

Shocktober is Sudden Cardiac Arrest Awareness month



Sudden cardiac arrest is the leading cause of death
Ordinary people save lives with defibrillators
When minutes matter, you can be an Urban Lifesaver
Get in the groove at the inaugural...

"Shock Around the Clock" Gala dinner

2015 Sponsorship Proposal

Proudly presented by



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Proceeds to benefit Defib For Life



The Cause

Did you know Sudden Cardiac Arrest is the leading cause of death in Australia, striking about 33,000 Australians every year?



Sudden Cardiac Arrest is an issue that affects all of us. It does not discriminate; it can strike anyone, at any age, anytime, anywhere – without warning. Three quarters of cardiac arrests happen outside of hospital and survival depends on bystanders taking action.

It is the one cause of death that anyone can reverse, without first aid training, by quickly applying an Automated External Defibrillator (AED) to the victim.

The problem is there are too few AEDs available in the community and workplace, and too few people who have the confidence and knowledge to apply them.

AEDs are easy and safe to use. If an AED is applied within the first few minutes of having a cardiac arrest your chances of survival can increase to over 80%! Without early defibrillation, your survival drops by 10% for every minute of delay.

Minutes matter and anyone can be an Urban Lifesaver, if they just know how!

The Event

Every year, thousands of Australian families lose someone they love to cardiac arrest because life-saving equipment is not available.

'Shocktober' is Sudden Cardiac Arrest awareness month and **'Shock Around The Clock'** will be the inaugural fundraising event designed to raise awareness about Sudden Cardiac Arrest and the critical importance of early defibrillation by bystanders.

To be held on Friday October 9th, 2015 the purpose of the dinner is to:

- Raise awareness of the incidence and significance of Sudden Cardiac Arrest
- Raise awareness that survival from cardiac arrest is time critical and dependent upon bystanders applying an Automated External Defibrillator (AED)
- Raise funds to provide education programs and the distribution of AEDs
- Promote the importance of education of the general public on how to recognise a cardiac arrest and apply an AED without delay

In the River Room, Crown Towers in Melbourne, guests will enjoy a mouthwatering three-course meal with beverages, inspiring speakers, live music and dancing from 7:30pm– midnight.

Designed to lighten the mood, the theme for **'Shock Around The Clock'** connects the urgency for bystanders to deliver a shock from a defibrillator within minutes with the fun of kicking up your heels on the dance floor to the classic sounds of 50s and 60s music.

The seven-piece band 'Soul Chic' will start off with an easy listening soul and jazz style throughout the program and then crank up the music, once the formalities are over.

Tickets:

\$198.00 per guest

Corporate Tables:

\$2500 (10 guests)

Bookings:

www.trybooking.com/144668

Contact:

Anne Holland 0414 560 364

info@shockaroundtheclock.com.au


The Speakers


Associate Professor Tony Walker ASM

Acting Chief Executive Officer of Ambulance Victoria and Chair, Australian Resuscitation Council (Victorian Branch)

He is a qualified Intensive Care Paramedic with an extensive career in ambulance working in a range of senior clinical governance, education and operational roles. In addition Tony holds an Adjunct appointment as Associate Professor, Paramedic Sciences at Victoria University and is an Ambassador for the Prostate Cancer Foundation of Australia.

Tony has a particular interest in improving survival for victims of out-of-hospital cardiac arrest and is a recipient of the Heart Foundation's President's Award in recognition of his significant contributions to their work in improving cardiovascular health.



Sean Purcell

Cardiac Arrest Survivor and Coordinator of Cotton On's The Unite Project to support homeless youth

Sean Purcell's story made media headlines around the world when rescuers came to his aid after a virus caused Sean's heart to stop beating while he was on a morning run along Whites Beach in Torquay, Victoria. Sean had suffered a cardiac arrest and he collapsed face first into the water.

What happened next was truly remarkable. A group of quick thinking locals came together to administer lifesaving CPR as well as retrieve a defibrillator from a nearby golf club. They used the AED to shock his heart and keep him alive long enough to ensure that paramedics could stabilise him and air-lift him to hospital.

Sean's prognosis was bleak; if he was to survive, doctors thought he was likely to suffer permanent brain damage. But Sean did survive and thrived, and because of the efforts of strangers is here to tell the story about his collapse, a five-day coma, a journey of recovery and his quest to find and thank his rescuers that went global as a different kind of virus!

Sean has been given a second chance and is now committed to sharing his story in order to shed a light on the importance of CPR training and accessibility to public defibrillators. He is also committed to giving back in his role with Cotton On community projects. Sean heads The Unite Project, which is putting bottled water to market in order to provide housing for homeless youth Australia wide. The organisers of 'Shock around the Clock' encourage you to get behind The Unite Project and, in particular, buy the bottled water.



Anne Holland

Founder of Defib First and Urban Lifesavers, 'Shock Around The Clock' Organiser

Anne Holland is an educator, presenter, speaker, author and founder of Defib First and not-for-profit Urban Lifesavers. She is a registered nurse, with extensive experience in post anaesthetic critical care, a first aid trainer and nurse immuniser.

Following the loss of her husband Paul (a father of five) to cardiac arrest, Anne is passionate about educating ordinary people to become urban lifesavers by applying an Automated External Defibrillator (AED) to someone in cardiac arrest. Minutes matters during a cardiac arrest with early defibrillation being the key to survival. Urban lifesavers act without fear or hesitation.

Out of this passion, her business Defib First was born and is focused on education and awareness with the ultimate aim to make AEDs as commonplace as fire extinguishers. Her vision is to see AEDs included as key components of the emergency First Aid equipment available in all public spaces and workplaces.

In her book, 'Back in a Heart Beat', Anne busts the myths associated with cardiac arrest and defibrillators and discusses the critical importance of public access defibrillators, especially in the workplace, as well as how easy and safe they are for bystanders to use in an emergency. Anne believes that we do not have to be helpless onlookers. We can all be heroes if we just know how. There is no greater reward than to save the life of another person. www.defibfirst.com.au

Become a Sponsor

When it comes to Sudden Cardiac Arrest, it doesn't matter what we do or how successful we are, it's all of little value if we are not breathing and no one does anything to save us.

That is why we need your help! Together we can save the lives of thousands of Australians - and who knows it might be your own life that is saved or someone you love.

Gold Sponsorship - \$10,000

- One corporate table (x 10 people) at Shock Around The Clock - includes 3 course dinner and beverages
- Ability to brand your corporate table for maximum exposure at the event (to be supplied by company)
- The opportunity to donate a prize or giveaway for a mystery box
- Full page advertisement in event program
- The opportunity for a post event email marketing offer
- 6 x Facebook shout outs in lead up to the event
- Company signage at entrance and inside venue (to be supplied by company)
- The opportunity to donate an offer or giveaway for guest bags
- Opportunity for sponsor representative to present a mystery box during the evening
- Recognition at the bottom of event related media releases and mentioned as a major sponsor in media interviews
- Logo advertising projected on the PowerPoint presentation as a major sponsor at the event
- Logo advertising on the event website with a link to your website
- Verbal acknowledgment by MC during the evening
- Complimentary defibrillation training presentation by Anne Holland from Defib First for an audience of your choice (Melbourne metro)
- Complimentary copy of Anne Holland's book, 'Back in a Heart Beat'

Bronze Sponsorship - \$3,000

- 2 x tickets to Shock Around The Clock - includes 3 course dinner and beverages
- Quarter page advertisement in event program
- The opportunity to donate an offer or giveaway for guest bags
- Logo advertising projected on the PowerPoint presentation as a sponsor at the event
- Logo advertising on the event website with a link to your website
- Verbal acknowledgment by MC during the evening
- Complimentary defibrillation training presentation by Anne Holland from Defib First for an audience of your choice (Melbourne metro)
- Complimentary copy of Anne Holland's book, 'Back in a Heart Beat'

Silver Sponsorship - \$6,000

- 6 x tickets to Shock Around The Clock - includes 3 course dinner and beverages
- Half page advertisement in event program
- 2 x Facebook shout outs in lead up to the event
- Opportunity for sponsor representative to present a mystery box during the evening
- The opportunity to donate an offer or giveaway for guest bags
- Logo advertising projected on the PowerPoint presentation as a sponsor at the event
- Logo advertising on the event website with a link to your website
- Verbal acknowledgment by MC during the evening
- Complimentary defibrillation training presentation by Anne Holland from Defib First for an audience of your choice (Melbourne metro)
- Complimentary copy of Anne Holland's book, 'Back in a Heart Beat'

Corporate Tables - \$2,500

- Tickets for 10 guests
- Table signage (to be provided by company)
- Complimentary copy of Anne Holland's book, 'Back in a Heart Beat'

Make a Donation

Account Name: Urban Lifesavers
BSB: 123603
Acct No: 22358689

Custom sponsorship arrangements are also available.
Please contact Anne on 0414 560 364 or anne@shockaroundtheclock.com.au to discuss.

Not-for-profit Organisations



Defib For Life

In May 2010, 19-year-old Stephen Buckman did not survive a sudden cardiac arrest at football training in Rupertswood, Sunbury, Victoria. Andrew White, an off duty MICA paramedic and member of the football club performed CPR for 22 minutes while waiting for an ambulance and defibrillator to arrive. Tragically, Stephen could not be revived. Andrew and Stephen's mother Sue Buckman established not-for-profit Defib for Life in his memory.

Defib for Life's goal is to establish a pathway that will enable the distribution of AEDs, educate communities on the subject of sudden cardiac arrest and demonstrate how anyone can easily and safely use an Automated External Defibrillator (AED) in an effort to save a life.



Urban Lifesavers

Minutes matter in a sudden cardiac arrest and early CPR with defibrillation is the key to saving lives. Urban Lifesavers has been established by Anne Holland whose husband, Paul, did not survive a cardiac arrest. This not-for-profit organisation aims to raise awareness and deliver education programs to empower ordinary people, with or without first aid training, to be Urban Lifesavers and give a victim of cardiac arrest a second chance of life by applying an Automated External Defibrillator (AED) without fear or hesitation.

The goal of Urban Lifesavers is to encourage everyone to join the campaign and become better informed, more confident and willing to take action to save another person's life. We can all be heroes and you never know when the victim might be you or someone you love.

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