

Show Australia your corporate heart

2016 SPONSORSHIP PROPOSAL



**BACK IN A  
HEART  
BEAT**

**SUDDEN CARDIAC ARREST  
AWARENESS EVENT**

Wednesday 12 October 2016  
Federation Square Melbourne CBD



# SAVING LIVES WITH AEDs

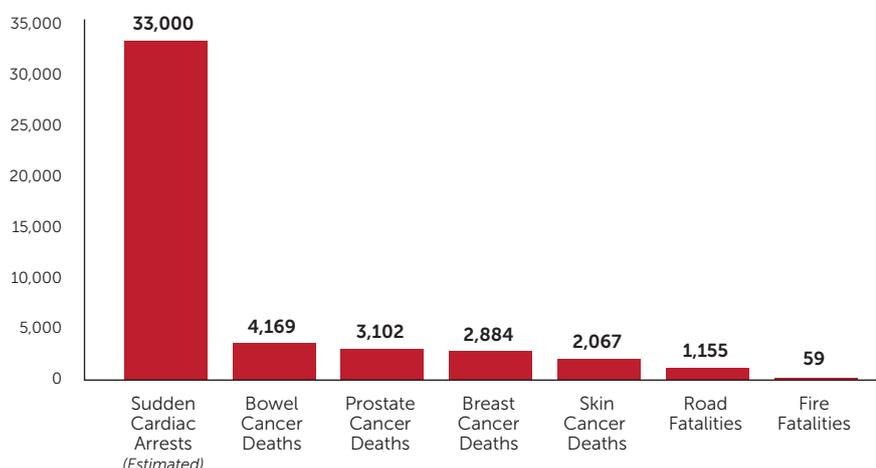
Every year, thousands of families lose someone they love to sudden cardiac arrest because bystanders didn't know what to do or life-saving equipment wasn't available.

**Sudden cardiac arrest (SCA)** is the foremost public health issue that can affect all of us. It does not discriminate – it can strike anyone, anytime, at any age, anywhere – without warning.

It is the one reversible cause of death that relies on rapid response by bystanders – trained or untrained – to save the victim's life.

SCA is the leading cause of death in Australia, striking 33,000 Australians every year. It is not a heart attack, as most people think. Minutes matter to save a life and without early defibrillation, less than five percent of victims survive.

## Causes of death in Australia compared with incidence of Sudden Cardiac Arrest (SCA)



When cardiac arrest strikes, defibrillation is the most vital and yet most frequently missing link in the 'Chain of Survival'. An **automated external defibrillator (AED)** applied within the first few minutes, without waiting for paramedics to arrive, increases the victim's chance of survival to more than 80 percent.

### Did you know?

1. Anyone can use an AED, trained or not trained. The AED must first be applied to a cardiac arrest victim to detect and analyse the heart rhythm. It is pre-programmed and will only deliver a shock to a fatal heart rhythm. The AED cannot shock the wrong person; cannot shock someone that does not need it; cannot do any further harm to the victim; and will not shock without warning.
2. First aid training regulations require that first aid officers **MUST** be competent in the use of AEDs but it is not compulsory that workplaces are actually equipped with AEDs. Employers are now training staff to provide a lifesaving skill for which they are not required to provide the equipment that enables their staff to perform that skill.
3. Australian's are 559 times more likely to deal with a SCA victim than to confront a fire fatality, and yet all businesses are required by law to install fire extinguishers and smoke detection alarms, but not AEDs that could save thousands of lives a year.

# THE EVENT

Come along to the **Back in a Heart Beat Sudden Cardiac Arrest Awareness Event** and learn **why, when and how** to apply a defibrillator to a victim in cardiac arrest.

**Urban Lifesavers** invites members of the public, community groups and businesses to engage with their staff, friends and colleagues in this unique lifesaving education activity.

Organisations have the opportunity to show Australia their corporate heart and select a sponsorship package which includes members of their staff participating in the training event.

Draped in red ponchos to represent our iconic Red Heart image, learn from the experts and practise a simulated resuscitation while following the big screen demonstration of how to use a defibrillator and save a life.

### When and where

Date **Wednesday 12 October 2016**  
Venue **Main Precinct Federation Square**  
Melbourne CBD ([map link](#))  
Time **11:30–12:30** (Registration )  
**12:30–13:30** (Training session)  
**13:30–14:30** (Event concludes)

### Ticket prices

For individuals and small groups

Individuals

**Standard \$25**      **Early Bird \$15**

Groups of 10 or more

**Standard \$200**      **Early Bird \$150**

Early bird offer ends 21/09/2016

**REGISTER HERE**

### Enquiries

Phone **1300 333 423**

Email **info@urbanlifesavers.org.au**

### Donations welcome!

Funds raised will be directed to vital education programs that will empower ordinary people to apply an AED and become an Urban Lifesaver.

**DONATE HERE**

# BACK IN A HEART BEAT PARTNERSHIP OPPORTUNITIES

We seek your support for our vision: no more deaths from cardiac arrest.



## Our Mission

**Urban Lifesavers** is an educational not-for-profit organisation and registered charity established to raise awareness about the incidence and significance of sudden cardiac arrest and the lifesaving role that bystanders can play by quickly providing defibrillation.

The objective is to educate and empower ordinary people to become Urban Lifesavers and raise the survival rate for victims of sudden cardiac arrest throughout the community.

Just as road safety, anti-cancer and smoke alarm campaigns have shrunk death and trauma rates, we know we can achieve even better results for cardiac arrest victims with your help.

Urban Lifesavers is seeking forward thinking industry leaders to support our national sudden cardiac arrest awareness campaign.

## What can your company do?

This is your opportunity to support a growing movement for change to ensure that AEDs become as commonplace as fire extinguishers.

Awareness and recognition of sudden cardiac arrest and the lifesaving use of AEDs is rapidly gaining prominence in the public's mind and the media's attention. It can only get bigger.

Your sponsorship of Urban Lifesavers and the **Back in a Heart Beat Event** will associate your brand with a health and safety cause that is destined to have a massive social impact and provide more vital education programs.

Sending your staff to participate in the event will enhance their first aid skills and empower them to know what to do if they witness a sudden cardiac arrest in the workplace or their daily lives.

**The life saved could be someone you know.**

| SPONSORSHIP PACKAGES  | Platinum<br>\$5,000+ | Gold<br>\$5,000 | Silver<br>\$3,000 | Bronze<br>\$1,000 |
|---|----------------------|-----------------|-------------------|-------------------|
| Sponsor's brand promotion on Federation Square's big screens at the <b>Back in a Heart Beat Sudden Cardiac Arrest Awareness Event</b> | Full slide           | Full slide      | Half slide        | Quarter slide     |
| Federation Square big screens promotion 2 weeks before the event <sup>^</sup>   | Full slide           | Half slide      |                   |                   |
| Corporate display table at Federation Square*   | ✓                    | ✓               |                   |                   |
| Placement of corporate pull-up banners at Federation Square*  | 3                    | 2               | 1                 | 1                 |
| Logo/brand inclusion in Urban Lifesavers' promotional materials and website <sup>#</sup>  | ✓                    | ✓               | ✓                 | ✓                 |
| Sponsor's hyperlink on the Urban Lifesavers website   | ✓                    | ✓               |                   |                   |
| Promotion in Urban Lifesavers social media feeds with Facebook posts leading up to the event  | 4                    | 2               | 1                 |                   |
| Number of staff eligible to participate at the event  | Unlimited            | 100             | 60                | 20                |
| Distribution of branded promotional material (flyers, leaflets, giveaways) at the event <sup>†</sup>                                  | ✓                    | ✓               | ✓                 |                   |
| Continuing Professional Development certificate for pre-registered participants   | ✓                    | ✓               | ✓                 | ✓                 |
| Giveaway keyring resuscitation face mask for pre-registered participants  | ✓                    | ✓               | ✓                 | ✓                 |
| A copy of the book <i>Back in a Heart Beat</i> for each organisation  | ✓                    | ✓               | ✓                 | ✓                 |
| AED training session (value \$495) in the workplace (date/time by agreement)  | ✓                    | ✓               | ✓                 |                   |

**REGISTER YOUR SPONSORSHIP INTEREST HERE**

\* Company to bring their own promotional materials to the event. Marquees must be supplied by Fed Square contractors. # Company to provide graphics and logos.

† Company to provide all marketing materials to the organisers 14 days prior to event. ^ Big screen promotions at discretion of Federation Square management.

These packages can be modified to accommodate the needs of your organisation. Urban Lifesavers is a registered charity with deductible gift recipient (DGR1) status and sponsorship is tax deductible.

# SPONSORS AND SUPPORTERS

With thanks to our sponsors and supporters who have recognised the significant social impact of this cause:



Telephone: **1300 333 423**  
Email: [info@urbanlifesavers.org.au](mailto:info@urbanlifesavers.org.au)  
Website: [urbanlifesavers.org.au](http://urbanlifesavers.org.au)



Rotary Brighton Beach proudly supports Urban Lifesavers' Back in a Heart Beat Sudden Cardiac Arrest awareness campaign, as a community service outreach project.



# URBAN LIFESAVERS

Urban Lifesavers was founded by registered nurse and first aid trainer Anne Holland following the 2008 cardiac arrest death of her husband and father of five, Paul.

Anne is a passionate advocate and educator on bystanders saving lives with public access defibrillation and the author of the book *Back in a Heart Beat* which busts the myths associated with cardiac arrest and defibrillators.

For further information on sponsorship benefits and details please contact:

Telephone: **1300 333 423**  
Email: [info@urbanlifesavers.org.au](mailto:info@urbanlifesavers.org.au)  
Website: [urbanlifesavers.org.au](http://urbanlifesavers.org.au)

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