



INVITATION TO SPONSORS

Does your brand help people change the world for the better?

Georgetown University Centre for Social Impact Communication states: “91% of Millennials will switch brands to one associated with a good cause (2015).” Forbes.com quoting Futerra’s 2018 survey of over 1000 consumers across the USA and UK, identified that whilst 96% of people feel their own actions for good can make a difference, they want more help doing it.

The Link Vision - Blind Australian of the Year Awards: Contribution, Excellence, Self-Determination

The core mission of the Blind Australian of the Year Awards is to actively promote the contribution that over half a million people who live with low vision and blindness make to Australian society. By doing so, we celebrate people living with disability, and improve inclusion within Australian workplaces and society.

Link Vision is excited to launch the 6th Annual Blind Australian of the Year Awards.

These awards celebrate exceptional achievement and contribution of individuals with low and no vision to the Australian business, government, corporate, health, education and community sectors. They capture the spirit of innovation, resilience and enterprise required to perform in a vision-centric world.

After our 2022 launch of **The Employer of Choice Award** we have even more audacious goals to highlight the fundamental benefits to creating truly diverse and inclusive workplaces. This Award recognises the difference between Accessibility – being given tools and resources for entry to the work environment; versus Inclusion – valuing ALL people and the creative, innovative, expansive contributions that then become available. This Award celebrates business, government, corporate, educational and community enterprises who not only champion diversity but demonstrate HOW workplace accessibility and inclusion is delivered to create high performing teams and successful business outcomes.

We are committed to supporting the futures of young people with low and no vision, by empowering their goals and aspirations. This is why Link Vision proudly facilitates **The Blind Australian of the Year Awards - Young People’s Scholarship Fund**, for young people with low / no vision, aged 12 to 25 years of age. These scholarships provide young people with opportunities to develop skills, clarify purpose, connect with mentors and get set on a path of work contribution & personal fulfillment. We’re looking for mentors and benefactors for this important program.

The Blind Australian of the Year Awards Gala on 28 October 2023 will bring together business leaders, multi-disciplinary service providers, advocates, community and political champions, as well as a range of people with a lived experience of low vision and blindness for an evening of acknowledgement, robust conversation and celebration. This will be a fully inclusive event and will be an uplifting and memorable event in your corporate calendar.

Need More Information? Please contact the Link Vision Engagement & Inclusion Manager, Ms Marie Bampton. T: 0414 317 915 E: marie@linkvision.org.au W: www.blindaustrianoftheyear.com.au

Thank you for sharing information about The Blind Australian of the Year Award everywhere you go and on all your preferred social media platforms. Please link with our socials via our website: www.blindaustrianoftheyear.com.au

How Your Brand Partnership Can Make A Difference...

SPONSORSHIP TYPE	AMOUNT	BRAND BENEFITS	SPONSORSHIP OUTCOME
MAJOR SPONSOR: Education & Community Engagement	\$20,000	Co-naming of the Blind Australian of the Year Awards, Keynote address, Media profile and promotion. Be the brand that 'Discovers' the 2023 Blind Australian of the Year! Access the Blind Australian for your corporate events.	Enables Link Vision to continue community & corporate education initiatives nationally, shifting the conversation about disability from one of challenge to that of inclusion and meaningful contribution.
Blind Australian Travel & Accommodation Sponsor	\$15,000	Naming rights to one of the Award categories and announce the winner of that Award category at the 2023 Gala. This is a major partner opportunity.	Essential to The Blind Australian of the Year Award capturing a national audience, is the provision of accessible travel and accommodation for our VIPs living with low / no vision.
Blind Australian Gala MC Sponsor	\$5,000	Substantial exposure in all marketing, promotional and media activities. Brand alliance may be a possibility with our prominent Gala MC.	Enable the engagement of our MC, a prominent person with a lived experience of disability.
Blind Australian of the Year Award Prize Sponsor	\$5,000	Prominent exposure in all marketing, promotional and media activities, especially at the Gala event. Post event media and social media exposure.	Consistent with Awards of this calibre, is the recognition and rewarding of the Award recipients with resources to continue their contribution efforts.
Blind Australian Employer of Choice Award Prize Sponsor	\$5,000	Prominent exposure in all marketing, promotional and media activities, especially at the Gala event. Post event media and social media exposure.	Consistent with Awards of this calibre, is the recognition and rewarding of the Award recipients with resources to continue or expand their inclusion efforts.
Blind Australian of the Year Gala Welcome to Country Sponsor	\$5,000	Prominent recognition and inclusion of our First Nations People's cultural practices is an essential requirement for the Blind Australian Gala event.	Vision loss is a significant health challenge for First Nations People. This sponsorship enables engagement with and representation by First Nations People in the Blind Australian Gala and Awards process.

How to Get Involved...

- 1. Become a Corporate Donor / Sponsor of The Blind Australian of the Year 2023.** Creating an Inclusive Australian Society has moved from an aspirational statement to a political and social 'force majeure' – such is the unstoppable will towards social equality and inclusion. These Awards have a national footprint and provide a focal point to highlight the progress and accomplishments of organisations and individuals. **Your organisation will** make a significant and measurable contribution to the Social Good of all Australians.
- 2. Nominations for Blind Australian of the Year & the Employer of Choice Award** – Who do you know with low vision or blindness that is excelling in their field of endeavour or makes an outstanding contribution to their community? What business or corporate enterprises do you know of that have created inclusive workplaces? Please nominate them NOW! www.blindaustrianoftheyear.com.au/nominate/
- 3. Young People's Scholarship Fund** – Please reach out to discuss collaboration.
- 4. Corporate / Group Table Purchase** – a range of ticket options are available for our event guests. People living with low or no vision and their companion will have their ticket price subsidised by Link Vision. We invite you to bring your colleagues, clients and friends as your guests to the **Blind Australian of the Year Awards Gala Event** to celebrate yours and others' contribution to creating a diverse and inclusive Australian Society.