

# ***Sponsorship Proposal***



***Ride  
for the  
Stars***

**grow**  
a star

# ***Welcome!***

Thank you for allowing us the opportunity to present a very real and unique opportunity to make a difference in our local community.

We are excited to launch our plans for an inaugural 'Ride for the Stars' motorcycle event in support of disadvantaged youth in our region.

With the help of your valued contribution, we are aiming to raise \$20,000.00 which will go directly to our Grow a Star program, an innovative, youth mentoring and scholarship program that helps young people from disadvantaged backgrounds overcome the financial or generational obstacles that are preventing them from following their dreams.

## ***Event details***

**DATE:** 28-30 August 2020  
**ROUTE:** Newcastle – North Haven – Uralla - Newcastle  
**COST:** \$250.00 registration fee per participant

## ***What is Grow a Star?***

Grow a Star is a program that delivers opportunities for young people. We believe that every person has a right to participate in an activity they enjoy and can excel in. To engage in activity, is to engage in life and society. Grow a Star aims to build the capacity and self-confidence in young people to achieve their highest ambitions. Activities such as learning, sport and the arts connect young people to their peers and to their communities. A young person engaged in this way will be more likely to engage in positive learning, positive health and eventually positive employment experiences.

However, for many disadvantaged and vulnerable young people there are many barriers that get in the way of them participating in their interests and enthusiasms. Too often an opportunity to excel is closed off because of financial and family circumstances that prevent participation. This is where Grow a Star comes in.

We work with young people and their families to enable them to follow a hobby, an interest, a passion or an ambition. We remove barriers by:

- Funding specialist lessons or coaching
- Purchasing equipment or specialist clothing
- Funding sports club registration and representative fees
- Funding some travel expenses and excursions
- Funding costs of specialist elective school subjects
- Providing music lessons or the purchase of an instrument
- Providing mentoring and support

These are examples and the possibilities are numerous. The program has supported budding rock musicians, athletics champions, lawn bowls specialists and ambitious tennis players, to name a few.

What we ask for is enthusiasm and commitment, which is not usually in short supply among our emerging Stars!

# *Background*

The Grow a Star program was created by Compass Housing Services and is the first of its kind to be designed and operated by a community housing provider.

Since it's New South Wales launch in 2012, the program has assisted more than 360 young people from the Hunter, Central Coast, Mid North Coast and remote Central West regions to pursue their academic, artistic and sporting goals at grass -roots and representative levels.

Grow a Star expanded its geographic reach to Queensland in 2016 and the first New Zealand recipient was awarded a scholarship in 2018.

The program encourages collaboration between other agencies and mentors – specifically support networks, welfare organisations, sporting partners, government bodies and corporate contributors.

## *Why this event?*

Meeting this goal is vitally important not only for the continuation of the program, but for the expansion of it to be able to assist more families and young people in need in our wider community.



“When I hear a young person express their joy at getting the opportunity to participate in their activity of choice, it's fantastic. But when a parent tells you, 'you've helped change their life', well that's really what the program is all about. It's what we strive for at Grow a Star, making young dreams become real!”

SHANE MARSHALL, GROW A STAR PROGRAM COORDINATOR



## *Social responsibility*

Today, 3 million Australians are living in poverty, including one in six children. That's almost 740,000 children. Poverty can seem insurmountable, but sometimes, all that people need is a chance to break the cycle of disadvantage.

In households where finances are tight, young people can fall behind with their learning, leaving them more vulnerable to experiencing hardship themselves later in life and falling into a cycle of disadvantage. They can also often miss out on the sort of extra-curricular activities that play an important role in connecting people to their communities.

The social benefits of the Grow a Star program are far broader than providing young people with the opportunity to achieve their short-term goals. For many young people, the mentoring on offer through the program represents the first time anyone outside their immediate family has demonstrated any sort of belief in their abilities and just as important, has shown them a realistic pathway to achieving their goals.

Enabling young people to pursue their passions, helps foster habits and behaviours that can set young people up for life. Encouraging generational change by empowering young people will have far-reaching, long-term positive effects within our community.

# ***The benefits of sponsoring***

Supporting this event and ultimately the Grow a Star program, provides a practical and tangible way for your organisation to be involved in giving back, not only to young people in need, but to the community as a whole.

Brand exposure through our promotional activities in the lead up to the event and on the day itself, will provide a unique opportunity to align with any corporate social responsibility goals.

Partnering with us to raise the profile of the Grow a Star program will include positive media attention in relation to our combined investment in the local community.

Sharing outcomes of the funds raised and success stories, pre and post event will create opportunities for expansion of your organisation's content strategy.

As an inaugural sponsor, you will receive a special invitation to support future events, before opportunities are released to the wider corporate community.



# Sponsorship options

## **MAJOR EVENT SPONSOR** **\$5,000.00 (PLUS GST)**

Sponsorship includes:

- Company logo appears in a prominent position on front and rear of all event polo shirts (including riders, passenger and support crew).
- Company logo on main banner of fundraising platform <https://ride-for-the-stars-2020.raisely.com/>
- Acknowledgment on social media
- 1 x free registration for rider to participate
- 1 x branded polo shirt to keep
- Event sponsor plaque
- Exposure through event via riders and support crew
- Exposure to local communities on event route
- Opportunity to support local youth

## **EVENT BREAKFAST SPONSOR** **\$2,500.00 (PLUS GST)**

Sponsorship includes:

- Company logo appears on the rear of all event polo shirts (including riders, passenger and support crew) and on sponsor page on the fundraising platform/website
- Acknowledgment on social media
- 1 x free registration for rider to participate
- 1 x branded polo shirt to keep
- Exposure through event via riders and support crew
- Exposure to local communities on event route
- Opportunity to support local youth

## **EVENT ACCOMMODATION SPONSOR** **\$2,500.00 (PLUS GST)**

Sponsorship includes:

- Company logo appears on the rear of all event polo shirts (including riders, passenger and support crew) and on sponsor page on the fundraising platform/website
- Acknowledgment on social media
- 1 x free registration for rider to participate
- 1 x branded polo shirt to keep
- Exposure through event via riders and support crew
- Exposure to local communities on event route
- Opportunity to support local youth

## **SUPPORT VEHICLE SPONSOR** **\$2,000.00 (PLUS GST)**

Sponsorship includes:

- Company logo appears on the rear of all event polo shirts (including riders, passenger and support crew) and on sponsor page on the fundraising platform/website
- Acknowledgment on social media
- 1 x free registration for rider to participate
- 1 x branded polo shirt to keep
- Exposure through event via riders and support crew
- Exposure to local communities on event route
- Opportunity to support local youth

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*Success stories...*

## **Krystal Dallinger**

Grow a Star funding has opened a number of doors and brought an unexpected opportunity for an aspiring netballer.

Krystal Dallinger had not long relocated to Newcastle from her hometown of Dubbo when she became a recipient of Compass Housing's Grow a Star program. The former Hunter Sports High student says she and her mum had to leave a lot behind when they came to live with her grandmother.

A keen netballer, Krystal was identified for the Hunter Academy of Sport's program. "The Grow a Star funding was big for my mum and I," Krystal says. "It allowed me to put myself out there to develop my netball skills through the Academy and then Australian netballer Sam Poolman's Aspire Netball program," she says.

Krystal is enjoying a gap year after successfully completing her HSC in 2019. She's currently working and spending a lot of time at the gym as she is playing for Central Coast Heart in the Metro League Comp. She is planning on starting her own art business this year and has recently become a mentor for Hunter Academy Sport squad athletes participating in the Aspire Program.

*See her story...*





# *Kaitlyn Robinson*

Kaitlyn has endured real hardship in her short life. Despite being displaced from her family home over a decade ago, she is a resilient, accomplished and outgoing young woman with a bubbly personality.

A gifted and passionate singer Kaitlyn was selected to join the Australian Girls' Choir in 2017. She was quickly identified as talented and received an Outstanding Potential Award and a nomination for more intensive work after touring with the choir for a few months, however she was forced to withdraw from the choir due to her family's financial circumstances.

Thanks to targeted assistance from Compass Housing's Grow a Star program, Kaitlyn was able to re-enrol in the choir and continue to pursue her dream of singing professionally.

In late October 2017, she auditioned with hundreds of others and was ultimately selected to join the choir on a three-week tour across America. During the tour, the girls were hosted with choirs and schools and were involved in 24 performances and workshops. Travelling to destinations including San Francisco, Phoenix, Flagstaff, Palm Springs and Los Angeles, the cultural and performance experiences were many and varied.

These days, Kaitlyn lives with her family in a Compass Housing property in Brisbane and is currently completing year ten. In addition to her singing prowess, Kaitlyn is a talented writer and has scripted short stories and poems that have had interest from local publishers. She is also heavily involved in musical theatre.

*See her story...*





# Lleyton Richards

Lleyton picked up a racquet and found his passion for tennis when he was 10 years old.

Soon after, Lleyton and his mum Lisa relocated from Gloucester to Newcastle in NSW, to help Lleyton access coaching without having to drive many hours each week. It has been tough financially for Lisa to fund the coaching, equipment, tournament fees and travel costs associated with top level tennis.

The Grow a Star program helped Lleyton enrol in a training program that has made a world of difference to Lleyton's game and enabled him to develop the strength to compete against older players. "If it wasn't for Grow a Star I would have never have got started with that conditioning program; I just couldn't afford it" said Lleyton.

A highlight for Lleyton was when he received a personal letter from Aussie tennis legend Ken Rosewall. At 14, Lleyton had won the medal named after the eight times Grand Slam singles winner. He was selected as best and fairest from 241 players in the Inter-district league in Sydney. Lleyton won every match; he didn't drop a set.

2019 was a busy year for Lleyton, winning awards from the Hunter Academy of Sport for Most Outstanding Male Athlete in an Individual Sport, Hunter Blues Sports Award (Top 8 in State for Tennis), Lambton High School's Tennis Player of the Year, Athletics Age Champion and Cross-Country Age Champion.

2020 will see Lleyton complete his HSC and he is settling into the routine of creating balance between study and sports. He is very motivated after this year's Australian Open and is focusing on increasing his intensity program with his coach at Newcastle's Innovate- Sports Specific Conditioning.

Look out for Lleyton, he could well be starring in Australian and international tennis tournaments in the very near future.







# Lucy Kelderman

As a young girl, Lucy endured a multitude of disadvantages, and as a result, she was home schooled for several years. This impacted significantly on her confidence and social interaction with her peers.

When Lucy came to Grow a Star in 2014, she was a very shy 12 year old, with dreams of one day becoming a professional musician. Suffering from an anxiety disorder, was one of several barriers she needed to navigate before she could even contemplate performing in front of crowds.

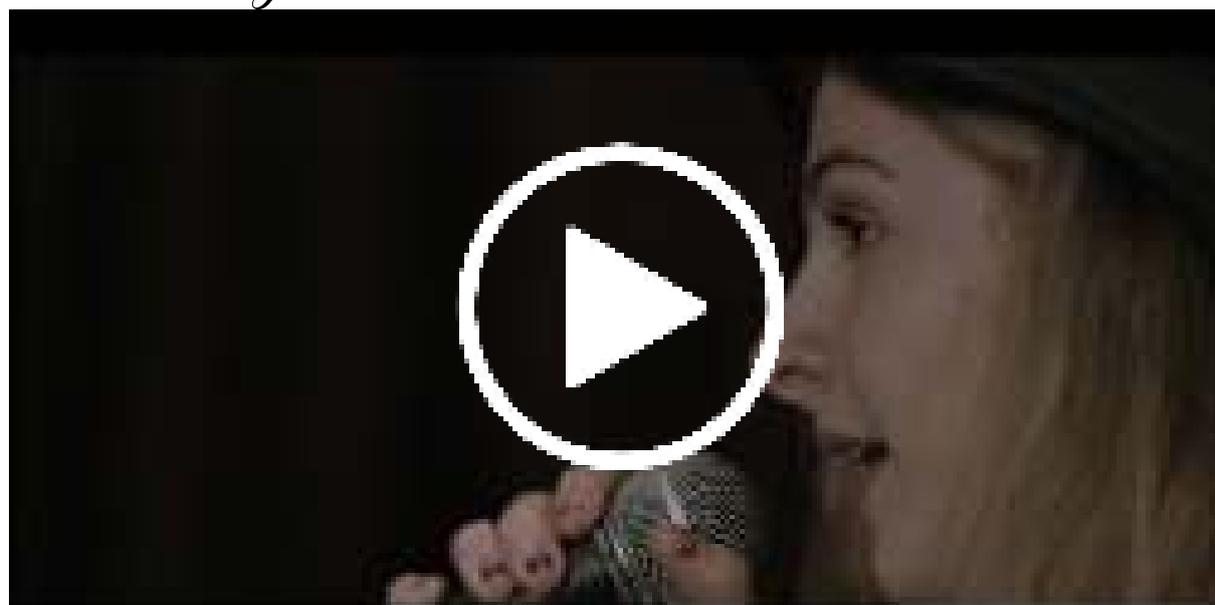
Through the Grow a Star program, Lucy was sponsored to attend a local music school, The Rock God Music School, where she attended singing lessons once a week. It wasn't long before her talent was recognised and she was asked to join three other girls and form a group.

She went on to perform at several small events in her local area as both a soloist and with the group. Lucy has made lifelong friends through this journey and her parents have witnessed a change in her confidence and demeanour along the way.

Over the past five years Lucy has worked tirelessly on her singing and this has taken her from that shy 12 year old to a very confident 17 year old young woman who fronts her own music band, has released a number of songs on social media platforms and has supported major overseas acts performing in front of large crowds in major Sydney live venues.

Recently, Grow a Star nominated Lucy for the Channel 7 NSW/ACT Young Achievers Award and is a Finalist in the Award Category: QPRC Performing Arts Award. Lucy is one of 4 finalists and has been invited to attend a gala awards night at Doltone House in Sydney on 20th March 2020 when the winner will be announced.

*See her story...*





# *Contact Us*

To lock in your sponsorship, or for more information, contact Michelle Faithfull

OFFICE: 02 4920 2670

EMAIL: [events@compasshousing.org](mailto:events@compasshousing.org)