



PUPPY SPONSORSHIP

The Puppy Sponsorship package requires your business to make an initial payment of \$20,000 plus GST. In exchange for your contribution, we offer your business and staff a variety of benefits:

- Your business will be allocated a puppy, this is a very special puppy who will go on to become a certified assistance dog for a child with special needs. Your business will witness the growth and progress of a Smart Pup firsthand.
- You will receive a visit to your office from your puppy, led by a trainer and your staff can have a hands-on experience with the pup and ask any questions they may have.
- You will also receive monthly "pupdates," detailing your pup's latest news and progress, along with photos.
- As part of the Puppy Sponsorship package, you will receive a unique Smart Pups Partnership Sticker and/or certificate to display at your workplace.
- Your business logo will be featured on our website, and we will share stories of your support on our social media platforms. We can tailor Instagram posts relating to Smart Pups specifically to promote your philanthropy.

Additionally, we can offer your employees the opportunity to take charge of a designated fundraising event and potentially raise \$10,000 for the training and care of your Smart Pup. By owning the initiative, your team members will feel a sense of empowerment, which can lead to increased accountability and a stronger sense of pride in their accomplishments. We would be delighted to partner with you in making the event a success by offering a banner featuring your logo and a Smart Pups trainer with a puppy in training to come along to the event.

MAJOR SPONSORSHIP

We are pleased to offer your company a unique opportunity to demonstrate your commitment to corporate social responsibility through the sponsorship of our Smart Pups program. By partnering with us, your company will support the training and placement of assistance dogs for children with special needs, providing them with greater independence, confidence, and improved quality of life.

As part of our Major Sponsorship Package worth \$40,000 per annum plus GST, we offer your business and staff a variety of benefits:

- A team-building day or another corporate social responsibility event for your employees at our training facility in Verrierdale. Your team will witness the impact of our program firsthand. This event is designed to improve communication and collaboration, enhance problem-solving skills, build trust, foster positive relationships, boost motivation and productivity, and encourage creativity and innovation among your team.
- Your business will receive prominent logo exposure on our trainers' shirts, fundraising events, and the front reception and main training facility in Verrierdale.
- We also offer social media exposure across our platforms, naming rights to one dog over two years with monthly updates, visits to your place of work from our trainers with a pup in training, and the opportunity to attend a Smart Pups graduation ceremony and meet the family who benefits from your generosity (subject to permission from the family).

We believe that Smart Pups offers a unique and highly effective way for your company to demonstrate your commitment to corporate social responsibility while supporting a worthy cause. Our sponsorship package is highly flexible and can be tailored to suit the unique needs of your business.

CORPORATE PARTNERSHIP

We would like to offer you an exclusive opportunity to become a sponsor of our organisation and make a lasting impact on the lives of disadvantaged children and their families. With your sponsorship of \$100,000 per annum plus GST for three years, we can continue to provide essential programs and services that help children reach their full potential.

As we recognise that every organisation has different needs and goals, we are open to customising a sponsorship package that is tailored to your specific requirements. Our goal is to ensure that you receive maximum value and benefits from your partnership with us.

In return for your sponsorship, we are pleased to offer a range of benefits, including:

Naming Rights:

Our organisation is pleased to offer naming rights to our corporate partner for use in their marketing material. This will allow them to increase their brand visibility and create brand alignment with our organisation. We look forward to collaborating with our partner to achieve mutual benefits.

Motivational Speaking Engagement:

Our very own Patron, Dawn Fraser, will provide a motivational speaking engagement for your organisation at a mutually agreed time and place.

Team Building Day:

You can select up to 15 members of your team to participate in a 4-hour team building day at our training facility in Verrierdale, including lunch.

Exclusive Events:

You and your team will be invited to exclusive events such as the annual Craig Harley charity luncheon in Brisbane (May), where you will have the opportunity to network with like-minded individuals and be acknowledged as our Corporate Partner.

Annual General Meeting Invitation:

You will receive an invitation to attend the Smart Pups Annual General Meeting, where you can help make a lasting difference in the lives of disadvantaged children and their families.

Pup in Training:

A pup in training will visit your office, attend Christmas parties, or other special events, providing a unique experience for your staff and clients.

Social Media Exposure:

We will feature your organisation as our exclusive Corporate Partner on our website and our Instagram and Facebook pages, giving you increased exposure and visibility.

Graduation Invitation:

You and up to 3 guests will be invited to attend a graduation ceremony and meet the family who benefits from your generosity (subject to permission from the family).

We believe that this partnership will not only benefit our organisation but also provide significant benefits to your organisation by increasing brand exposure, providing unique experiences, and improving staff engagement.



TESTIMONIALS

CODY & SMART PUP NINA

"Our son Cody was having great difficulties as he has autism, epilepsy and is selectively mute. We felt there was nothing left to try (speech, behaviour therapy, alternative school placement which offered specialised behaviour support) all with some improvement. But Cody's special school hours were reduced to four hours a day due to his anxiety and sensory overload.

We started our Smart Pup journey by researching assistance dogs for our son and Smart Pups was the best choice.

Since having our beautiful Smart Pup Nina, she has been very busy keeping Cody settled out in public especially as we are spending a lot of time at hospitals and a nursing home visiting family. We did this for a few hours at a time every day for two months.

We have managed to take Cody off all the anxiety medication he has been on since he was four years old. The medication had been increasing as he got older but at 14 years old that ended.

Now we are watching Cody grow in confidence and start to use his words to engage with Nina and take responsibility for her. Just being out in the community without the stress of wondering what could happen; if Cody was stressed he would run onto the road without watching for cars.

**"WE CANT THANK
SMART PUPS ENOUGH"**

ELLA & SMART PUP HARRY

"To help with her autism, six-year-old Ella needed a Smart Pup to keep her safe, calm and help her socialise and engage in community. A big soft teddy bear with an easy-going nature, two-year-old Harry had 18 months of task-specific training in tracking and tethering, anchoring and lap nuzzling.

Ella and Harry became instant best friends and constant companions. Although Harry is very chilled, he works hard and is always there for Ella. With Harry by her side when she's out at a café or in the park with her family, she feels safe, calm, and relaxed and has the confidence to talk to other children. Having Harry as her Smart Pup has given Ella confidence and helps her socialise. She loves going out because she finds it easier to engage with people and handle situations out of her routine.

The family enjoy going out together without fear or anxiety and Ella feels safe enough to sleep in her own room most of the time. Harry uses his tracking, behaviour, and seizure alerts at least once a day and is not only a best friend and beloved family member but also a huge support in providing invaluable peace of mind."



"ELLA IS ALWAYS HAPPY WITH HER BUDDY HARRY BY HER SIDE AND THE EFFECT HAS BEEN LIFE-CHANGING".

COREY & SMART PUP GORDY

"Since having Gordy (our Smart Pup) in our home now for 3 years, he has changed Corey and our family's life all for the better. Over the years Gordy has helped Corey to sleep in his own room all night, he assists Corey in all his therapy sessions, helps him to concentrate and focus on things without getting bored. Corey's entire nature has changed he is now caring and a dream to be around, I do not get physically or verbally abused anymore, he does not damage the house or have meltdowns, that has all completely stopped! He actually cuddles me all the time and tells me he loves me – this never happened before Gordy was in our home.

Corey has also gotten himself a weekend job at the can recycle centre, he loves working there. Corey is a different kid, and we are so grateful for having Gordy come into our lives. He has changed the entire dynamics within our family and we are so thankful for Smart Pups for providing us such a beautiful assistance dog!"



Testimonials

THANK YOU

We appreciate your consideration in sponsoring Smart Pups, an organisation dedicated to improving the lives of children with special needs and their families.

By partnering with us, your company can promote social responsibility and philanthropy, while making a significant impact in the lives of those we serve.

As a sponsor, your brand will be associated with an organisation that positively impacts the community and makes a difference in the lives of those in need.

If you have any questions or require further information regarding our sponsorship proposal, please don't hesitate to contact me. I would be delighted to discuss this opportunity further and explain how your support can truly make a difference.

Best regards,

Helene Christensen

Corporate Specialist Fundraiser

Smart Pups Assistance Dogs for Special Needs Children Inc

E: helene@smartpups.org.au

M: 0406 624 962



Smart Pups is proud to be an approved training institution under the Guide, Hearing and Assistance Dog Act 2009.