



Would you like to do something for the kids of Australia's hospitals and gain highly visual brand exposure?



Play Panel placed in Emergency at Sydney Children's Hospital

Various Australian hospitals and Child Friendly Solutions are offering businesses the opportunity to sponsor new Play Panels for several high traffic waiting areas and wards within the hospitals.

Statistics reveal that 77% of Australian Consumers would prefer to purchase a product associated with a cause, and 54% would switch from their normal brand. More than a third of Australian consumers were influenced to buy a company's products or services in the last year because of its association with a charitable cause.

*Source: "Heart and Sold"
Cavill & Co, Worthington*

Branding Benefits

Royal Children's Melbourne, Royal North Shore, Sydney Children's, Westmead Children's and various other Australian hospitals have chosen Child Friendly Solutions Play Panels because they are safe, hygienic and durable.

The Play Panels will be branded with your name, logo, website – whatever message you would like to get across to the market.

So, as mum and dad keep an eye on their child playing with the Panels, they will be in constant eye contact with your brand, providing you with valuable brand reinforcement in one of your core markets.

By branding play equipment which is occupying children safely and quietly, you are also creating a positive association for your brand in the minds of their parents.

This is an opportunity to expose your brand in a unique and positive way.



Play Panel with Morrisons Mercedes badge at RNSH



Play Centre – Freestanding



Play Panels in Emergency Department at Mona Vale Hospital



Branding Details

You will receive the following sponsorship benefits:

- Brand rights for the Play Panels it sponsors for a period of two years in the hospital of your choice
- First rights to renew sponsorship after two years
- Inclusion in the hospital newsletter (if relevant)
- Delivery, installation, badging and maintenance of the Play Panels, including any repairs that may be required

Branding Investment

There are 3 different options to choose from:

Play Panel – Wall Mounted

These panels will be mounted on walls in waiting areas and wards which don't have much space.

Includes 1 corporate badge, delivery, installation and maintenance.

\$518

Play Centre A

Play Centre A comprises 2 play panels and 1 flat panel in a free-standing formation. The flat panel enables it to be pushed up against a wall.

Includes 2 corporate badges, delivery, installation and maintenance.

\$996

Play Centre B

Play Centre B comprises 3 play panels which are set up in a free-standing formation in areas that have more space.

Includes 3 corporate badges, delivery, installation and maintenance.

\$1464

About The Play Panels

Play Panels have been placed in Sydney Children's, Westmead, Manly, Mona Vale, Sutherland, Campbelltown, St George & Royal North Shore Hospitals so far. If you have another hospital in mind, let us know and we will approach the relevant authority.

Sponsors include corporates such as Huggies, Children's Panadol, Gloria Jeans, Wizard Home Loans, Westfield & Babies Galore, as well as many smaller local businesses such as gyms, osteopaths, pharmacies, cafes, photographers, even a web designer!

The Play Panels are designed to occupy children safely and quietly in commercial environments such as medical waiting rooms and retail stores.

- Reduces OH&S risks – no choking or tripping hazards
- Conforms to Australian Standard for Toys (AS/NZ ISO 8124)
- Made of durable, high-impact, injection moulded plastic
- Occupies children aged 0 to 8 years
- Made in Australia

The Next Step

First of all, decide how many Play Panels you would like to sponsor and which hospital you would like to support.

Attached to this proposal is a Sponsorship Contract which you need to complete and fax to us on (02) 8915 1482.

We will also require the artwork for your corporate badge (eg. logo, brand, website address, etc). The dimensions of the badge are 16cm x 6cm and it should be in a high resolution jpeg format (or similar).

We would be pleased to meet with you to demonstrate the Play Panels and discuss any questions you may have. Please call Michelle or Kelly on (02) 9984 0769 to arrange a time.

PLEASE COMPLETE AND FAX TO (02) 8915 1482

Sponsorship Contract

We _____ would like to sponsor the following number of Play Panels at (insert name of hospital) _____

Description	Cost	Qty	Total Cost
PLAY PANEL – 2 Year Sponsorship 1 Play Panel Includes 1 corporate badge, delivery, installation, maintenance & newsletter inclusion	\$518		\$
PLAY CENTRE A – 2 Year Sponsorship 2 Play Panels + 1 Flat Panel Includes 2 corporate badges, delivery, installation, maintenance & newsletter inclusion	\$996		\$
PLAY CENTRE B – 2 Year Sponsorship 3 Play Panels Includes 3 corporate badges, delivery, installation, maintenance & newsletter inclusion	\$1464		\$
Subtotal			\$
Plus 10% GST			\$
Total			\$
I would like to <input type="checkbox"/> Be invoiced (terms are 7 days) <input type="checkbox"/> Pay by internet transfer BSB: 032 058 Account No: 160 302 Account Name: Child Friendly Solutions Pty Ltd <input type="checkbox"/> Pay by credit card <input type="radio"/> Visa <input type="radio"/> MC <input type="radio"/> BC Card Number: _____ Expiry Date: _____ Name on Card: _____ Signature: _____ Approval Code (Office Use Only): _____			

I agree to provide the artwork necessary for the corporate badge that shall be affixed to the Play Panels.

Termination

I understand that this sponsorship may be terminated by either party in writing with one month's written notice. In the event of the sponsor terminating the sponsorship, there will be no refund of sponsorship fees paid. In the event of Child Friendly Solutions terminating the sponsorship, the sponsor will be paid any outstanding fees on a pro rata basis according to how long the contract has to complete.

Company Name:	ABN:
Contact Name:	Date:
Billing Address:	
Signature:	Phone:
	Email: