

Remote Laundries

SPONSORSHIP PROSPECTUS



AIG Aboriginal
Investment
Group

BUILDING STRONGER COMMUNITIES

Sponsorship Prospectus

ABOUT THE PROJECT

Aboriginal families in remote communities in the Northern Territory are doing it tough. Very limited employment opportunities in community means people are living in poverty and often don't have clean clothing or bedding, and it wreaks havoc on their health.

No doubt you've heard the stories. Rheumatic heart disease, trachoma, scabies and skin sores are all made worse by dirty clothes and bedding. Help us provide meaningful and sustainable employment to people living in remote Indigenous communities by introducing public laundries into seven remote communities across the Top End.

Five great reasons to become a sponsor:

- 100% Indigenous employment
- Meet your organisation's RAP Targets
- 100% Indigenous owned
- Health, economic & social benefits
- Get known across 7 regions of the NT



INDIGENOUS EMPLOYMENT & IMPROVED SANITATION

The first laundry is up and running in Barunga – our pilot site. Built in an indestructible shipping container, four washers and four dryers are attended by local Indigenous workers who guide people living in community how to use the machines and make sure the tubs keep turning. It's a win win situation. Employment and improved sanitation – what is not to love about this project?

If creating meaningful change for your local community is a priority for your organisation, this is a the perfect sponsorship opportunity. You will be supporting a hard-working, Aboriginal Corporation committed to grassroots level empowerment of Aboriginal people in the NT.



YOU'RE INVITED TO HELP

Everything is more expensive to operate in community and this project is no different. Each cycle costs the users \$4 but the true costs of operating this laundry are much higher. It needs community support and sponsorship to run. This is where we are hoping you will come into the picture.

If you have a Reconciliation Action Plan (RAP) in your organisation, sponsoring the Remote Laundries project is a great way to meet your targets. AIG is a 100% Aboriginal owned organisation and can provide heaps of examples about how your sponsorship will improve health and employment outcomes for Aboriginal people in the NT.



Perhaps you want to demonstrate to your customers that you support initiatives which help to close the gap in Indigenous disadvantage. We can provide ample content for you to use on your social media and website to spread the word about your worthy sponsorship.

Check out our website

www.remotelaundries.org.au

for more information



SPONSORSHIP OPTIONS

Time to talk money. This project needs community support and sponsorship to run. Have your organisation widely recognised as a supporter of improving the living standards of people living in remote communities in the Northern Territory.

Platinum	Gold	Silver
Large (A2) permanent sign with your logo/branding on the front of the laundry for 12 months.	Large (A2) permanent sign with your logo/ branding on the front of the laundry for 12 months.	Poster (A3) with your logo/branding on the front of the laundry for 12 months.
Company logo displayed on the Remote Laundries website sponsorships page.	Company logo displayed on the Remote Laundries website sponsorships page.	Company logo displayed on the Remote Laundries website sponsorships page.
All marketing and advertising material created by Remote Laundries will feature your logo with hyperlink to your website (where possible). This might include t-shirts, pens, posters, post cards, social media posts, videos, power point presentations, website stories.	Not applicable.	Not applicable.
Three featured stories on the Remote Laundries website highlighting you as a major sponsor and the difference your sponsorship makes to the success of this project.	One featured story on the on the Remote Laundries website mentioning you as a major sponsor and the difference your sponsorship makes to the success of this project.	Not applicable.
Video with Traditional Owners from Barunga thanking you as a major sponsor of the laundry for your social media, RAP report or marketing purposes.	Written "thank you" letter from the Traditional Owners of Barunga. Highlight the good you've done by showing off your letter in your RAP, on social media or other marketing.	Not applicable.
TV inside the laundry can run your logo, messages, videos and photos to laundry users while the laundry is open.	TV inside the laundry can run your logo, messages, videos and photos to laundry users while the laundry is open.	TV inside the laundry can run your logo, messages, videos and photos to laundry users while the laundry is open.
Access to 'take over' the remote laundry for four days during your 12-month sponsorship. Ideal way to reach a captive audience to conduct services, info sessions, training and/or host events.	Access to 'take over' the remote laundry for two days during your 12-month sponsorship. Ideal way to reach a captive audience to conduct services, info sessions, training and/or host events.	Access to 'take over' the remote laundry once during your 12-month sponsorship. Ideal way to reach a captive audience to conduct services, info sessions, training and/or host events on site.
Boosted quarterly social media posts profiling your company's role in supporting the project as a platinum sponsor. AIG Facebook page boosted posts have an expected reach of 40,000 people.	Organic social media shout out on AIG Facebook page every quarter for the duration of your sponsorship profiling you as a gold sponsor of this project.	Organic social media shout out on AIG Facebook page every six months for the duration of your sponsorship profiling you as a silver sponsor of this project.
150 co-branded pens	100 co-branded pens	50 co-branded pens
\$25,000	\$15,000	\$10,000

À LA CARTE SPONSORSHIP OPTIONS

If the above sponsorship options are out of reach of your organisation right now, we have good news. We also have an “à la carte” menu of sponsorship options that suite a wide range of budgets and organisational preferences.

Joint branded merchandise

A good way to show your support while providing a useful freebie for your customers. Together we choose merchandise that will work for your business (pens, hats, bags, stickers, the list goes on). We co-brand the product with your logo and our logo. You pay for the cost of the merchandise and we do all the work ordering the products and getting them to you. Then, you distribute the merchandise to your customers in a way that suits your business. Ideal for hotels, cafes and businesses where there is a lot of traffic through the door.

\$250 - \$ unlimited

Donation tap and go terminals

Support the Remote Laundries project by housing our Donation Point terminal in your business for an agreed timeframe, to improve our donorship reach. These cute little tap and go donation terminals are effective at getting small donations from people who want to support, but only in small amounts. Ideal for cafes as well larger businesses or corporations who want to demonstrate their commitment to this valuable community projects. The terminals are placed near the till in your business with a small explainer about what the project is and why people should donate.

\$0 (placement of terminal)

Info booth sponsorship

Sponsor a Remote Laundries info booth at events. Throughout 2019, AIG will be hitting conferences and events with their Remote Laundries booth to generate awareness, find donors and drum up more sponsors. Your sponsorship will pay for getting the booth space and manning the both. Your logo will be proudly displayed on the booth, as a business that supports improving the health of people living in remote communities in the NT.

\$ depending on event

Hire the laundry

For \$500 you can hire out the laundry for the day. This option is perfect for service providers who work in Barunga or Beswick. Invite the community to a day of free washing and drying, with the aim of increased community engagement in a unique setting. Free washing will entice people to come, extending the reach of your messages. You will have access to Wi-Fi, TV, seating and shade to deliver your messages.

\$500

DONATIONS

If you still can't quite find what you're looking for in the above options, there is always the possibility of simply donating. If you'd like to make a donation, of any amount, to the Remote Laundries project, you can follow this link www.remotelaundries.org.au



YOU'RE INTERESTED, WHAT NOW?

If you're interested in sponsoring our project, and we hope you are, email info@aiggroup.org.au to get the ball rolling.

If you think the project sounds good but you need more convincing, head to our website.

www.remotelaundries.org.au

or call **08 8922 2666**.

