

MAYOR'S WINTER SLEEPOUT

26-27 JULY

**BUSINESS OPPORTUNITIES
AND IN-KIND SPONSORSHIP
PROSPECTUS**



PROUDLY
FUNDRAISING FOR

MISSION
AUSTRALIA

ABOUT THE EVENT

Camden Council will host an inaugural Mayor's Winter Sleepout event to raise funds and awareness for those who are experiencing, or are at the risk of homelessness.

This Council-driven initiative invites businesses, local groups, and individuals to fundraise and/or participate in a night of solidarity, raising essential funds and awareness for homelessness in Camden.

The event will take place outdoors at Onslow Oval from 6pm Friday 26 July to 8am Saturday 27 July 2024.

With a fundraising target of \$30,000, Camden can help end homelessness.

Join us for a night that promises to be as enlightening as it is meaningful. Together, we can make a difference and bring hope to those who need it most. Let's come together, sleep out, and take a stand against homelessness.

HOW DOES IT WORK

Attendees of the event will be invited to participate in the sleepout by completing the following steps:

STEP ONE: REGISTER TO PARTICIPATE

Go to bit.ly/mayorswinter_sleepout to register and set up a fundraising page!

There is also an option to purchase a custom event beanie for \$10 with all proceeds going direct to Mission Australia.

STEP TWO: HELP US REACH OUR TARGET

Share your fundraising page with your community.

Tell everyone you are sleeping out and raising funds to help put an end to homelessness.

STEP THREE: SLEEPOUT

Experience what it's like to sleep like you are homeless for a night.

On the night, attendees will be offered a cardboard sheet for their bed and simple food and drink options to help experience the life of the homeless.

Please note this event is an 18 years and older event only and alcohol is not permitted.

5 facts you didn't know about homelessness

Homelessness affects people of all ages, men, women, children, and all circumstances.

When Amy* and her three young children, Lily* (9), Aiden* (7) and Emma* (3), became homeless they joined thousands of other Australian women and children escaping domestic or family violence with nowhere safe to go. Unable to afford accommodation and turned away from shelters, Amy and her children were forced to live in a borrowed car.

For as long as she could remember, 17-year-old Zoe* was sexually abused by her stepdad. But it was becoming homeless, with no hope of a positive future that eventually led her to attempting suicide.

Sophie* and James never imagined they could lose their business and their home, but they did. Every day thousands of Australian families, just like Sophie and James, are living one pay slip away from homelessness. A failed business venture, job loss, sickness, or the death of a loved one can leave families unable to pay the rent and other bills and at risk of losing their home.

Sadly, stories like these are not uncommon among the thousands of people Mission Australia supports. They are the reason our goal is to halve homelessness by 2025.

1 FACT 1: There are 116,427 people homeless in Australia on any given night.¹

This includes 43,552 young Australians under the age of 25, and 18,625 aged 55 and over.¹ Each year more than 123,000 Australian parents and their children don't have a safe place to call home.²

2 FACT 2: Only 7% of people who are homeless are sleeping on the streets.¹

The rest are hidden away. The reality is that the majority of homeless people in Australia are families and children living without a permanent home. These people 'couch surf' with friends and relatives, stay in overcrowded rooms or cheap motels, move between emergency shelters and hostels, and sleep in cars and make-shift dwellings. From one night to the next, they don't know where they will sleep.

3 FACT 3: 15,872 Australian children under 12 years old are homeless.¹

Of this, an estimated 460 are sleeping rough, spending the night in parks, bus shelters or shopfronts. Without a

safe place to sleep and stability in their lives, they face an uncertain future.

4 FACT 4: Of all Aboriginal and Torres Strait Islander people experiencing homelessness, 70% live in severely overcrowded dwellings.¹

Although the indigenous population of Australia is quite urban, most of the severely overcrowded dwellings are based in remote areas.³ Severe overcrowding results in poor health, barriers to education and poorer employment outcomes.

5 FACT 5: Domestic and family violence is one of the top reasons people seek support from specialist homelessness services.¹

Every week one woman is killed as a result of domestic violence. This threat to their safety means many women and their children are forced to leave their homes, often with nowhere to go.

In 2018, Mission Australia assisted 20,264 people across 67 homelessness and housing services. Through our services we are able to give mothers like Amy, who escaped domestic violence a safe place to call home.

WHY GET INVOLVED

Your business will be helping make a significant change to the lives of Camden residents experiencing, or are at risk of homelessness.

In Camden, an increasing number of vulnerable people are experiencing what is often termed as hidden homelessness or couch surfing. This could look like living temporarily with other households – perhaps sleeping on friends' sofas, or in the spare room or garage of a relative, and often moving regularly. It's no secret that Australia's housing and homelessness crisis has escalated to an emergency.

HOW TO GET INVOLVED

OPTION ONE: HELP RAISE FUNDS

Ask your CEO, manager or team to sleepout for homelessness.

Sign up to the Mayor's Winter Sleepout fundraising page on the Mission Australia website, create a team and goal, and ask your customers, staff, friends and family to sponsor your CEO, Manager or team to sleep out for homelessness.

Feeling competitive? Apart from the utmost important bragging rights, the top 3 businesses who have raised the most funds by 7pm on Friday 26 July 2024 will be recognised in the following ways:

- ✔ Announcement on the event night and award presented by the Mayor of Camden, Cr Ashleigh Cagney.
- ✔ Opportunity to speak at the event for 2 minutes;
- ✔ Feature in post event wrap up video;
- ✔ Special mention on Council's Facebook, LinkedIn and Instagram page following the event;
- ✔ Mention in Camden Business eNews following the event (distributed to over 1,200 subscribers);
- ✔ Two complimentary tickets to Camden Council's International Women's Day Gala in 2025;
- ✔ Mention in post event media release; and
- ✔ Mention in Council's Let's Connect publication (distributed to over 39,000 local households).

To enter the competition, complete the organisation section of your fundraising page. Competition terms and conditions are available at bit.ly/mayorswintersleepout.

CLICK HERE
to complete the
Sponsorship
Expression of
Interest Form

OPTION TWO: IN KIND SPONSORSHIP*

In-kind sponsorship is a type of sponsorship where a business agrees to sponsor an event or initiative by providing goods and/or services (value-in-kind) instead of cash as part of a sponsorship agreement. Examples of in-kind sponsorship items include:

Food Sponsor

Businesses interested in running a sausage sizzle or similar. Sponsorship would include supplying 1 complimentary dinner item and 1 breakfast item to all attendees including the supply of equipment. Must have relevant food approvals in place.

Hot Drink Sponsor

Businesses interested in providing tea, coffee, and hot chocolate services to attendees at the event. Sponsorship would include supplying 1 complimentary hot drink for each attendee. Must have relevant food approvals in place.

Cardboard Sheets

Council are looking for large cardboard sheets to hand out to attendees who wish to truly experience how the homeless sleep. Sponsorship would include supplying cardboard sheets to each participant.

Comfort Items

Sponsorship would include providing comfort items to attendees who are participating in the sleepout. Examples include socks, scarves, blankets, hand warmers, flashlights, lip balm etc.

In-kind sponsorship inclusions:

- ✔ Acknowledgment of sponsorship by MC and Mayor at the event;
- ✔ Information stall at the event (optional);
- ✔ Sponsorship recognition through event signage;
- ✔ Sponsor quote in pre and post event media releases, subject to timing;
- ✔ Mention on Council's social media platforms;
- ✔ Feature on Council's LinkedIn page;
- ✔ Sponsor-branded recognition asset for sponsor's social media use; and
- ✔ Feature on event webpage, subject to word limits.

**Acceptance of an in-kind sponsorship is at the discretion of Council, with consideration of the needs of the event. Sponsors will need to enter into a sponsorship agreement with Council.*

IN-KIND SPONSORSHIP TERMS AND CONDITIONS

1. Sponsorship may only be acquired to add value to an existing Council event, activity or project. Council must fulfill its responsibilities to the community regardless of any lack of sponsorship support.
2. Council must only use the sponsorship funds in accordance with the sponsorship agreement.
3. The value of the benefits package detailed in a sponsorship agreement should reflect the level of financial and/or in-kind support.
4. The sponsor's brand or values must align with Council's brand and values and deliver positive reputable benefits for the Camden community.
5. All sponsors and their related sponsorship agreements must be approved by the relevant Director of the branch seeking sponsorship.
6. Council must ensure that sufficient resources are available and allocated to the delivery of all benefits detailed in sponsorship agreements.
7. There should be no real or apparent conflict between the values, objectives and ethical standard of Council and those of the sponsor, and/or the sponsor's related companies/businesses/organisations. Council staff involved in seeking sponsorship must take reasonable steps to minimise the risks to Council to avoid a sponsorship agreement that may result in a negative association being established or reputable damage to Council. Council officers must undertake adequate research (in line with the principles set out in this Policy) and due diligence.
8. Council will not accept sponsorship from the following;
 - Tobacco or tobacco-related companies;
 - Companies whose services or products Council deems to be dangerous to health and wellbeing;
 - Gambling services;
 - Alcohol companies unless Council deems it acceptable for a specific event;
 - Organisations that have received Council grant funding or cash or in-kind sponsorship within the same financial year; and
 - Any other products or services Council deems to be inappropriate or in conflict with Council's values.

9. Council will not accept sponsorship from prospective sponsors if there may be a conflict of interest, or a perceived conflict of interest, including those associated with land development.
10. Council, at its discretion, has the right to refuse sponsorship if it is of the opinion that the prospective sponsor and/or their objectives may conflict with Council's social values.
11. Sponsorship and sponsorship agreements must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions in any way nor impose any liability on Council with regard to the conduct of the event being sponsored.
12. There must be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment as a result of providing sponsorship support to Council. Council will enforce any and all processes as set out in its policies and regulations.
13. No official, elected representative, employee or agent of Council is to receive or solicit any personal benefit from a sponsorship agreement with Council.
14. The sponsor of an event may not claim (through implied or express means) that Council endorses the products or services provided by the sponsor.
15. Council must not seek or accept sponsorship from parties who are, or may be, subject to inspection or regulation by Council during the period of the sponsorship agreement.
16. Council must not seek nor accept sponsorship from parties who are or may be involved with a planning matter before Council during the period that the event is being promoted or held.
17. Any sponsorship with Council must be formalised by a written agreement that:
 - Has been approved by Council's Legal and Governance branch and the relevant Director of the branch seeking sponsorship;
 - Executed by all parties to the agreement; and
 - Sponsorships attract GST at the agreed financial or determined in-kind value. Sponsorship is not a donation or grant.



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For further information or enquiries
regarding the Mayor's Winter Sleepout,
please contact Council's Events Team:

Camden Council

13 CAMDEN (13 226336)
events@camden.nsw.gov.au
www.camden.nsw.gov.au