

# Road to Happiness

Depression is one of the most common mental health issues in Australian youths. It often begins in teenage years and develops silently, with many not understanding the issue, or knowing what to do about it.

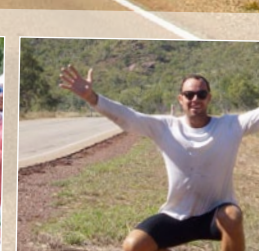
Depression can bring a loss of energy and social withdrawal, but may also result in disruptive behaviours, drug and alcohol abuse, and sadly, suicide.

It doesn't have to be like this. Support Ivo Kornel as he travels around Australia spreading a message of hope, raising awareness and showing Australians that there is a road to happiness.

*Let's beat depression, one kilometre at a time.*

[www.roadtohappiness.com.au](http://www.roadtohappiness.com.au)

## CORPORATE SPONSORSHIP PROPOSAL 2011





In 2010, Ivo Kornel cycled 15,000km around Australia and spoke to more than 5000 school students, educating them on depression. In 2011, he will set off again, this time in a 4WD to better enable him to reach more rural and remote communities.

Ivo Kornel is an ambassador of headspace - Australia's National Youth Mental Health Foundation.

The *Road to Happiness* website is followed closely by schools to keep up to date with Ivo's progress. *Road to Happiness* has received much national, state and local media attention. Becoming a sponsor provides your organisation with the opportunity to gain coverage in the press as an organisation involved in important community issues.

Sponsorship packages are now available to help Ivo on his journey.

Sponsoring *Road to Happiness* provides your company the opportunity to gain exposure, increase market share, raise your profile amongst stakeholders, and boost motivation with staff. Whatever your corporate objectives are in this respect, we would be delighted to help you achieve them through *Road to Happiness*.

**For more information or to offer sponsorship on behalf of your organisation, contact:**

Anna Streater  
Sponsorship Coordinator  
P: 07 3122 5444 M: 0402 347 840  
E: [anna@grandbrands.com.au](mailto:anna@grandbrands.com.au)

## Platinum Sponsor

1 available \$25,000 + GST

- Naming rights to *Road to Happiness*
- Prominent feature on [roadtohappiness.com.au](http://roadtohappiness.com.au) homepage and link to your company's site
- Your company will be acknowledged in all press release material distributed over a twelve month period
- Special individual media release outlining your company's involvement
- Logo and branding on *Road to Happiness* collateral with recognition as Platinum Sponsor
- Vehicle graphics - 4WD to be branded with your company's logo and colours
- Your company is invited to contribute an appropriate auction item to be auctioned online in support of *Road of Happiness*
- Invitation to attend the launch of *Road to Happiness* trip in March 2011 and option to speak at the event
- Invitation to attend the finale of *Road to Happiness* trip in November 2011 and option to speak at the event

## Gold Sponsor

2 available \$10,000 + GST

- Feature on [roadtohappiness.com.au](http://roadtohappiness.com.au) and link to your company's site
- Your company will be acknowledged in press release material distributed over a twelve month period
- Special individual media release outlining your company's involvement
- Logo and branding on *Road to Happiness* collateral with recognition as Gold Sponsor
- Company logo displayed on the sponsors panel of the 4WD vehicle
- Your company is invited to contribute an appropriate auction item to be auctioned online in support of *Road of Happiness*
- Invitation to attend the launch of *Road to Happiness* trip in March 2011
- Invitation to attend the finale of *Road to Happiness* trip in November 2011

## Silver Sponsor

3 available \$7,500 + GST

- Feature on [roadtohappiness.com.au](http://roadtohappiness.com.au) and link to your company's site
- Your company will be acknowledged in press release material distributed over a twelve month period
- Logo and branding on *Road to Happiness* collateral with recognition as Silver Sponsor
- Your company is invited to contribute an appropriate auction item to be auctioned online in support of *Road of Happiness*
- Invitation to attend the launch of *Road to Happiness* trip in March 2011
- Invitation to attend the finale of *Road to Happiness* trip in November 2011

## Bronze Sponsor

4 available \$5,000

- Feature on [roadtohappiness.com.au](http://roadtohappiness.com.au) and link to your company's site
- Logo and branding on *Road to Happiness* collateral with recognition as Bronze Sponsor
- Your company is invited to contribute an appropriate auction item to be auctioned online in support of *Road of Happiness*
- Invitation to attend the launch of *Road to Happiness* trip in March 2011
- Invitation to attend the finale of *Road to Happiness* trip in November 2011

## Other ways

Perhaps your company would like to donate equipment for Ivo to use in his trip, or assist with advertising and printing costs. You might like Ivo to come and present to your staff, or interact with schools in your local community. However you can help, or however you would like to leverage your sponsorship, we would be delighted to hear from you.