



SPONSORSHIP

HOW SWEET
WOULD YOUR
LOGO LOOK HERE?





SERVICE SPONSOR

HOW WE SEE IT

sleepbus is not your typical charity. Firstly, we should not exist; as a society, we should be doing better. Secondly, we are actively trying to bring about our demise as a service; affordable housing is what we need Government to provide, until then, we will keep people as safe and healthy as we can.

Simon, the sleepbus founder comes from a business background, first business at the age of 17, then multiple businesses throughout the years including corporate consultancy, helping other businesses be better. Business is in his blood and he is always looking for opportunities to not only engage with businesses, but to add value to them through sleepbus.

We need sponsors to ensure sleepbus can operate. We don't take Government funding (comes with too many strings; we just want to get the job done) and rely on donations and sponsorship to do the important work we do. Simon is developing social enterprise business ventures to assist sleepbus in becoming self sufficient, eliminating the need for donations, but sponsorship and that valuable partnership will always be required.

To that end, we believe we have created value in return for your support, so please take a look at the following information and if you see something of interest, please get in touch and let's talk.





SERVICE SPONSOR | OPTION 1

MAJOR SPONSOR/PARTNER | \$50K

With this level of commitment to providing safe sleeps to those in need, we think you deserve what ever we have to offer. You will receive signage, media opportunities, social media content, naming rights and we will even throw in the Founder...he's all yours.

If you've seen any of our social media videos, you'll know we are super passionate about what we do here at sleepbus, and that passion will flow into the partnership we have with you as a Major Sponsor. We have included everything we think we have of value, in return for your support, but we are very open to hearing what you have in mind also. Let's talk.



- **Your logo will go on sides and rear of sleepbus.**
Let's face it, everyone wants to see their logo on sleepbus... so that's totally going to happen. We have more to offer you though.
- **Naming rights of this sleepbus**
Given that you are providing the full support of this sleepbus service, we feel its only right to name the thing after you; henceforth, this sleepbus we launch together will be known as the XYZ sleepbus [location]. Example: Icon Water sleepbus Canberra.
- **Social Media Opportunities**
What we do on social media won't win any awards, but it is 100% authentic and raw and who we are. While we won't do "ads" for you on our socials, we will do some amazing, authentic and beautiful story telling events in our partnership together over the journey. Its just how we roll.





SERVICE SPONSOR | OPTION 1 Cont.

- **Website Services Page and SleepbusLIVE Branding**

Pretty basic stuff here from a branding on a webpage perspective, but its also a fantastic way to show your support of sleepbus, to the people who also care about what we do. The services pages listed below; are where supporters, donors and followers go to find out details about 'their' sleepbus in their community. sleepbusLIVE is similar, but here all sorts of people come to check out the impact our partnership is having; how many safe sleeps we are providing and to whom. This is also amazing information to share with your staff and customers/clients to show your impact and how you are helping. It's pretty cool!

[!\[\]\(0f848bbd71cef6b345273b16f905912a_img.jpg\) SLEEPBUSLIVE](#)

QUEANBEYAN

- Community fundraising lead by Q-HAC
- Sponsored by Brilliant Admin Solutions and Terry Campese Foundation

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) QUEANBEYAN SERVICE PAGE](#)

CANBERRA

- Funded by NCWACT
- Sponsored by Icon Water

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\) CANBERRA SERVICE PAGE](#)

MAROOCHYDORE

- Community fundraising lead by Maroochy Neighbourhood Centre

[!\[\]\(e3275251d0893157c3584e20c81dc3ba_img.jpg\) MAROOCHYDORE SERVICE PAGE](#)

- **Volunteering Opportunities**

This one is as much for us it is for you. We always need volunteers, after all, sleepbus services are 100% volunteer run, so sharing our partnership with your team and encouraging them to volunteer makes everyone happy we think.

- **Simon Rowe, sleepbus Founder**

And lastly...the kitchen sink. Look, you can have him, use him for motivating and inspiring the team (at the office or conference); Use him for media opportunities (ones we create or your own), have him spend a day with you and your organisation and we will share it all on our socials... he can also do dishes and doesn't mind mowing lawns. Like we said, he's all yours.





SERVICE SPONSOR | OPTION 2

GROUP SPONSOR/PARTNER | 5 x \$10K

So if you read the last section on the Major Sponsor, you'll know that our founder is a business guy, which means he understands that not all organisations can afford to go it alone. However, our founder also knows that business people have mates and know other business people, and that offers a solution for us all.

With this option you can partner with sleepbus for less, but it comes with a catch; a catch that a business person will have no problem dealing with. If you take on this option, you need to help us find the other 4 businesses to make up the whole. We still need the full amount to ensure we can provide safe sleeps to those in need, and with this option, you and 4 mates can join forces with sleepbus, do some serious good and have a lot of fun along the way. As a bonus, we feel it will be pretty good for business too and here's how its all going to work:

- **You and your mates on the sides and rear of sleepbus**

Yes, while everyone wants to see their logo on sleepbus, it can be a little crowded with 5 of you, but we think we have a cool solution for that. When we launch the service, we always get a lot of media interest, so we need to give you all exposure to that... lets talk pie charts for a moment.

Here's how the pie chart works for you:

- All five businesses logos will appear on sleepbus during this launch period.



YOU TAKE TURNS ON THIS SIDE

- After this, every business gets some solo time in the spotlight, with their single logo displayed on sleepbus for a two month period



- During your businesses spotlight period, sleepbus will tell "our story" on our socials
- Also during this spotlight period, our sleepbus founder Simon, will work with you to find an authentic way to highlight what your business does. (We think you'll like what we have in mind here).



SERVICE SPONSOR | OPTION 2 Cont.

- **Social Media Opportunities**

As we mentioned in the Major Sponsor points our content is 100% authentic and raw, so won't do 'ads' for you on our socials, but we will do some amazing, authentic and beautiful story telling about our partnership.

- **Website Services Page and SleepbusLIVE Branding**

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- **Volunteering Opportunities**

This one is as much for us as it is for you. We always need volunteers, after all, the sleepbus services are 100% volunteer run, so sharing our partnership with your team and encouraging them to volunteer makes everyone happy we think.

- **Simon Rowe, sleepbus Founder**

Our founder will work with you to find a unique and authentic way to highlight what you do and this will include either in person, online or video content specifically for you, to use to motivate and inspire your team; if you have a media opportunity, we will try and get him to you; and we will share it all on our socials.





BUILD PARTNER

LET'S BUILD A SLEEPBUS TOGETHER | \$100K

We have a sentence or tagline on the side of each sleepbus that completely sums up why we do what we do; Its not ok to let someone sleep on the street and thats why we are doing something about it.

But its not just a sentence or a tagline, let's break it down to what it really means.

**IT'S NOT OK TO LET SOMEONE SLEEP ON THE STREET,
THATS WHY WE'RE DOING SOMETHING ABOUT IT.**

'Its not ok' - No, its not, and not even a little bit. Our founder started sleepbus because he thought as a society we could do better. As a person, knowing this and being in a position to help, he felt obligated to do so...

'Let someone sleep on the street' - Let's not kid ourselves here, no one is actually getting any sleep on the street. We can suffer from sleep deprivation just because we change our pillow or mattress, or the kids were restless last night. How well do we function the next day? Letting someone sleep on the street, we can do better...

'Thats why we are doing something about it' - Yep, we are. We have to. Here's the thing though, we don't take Government funding; A) it comes with too many strings and we'd prefer to just get on with it quickly, and B) Government needs to spend money on affordable housing solutions and put us out of business. What this means is, we rely on donations, sponsorship and we are also working on social enterprise solutions to help make us financially self sufficient.

If you want to have an impact on people on the street, we are not the perfect solution to do that, but what we are is cost effective, operational, able to help right now (not in 5 or 10 or 20 years), we are smart, innovative and clever and we are having a crack. If this sounds like something you can get onboard with (pun totally intended)...lets go.

If that isn't valuable enough, we do have some pretty amazing things in addition to providing people with a safe place to sleep to offer you;

- **Your logo on the sides of sleepbus**

As the build sponsor, unlike the service sponsor, your logo is on the sides for the life of this sleepbus and we build these suckers to last for 10 years.





BUILD PARTNER Cont.

- **Projects page Branding and Content**

Branding on a webpage sounds basic we know, but a projects page is chock full of wonderful goodness. From the moment we receive the funds to build a sleepbus, our story begins and we share that content every chance we get. If you check out the projects page below, you'll see that we film and post every step of the sleepbus build...of your build and the community in which the sleepbus goes loves and shares everything. The momentum this builds throughout the build process is critical to our success in eventually launching the service in the community. People can't wait for their sleepbus to arrive...the baby they watched for weeks come into being. It's our story to share.

CURRENT PROJECTS:

SYDNEY

- Funded by JB Hi-Fi

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) SYDNEY PROJECTS PAGE](#)

HERVEY BAY

- Community fundraising lead by Community Bank Hervey Bay

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\) HERVEY BAY PROJECTS PAGE](#)

MAROOCHYDORE

- Community fundraising lead by MaroochyNeighbourhood Centre

[!\[\]\(e3275251d0893157c3584e20c81dc3ba_img.jpg\) MAROOCHYDORE PROJECTS PAGE](#)

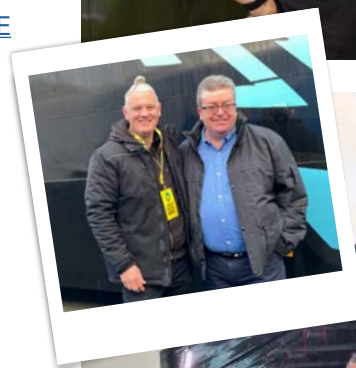
BYRON BAY

- Community fundraising lead by the Seaton Foundation

[!\[\]\(235bfe13ebf007ce2eea9e689707fac7_img.jpg\) BYRON BAY PROJECTS PAGE](#)

- **Access to Simon**

Not only do you get access to our founder Simon, but you get his passion, enthusiasm and drive... he's pretty full on. You can have him/ use him for motivating and inspiring your team at the office and at events or conferences; Use him for media opportunities (ones we create or your own) or have him spend a day with you and your organisation for anything you need. He thinks he's pretty funny too, so you might even enjoy a laugh having him around... maybe.





SIMON ROWE | FOUNDER



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SLEEPBUS.ORG



FACEBOOK.COM/SLEEPBUSAUSTRALIA



[YOUTUBE SLEEPBUS TV](https://YOUTUBE.COM/SLEEPBUS_TV)



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**IT'S NOT OK TO LET SOMEONE SLEEP ON THE STREET,
THAT'S WHY WE'RE DOING SOMETHING ABOUT IT.**