

MDA Corporate Sponsorship 2018/19

Big Hope for Little Lives

Please Help Us Treat Seriously Ill Babies.

Australian Friends of Magen David Adom has wholly adopted the creation of Israel's first Mother's Milk Bank.

The Mothers' Milk Bank will provide donor mothers' milk to families where the new mother's own milk is not available for their sick baby.

In a seriously ill baby's first few weeks of life, mothers' milk maybe **essential for the baby's survival.**

Research shows human milk protects these babies from infectious disease especially vulnerable premature babies and gives them the **best possible chance to live.**

Breast milk is a perfectly balanced source of nutrition, containing active antibodies to fight infection.

Your partnership will mean that many more parents with sick babies will have the opportunity to hold them, comfort them and above all, **take them home.**



DONATIONS
TAX
DEDUCTIBLE

Together, let's build Israel's first Mother's Milk Bank



PLEASE HELP US TREAT SERIOUSLY ILL BABIES

Please consider supporting our
MDA ANNUAL CAMPAIGN, 12 – 19 AUGUST 2018
'Big Hope for Little Lives'

Last year, our sponsors helped us distribute more funds to Israel, than any year prior. Because of them, we were able to purchase 3 x 4WD Ambulances, 2 x Life Support Ambulances, 8 x First Responder Medicycles, plus other vital lifesaving vehicles & equipment for MDA Israel.

In the first year alone, the paramedics on board these vehicles will treat over 15,000 people, transport over 4000 patients to hospital and save lives, each and every day.

The Magen David Adom Annual Campaign 2018

This year, the MDA Annual Campaign will once again raise funds to save lives. But these lives are the most vulnerable of all, **those of seriously ill babies.**

As a Corporate Sponsor you can partner in the creation of **Israel's first Mother's Milk Bank**. An innovative project that will become another lifesaving service provided by MDA Israel. We have adopted the Milk Bank exclusively for our community. A project that will impact future generations in Israel and something we will all be extremely proud of for many years to come.

The Australian MDA Mother's Milk Bank

The Mother's Milk Bank will change the way new mothers can access breast milk for their sick babies. It will provide donor mothers' milk, to families where the mother's own milk is not available. In many cases, new mothers are themselves in critical care and unable to feed their sick babies, so rely on milk donated by volunteers.

The treatment of babies using natural mother's milk versus formula has been medically proven to dramatically increase chances of survival. Natural mother's milk is **simply the best 'medicine' for treating critically ill infants.**



PLEASE HELP US TREAT SERIOUSLY ILL BABIES

Building your brand while saving precious lives.

We have several sponsorships opportunities available, each will showcase your brand to our supporter base as well as the wider Sydney Jewish Community. You will appear on the Magen David Adom Australia website, other digital media and promotional material throughout the year.

In addition, you will be acknowledged at all Magen David Adom functions, culminating in our Annual Campaign events, which attract an influential audience of **over 1000 key supporters** including business and communal leaders, politicians and dignitaries.

As a Corporate Sponsor you will receive front row tickets to this year's Magen David Adom event, **'Big Laughs for Little Lives'**, featuring one of America's most renowned Jewish comedians - A show you will not want to miss!

How to Show your Support

Your sponsorship will enable us to offset the costs of our fundraising events. This means we can direct most, if not all the funds raised to build the new Australian MDA Mother's Milk Bank in Israel.

Enclosed is a brochure outlining the sponsorship packages for your kind consideration.

This is your opportunity to help save precious lives.

Warm regards

Doron Lazarus

CEO - Australian Friends of Magen David Adom

P.S. Sponsorship can be invoiced prior to June 30. Please contact me on 0487 340 092 to discuss further.

MDA Corporate Sponsorship 2018/19

Big Hope for Little Lives



Supporter Package \$900 (+GST)

- 2 x Complimentary Tickets to the Main Campaign Function
- Inclusion of your Logo for 12 months on MDA website and events during 2018/19
- Acknowledgement as a Supporter on Annual Campaign collateral and during events



Bronze Package \$1,800 (+GST)

- 2 x Complimentary Tickets to the Main Campaign Function
- Inclusion of your Logo for 12 months on MDA website and events during 2018/19
- Acknowledgement as a Bronze Sponsor on Annual Campaign collateral and during events



Silver Package \$3,600 (+GST)

- 4 x Complimentary Tickets to the Main Campaign Function and Major Donor's Event
- Inclusion of your Logo for 12 months on MDA website, digital marketing and events during 2018/19
- Acknowledgement as a Silver Sponsor on Annual Campaign collateral and during events



Gold Package \$5,400 (+GST)

- 6 x Complimentary Tickets to the Main Function and Major Donor's Event
- Inclusion of your Logo for 12 months on MDA website, digital marketing and events during 2018/19
- Acknowledgment as a Gold Sponsor on Annual Campaign collateral and during events
- Certified First Aid & CPR Training for up to 5 employees



Platinum Package \$10,000 (+GST)

- 10 x Complimentary Tickets to the Main Function and Major Donor's Event
- VIP Seating at the Main Function and Major Donors Event
- Inclusion of your Logo for 12 months on MDA website, digital marketing and MDA events during 2018/19
- Acknowledgment as a Platinum Sponsor on Annual Campaign collateral and during events
- Verbal recognition during Main Function and Major Donor's Event
- Certified First Aid & CPR Training for up to 5 employees



Ambassador Package \$20,000 (+GST)

- 10 x Complimentary Tickets to the Main Function and Major Donor's Event
- VIP Seating at the Main Function and Major Donors Event
- Inclusion of your Logo for 12 months on MDA website, digital marketing and MDA events during 2018/19
- Acknowledgment as an Ambassador Sponsor on Annual Campaign collateral and during events
- Verbal recognition during Main Function and Major Donor's Event
- Certified First Aid & CPR Training for up to 10 employees



Naming Rights of the Australian MDA Mother's Milk Bank \$50,000 - \$150,000 (+GST)

- Recognition signage at the Australian MDA Mother's Milk Bank in Israel
- 10 x Complimentary Tickets to the Main Function and Major Donor's Event
- VIP Seating at the Main Function and Major Donors Event
- Inclusion of your Logo for 12 months on MDA website, digital marketing and MDA events during 2018/19
- Acknowledgment as a Naming Rights Sponsor on Annual Campaign collateral and during events
- Verbal recognition during Main Function and Major Donor's Event
- Certified First Aid & CPR Training for up to 10 employees