

**Sleepy's
Foundation**

2025 EVENT OPPORTUNITIES

Your support can make a real difference. Together, we can create lasting change in our community.

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**Sleepy's
Foundation**



ABOUT US

Sleepy's Foundation is a charity organisation tackling cancer & adversity.

Sleepy's Foundation had its humble beginnings as a simple 'footy day fundraiser' beginning in 2010 called Sleepy's Day", giving COMPASSION, GENEROSITY and HUMANITY back to the local community and to those in need.

In 2018 the decision was made to take "Sleepy's Day" to the next level. And so, in May 2019 Sleepy's Foundation was endorsed in Australia to operate as a charity in the category of Public Benevolent Institute (PBI).

In 2022, Sleepy's Foundation partnered with 7 other Cancer Services to form the 'Hunter Cancer Hub'. A one stop shop for individuals and families impacted by cancer to simply access information.

Our unique mission is to be there care for all, no matter what cancer, illness, or age you are. Our fundraising efforts help raise the vital funds needed to continue providing relief and experiences, either physically, emotionally or financially, that aid in the quality of life for seriously ill children and adults across Northern NSW.

FUNDING THE PAEDIATRIC INTENSIVE CARE UNIT COURTYARD

In a groundbreaking partnership with John Hunter Hospital and Multiplex, Sleapy's Foundation is creating a haven of healing. The PICU Courtyard will offer a much-needed sanctuary for critically ill children and their families.



Clinical benefits to the patient

- Exposure to fresh air and sunlight
- Reduction in delirium
- Improvement in mobility
- Social interaction with family and friends
- Pet friendly



Positive outcomes for the community

- Provides a space where a patient can connect with family and friends away from a clinical setting
- Allows for connection and promotion of social and mental wellbeing
- Space to celebrate important milestones
- A non clinical space to facilitate end of life care



Culturally appropriate

- This space will be designed with consultation and input from Aboriginal and Torres Strait Islander community
- The space will allow for Smoking Ceremonies to be performed; cleansing and warding off bad spirits



SPONSORSHIP & DONATIONS

WHY SPONSOR?

- Good Karma!
- Link your brand to a growing community owned and run charity
- Exposure to local business and families
- Money raised here, stays here - supporting families across the Hunter, New England and Mid North Coast
- Community and staff engagement opportunities
- Social media presence with an engaged and active audience
- You are helping ensure more funds are directed towards beneficiaries



DONATIONS

Goods and Services

We understand that sometimes financial support is not always possible. In this case, please consider donating products and/or services that can be used in our fundraising Auctions and Raffles at upcoming events.

All contributions will be acknowledged during the event and in our promotional materials such as online auction and raffle platforms, websites and print material, providing an excellent opportunity to showcase your brand.



GOLF DAY

We're teeing off for a cause.

Help drive change, every shot can make difference!

EVENT DETAILS

Date: Friday in Feb 2026 (TBC)

Time: 9.30am arrival for an 11am Shot Gun start. 4.30pm Post game presentation

Location: Merewether Golf Course

Tickets: \$500 team of 4

EVENT PURPOSE

A social event where we come together to play golf, network, and have fun!

All funds raised go help ensure we can continue to support our beneficiaries when they need it most.

Targets

Attendance: 144 players, 36 teams

Who: The event attracts local businesses and golf lovers from the Newcastle/Hunter region.

Fundraising: \$60,000

GOLF DAY

Available opportunities

\$5,500

EVENT PARTNER

(Only 1 available)

- Includes a team of 4, and one dedicated hole allocated to your business (logo supplied by you)
- Reserved seating at post game presentation
- Your business name and/or logo mentioned as the Event Partner in all promotion of the event (pre, during and post, digital and print)
- Special verbal mentions at the event
- Exclusive social media post celebrating our Event Partnership
- Use of a “Proudly Partnering” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (2) the event (supplied by you)
- Opportunity to include business card/branded collateral for each attendee (144)
- First right of refusal for Event Partner in 2027

\$1,500

HOLE SPONSOR

- Includes a team of 4
- Your business name/logo mentioned as a Hole Sponsor in promotion of the event (pre, during and post, digital and print)
- Verbal mention at the event
- Shared social media post celebrating all Hole Sponsorships
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (1) at one hole on course (business logo supplied by you)
- Opportunity to include business card/branded collateral for each attendee (144)
- First right of refusal for Sponsorship Opportunities in 2027

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

Golf Day opportunities continued...

\$2,500

DRINKS CART SPONSOR

(Only 1 available)

- Includes a team of 4
- Your business logo on the Drinks Cart (business logo supplied by you)
- Your business name/logo mentioned as the Drinks Cart Sponsor in promotion of the event
- Verbal mention at the event
- Shared social media post celebrating Event Sponsorships
- Opportunity to include business card/branded collateral for each attendee (144)
- First right of refusal for Sponsorship Opportunities in 2027
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

\$2,500

GOLF CART SPONSOR

(Only 1 available)

- Includes a team of 4
- Your business logo on all available Golf Carts (corflute signage supplied by you)
- Your business name/logo mentioned as the Golf Cart Sponsor in promotion of the event
- Verbal mention at the event
- Shared social media post celebrating Event Sponsorships
- Opportunity to include business card/branded collateral for each attendee (144)
- First right of refusal for Sponsorship Opportunities in 2027
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

\$2,500

SNACK BAG SPONSOR

(Only 1 available)

- Includes a team of 4
- Include your business logo and/or flyers in each of the players snack bags
- Your business name/logo mentioned as the Snack Bag Sponsor in promotion of the event
- Verbal mention at the event
- Shared social media post celebrating Event Sponsorships
- Opportunity to include business card/branded collateral for each attendee (144)
- First right of refusal for Sponsorship Opportunities in 2027
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

INTERNATIONAL WOMENS DAY HIGH TEA

**The High-Tea with a whole lot of heart.
Join us for a lovely afternoon to sip, savour and support.**

EVENT DETAILS

Date: Saturday 7 March, 2026
(TBC)

Time: 2:00pm - 5:30pm

Location: Concert Hall, Newcastle
City Hall, 290 King St, Newcastle
(TBC)

Tickets: \$100pp / \$900 table of 10

Theme: TBC

EVENT PURPOSE

In 2025, the events primary focus this year is to raise the vital funds to complete the Paediatric Intensive Care Unit (PICU) Courtyard.

The PICU Courtyard will be a welcoming, peaceful and culturally-respectful outdoor space for critically-ill children and their families to access for healing and togetherness.

Targets

Attendance: 290pax

Who: The IWD High Tea attracts predominantly women and some men from local businesses, and highly engaged supporters across the Hunter, New England and Mid North Coast.

Fundraising: \$10,000

IWD HIGH TEA

Available opportunities

\$5,500

PLATINUM PARTNER
(Only 1 available)

- Includes 1 table of 10 in prominent position at the event
- Your business name and/or logo mentioned as the Platinum Partner in all promotion of the event (pre, during and post, digital and print)
- Special verbal mentions at the event
- Exclusive social media post celebrating our Event Partnership
- Use of a “Proudly Partnering” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (2) the event (supplied by you)
- Opportunity to include business card/product for each attendee
- First right of refusal for Event Partner in 2027

\$3,300

ROSE SPONSOR
(Only 4 available)

- Includes 1 table of 10 in prime position at the event
- Your business name/logo mentioned as a Rose Sponsor in promotion of the event (pre, during and post, digital and print)
- Verbal mention on the event
- Shared social media post celebrating Rose Sponsorships
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (1) the event (supplied by you)
- Opportunity to include business card/product for each attendee
- First right of refusal for Sponsorship Opportunities in 2027

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

GALA DINNER

Be part of a magical evening that makes a real difference!

EVENT DETAILS

Date: Saturday 5 April, 2025

Time: 6:30pm - 11:30pm

Location: NEX, 309 King St,
Newcastle West NSW 2302

Tickets: \$240pp / \$2,300 table
of 10

Theme: Enchanted Garden

EVENT PURPOSE

The events primary focus this year is to raise the vital funds to complete the Paediatric Intensive Care Unit (PICU) Courtyard.

The PICU Courtyard will be a welcoming, peaceful and culturally-respectful outdoor space for critically-ill children and their families to access for healing and togetherness.

Targets

Attendance: 400pax

Who: The Sleapy's Foundation Gala Dinner attracts businesses, and highly engaged supporters across the Hunter, New England and Mid North Coast.

Fundraising for PICU Courtyard: \$100,000

GALA DINNER

Available opportunities

SOLD

\$9,900

EVENT PARTNER

(Only 1 available)

- Includes 1 table of 10 in prominent position at the event
- Your business name and/or logo mentioned as the Event Partner in all promotion of the event (pre, during and post, digital and print)
- Special verbal mentions on the night
- Exclusive social media post celebrating our Event Partnership
- Invitation to attend thank you event
- Invitation for at least 4 guests to attend PICU Courtyard Launch (more may be possible, TBC later in the year)
- First right of refusal for Event Partner in 2026
- Use of a “Proudly Partnering” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

SOLD

\$5,000

GOLD SPONSOR

(Only 3 available)

- Includes 1 table of 10 in prime position at the event
- Your business name/logo mentioned as a Gold Sponsor in promotion of the event (pre, during and post, digital and print)
- Verbal mention on the night
- Shared social media post celebrating Gold Sponsorships
- Invitation to attend thank you event
- Invitation for at least 2 guests to attend PICU Courtyard Launch
- First right of refusal for Sponsorship Opportunities in 2026
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

GALA DINNER

Opportunities continued...

\$3,500

SILVER

(Only 5 available)

- Includes 1 table of 10 in prime position at the event
- Your business name/logo mentioned as a Silver Sponsor in promotion of the event (pre, during and post, digital and print)
- Verbal mention on the night
- Shared social media post celebrating Silver Sponsorships
- Invitation to attend thank you event
- Invitation for at least 2 guests to attend PICU Courtyard Launch
- First right of refusal for Sponsorship Opportunities in 2026
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

\$2,500ea

PHOTO KEEPSAKE

SPONSOR

(Only 2 available)

- 2 x Opportunities available to sponsor the **Photo Booth** or **Magnetic Shots**
- Logo placement on the photo print/digital design, along side Sleapy’s Foundation logo
- Your business name/logo mentioned as either a **Photo Booth** or **Magnetic Shots** Sponsor in promotion of the event (pre, during and post, digital and print)
- Lasting exposure, well beyond the event itself
- Shared social media post celebrating Event Sponsorships
- First right of refusal for Sponsorship Opportunities in 2026
- Invitation to attend thank you event
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

SPORTS LUNCHEONS

Where sport meets spirit - eat, laugh and give back.
Champions in their field will share their stories for a great cause.

UNBRIDLED WITH JIMMY CASSIDY EVENT DETAILS

Date: Friday 6 June, 2025

Time: 1.00pm - 4.00pm

Location: Club Maitland

Tickets: \$150pp / Table of 10 - \$1,500*

Includes: 2 course lunch and drink on arrival

CUTTING EDGE WITH WAYNE PEARCE EVENT DETAILS

Date: Friday 10 October, 2025

Time: 1.00pm - 4.00pm

Location: Souths Merewether

Tickets: \$150pp / Table of 10 - \$1,500*

Includes: 2 course lunch and drink on arrival

Targets

Attendance: 100 people at each event

Who: The event attracts businesses, and fans from across the Hunter, New England and Mid North Coast.

Fundraising: \$10,000 at each luncheon

SPORTS LUNCHEONS

Opportunities available for each luncheon

\$3,500

THE MVP EVENT PARTNER

(Only 1 available for each event)

- Includes 1 table of 10 in prominent position at the event
- Enjoy a 2 course meal and drinks for you and your table guests (for the event duration)
- Your business name/logo mentioned as The MVP Event Partner in all promotion of the event (pre, during and post, digital and print)
- Verbal mentions at the luncheon
- Guaranteed table photo with guest speaker of your chosen luncheon (either Jimmy Cassidy or Wayne Pearce)
- Exclusive social media post celebrating our Event Partnership
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (3) the event (supplied by you)
- Opportunity to include business card/product for each attendee

\$2,500

ALL-STAR EVENT SPONSORS

(Only 3 available for each event)

- Includes 1 table of 10 in prime position at the event
- Enjoy a 2 course meal and drinks for you and your table guests (for the event duration)
- Your business name/logo mentioned as a All-Star Sponsor in promotion of the event (pre, during and post, digital and print)
- Verbal mention at the luncheon
- Guaranteed table photo with guest speaker of your chosen luncheon (either Jimmy Cassidy or Wayne Pearce)
- Shared social media post celebrating All-Star Sponsorships
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)
- Opportunity to display signage (1) the event (supplied by you)
- Opportunity to include business card/product for each attendee

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

SLEAPY'S DAY

Souths vs Maitland

EVENT DETAILS

Date: Saturday 9 August, 2025

Time: 12pm kick off

Location: Townson Oval, Merewether, followed by Souths Merewether from 5.30pm

Tickets: \$100pp

EVENT PURPOSE

Since its' inception in 2010, Sleapy's Day has raised and distributed over \$750,000 thanks to the generosity of people like you and through the efforts and support of hundreds of volunteers, businesses and individuals.

The aim to raise money and awareness for our current and new beneficiaries for 2024 - 2025.

Targets

















Attendance: 4000-5000pax

Who: The event attracts businesses, team fans and highly engaged supporters and their families from across the Hunter, New England and Mid North Coast.

Fundraising: \$250,000















SLEAPY'S DAY

Available opportunities

		PLATINUM	GOLD	SILVER	BRONZE
		\$11,000	\$5,500	\$2,200	\$1,100
ONFIELD	Sleapy's Day Jersey - Front				
	Sleapy's Day Jersey - Top Back (1 individual sponsor)				
	Framed Sleapy's Day Jersey				
MATCH DAY	Sleapy's Day Tickets	 100	 50	 20	 10
	Ground Announcements				
	BBQ Lunch at Ground & Nibbles on arrival at Souths				
	Refreshments at Game Only				

SLEAPY'S DAY

Available opportunities continued...

		PLATINUM	GOLD	SILVER	BRONZE
		\$11,000	\$5,500	\$2,200	\$1,100
ADVERTISING	Match Day Program				
	Media Wall				
	Event Flyer				
	Website				
	Facebook Ads and Acknowledgements				
	Leagues Club Monitors				
	TV, News and Radio Acknowledgements				

SLEAP WALK

Building hope one step at a time!

EVENT DETAILS

Date: Saturday 1 November, 2025

Time: 4:30pm Registration
5:00pm Start

Location: The Station Newcastle.
Opp. Customs House. Walking
route to be confirmed.

Tickets: \$35 Adult | \$25 Children

EVENT PURPOSE

After the success of last years inaugural Sleap Walk, the Sleapy's Foundation bringing it back.

Walking to raise money for a good cause is not new ... But in your PJ's? Now that is different!

Prizes will be awarded for the most funds raised and best dressed on the day.

Targets

Attendance: 250pax

Who: The Sleap Walk attracts businesses, highly engaged supporters and their families and the wider community from across the Hunter, New England and Mid North Coast.

Fundraising: \$50,000

SLEAP WALK

Available opportunities

\$5,500

TRAILBLAZER PARTNER

(Only 1 available)

- Includes event entry for 10 of your team and/family members to the event
- Your business name and/or logo mentioned as the Trailblazer Partner in all promotion of the event (pre, during and post, digital and print)
- Special verbal mentions at the start of the event
- Opportunity for a branded activation at the event (run by you)
- Opportunity for signage (3) throughout the event (supplied by you)
- Exclusive social media post celebrating our event partnership
- First right of refusal for Event Partner in 2026
- Use of a “Proudly Partnering” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

\$2,750

STRONG STEPS SPONSOR

(Only 3 available)

- Includes event entry for 6 of your team and/family members to the event
- Your business name/logo mentioned as a Strong Steps Sponsor in promotion of the event (pre, during and post, digital and print)
- Special verbal mentions at the start of the event
- Opportunity for signage (1) at the event (pull up banner supplied by you)
- Shared social media post celebrating Strong Steps Sponsorships
- First right of refusal for Sponsorship Opportunities in 2026
- Use of a “Proudly Sponsoring” email signature for the duration of the event planning process (from signing the agreement to 1 week post event)

Note: Prices include GST. All inclusions subject to change based on circumstances at the time of planning.

QUESTIONS?



For more information call

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Email

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Visit us at

www.sleapysfoundation.com.au



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