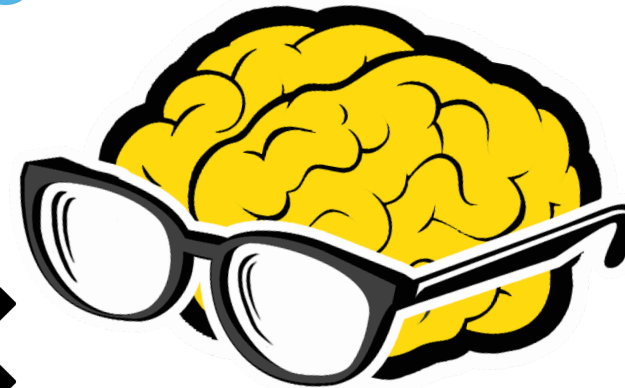
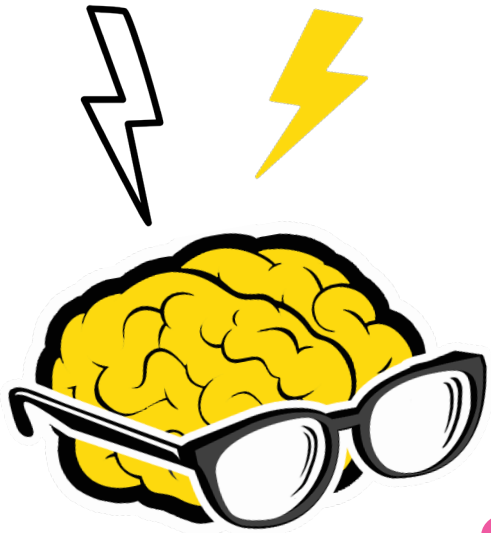


# BATTLE OF THE BRAINS

# TRIVIA NIGHT

SPONSORSHIP 2021



# ABOUT BATTLE OF THE BRAINS TRIVIA NIGHT

Battle of The Brains Pyjama Trivia Night is all about coming together with your friends, family and colleagues to go head to head with other teams to see which team is the smartest – taking out the title of ‘Trivia Champion 2021’! It is also about raising much needed funds for children in foster care who deserve a brighter start in life.

Participants are encouraged to don their pyjamas or onesies (to add to the fun), while battling against other teams in different categories including general knowledge, pop culture, music, movies and sports.

Battle of The Brains Pyjama Trivia Night aims to **bring the community**, including our incredible supporters, together — from Pyjama Angels, FosterCarers, and ChildSafetyOfficers, to corporates and local businesses.

Battle of The Brains 2021 will be held in Brisbane, Sunshine Coast, and Townsville.

**You can make a difference and show your support for children in out of home care by becoming a Battle of The Brains Pyjama Trivia Night sponsor.** An opportunity exists for your business to gain full exposure in all three event locations! Details are in the following pages.

Currently, there are more than 48,000 children living in out-of-home care in Australia. Children in foster care form the lowest educational pool in Australia, and statistics show that these kids are on average seven years behind their peers academically.

Without a strong educational foundation in life, many of these children run the risk of heading down a perilous path, not completing grade 12 schooling, entering the Juvenile Justice System or becoming homeless.

75% of children in care do not finish schooling every year – our mission is to drastically reduce this number by empowering children with education to reach their full life potential.

Through The Pyjama Foundation’s one-on-one mentoring program called the **‘Love of Learning Program’**, our mission is to make children’s dreams a reality.

We screen, train and recruit volunteers called ‘Pyjama Angels’ and match them with children in foster care. Together, they spend time reading books, play educational games and focus on school work. Most importantly, Pyjama Angels provide the children with constant love and support to help them achieve their dreams.

# SPONSORSHIP OPPORTUNITIES

**You can make a difference and show your support for children in Foster Care by becoming a Battle of The Brains Pyjama Trivia Night sponsor.**

We have tailored a number of packages which will help leverage your business and show your support of The Pyjama Foundation.

Partnering with Battle of The Brains offers your organisation the opportunity to associate your brand with The Pyjama Foundation,

Australia's only charity working specifically to improve the life outcomes of children in foster care. This event has been a huge success in the past five years and will continue to grow, so getting in at ground level will see your brand instantly recognised as being 'part of' Battle of The Brains Trivia Night.

Your association with the event will show your business' commitment to the future of Australia's most vulnerable group of children.

Sponsorship Benefits	Pyjama Legend (Major Event Sponsor) \$2500	Event Sponsor \$1000	Sponsor a Round \$500
Full Business exposure - logo on all marketing materials for all 3 event locations. i.e. logo on posters, website and trivia answer sheets	●		
Exposure at your chosen event location - your business logo on our marketing material i.e. posters, banners and trivia answer sheets		●	
Full-screen display of your business' promotional video or image on our powerpoint display	●		
Sponsored Trivia topic. You can choose to add a fun question about your business or company.	●	●	●
Promotion and website link on The Pyjama Foundation's website and social media platforms. i.e. Facebook, Instagram, and LinkedIn	●	●	●
Opportunity to have your staff volunteer at the events in your branded t-shirts	●	●	
Verbal acknowledgment of your business' support by our MC on the night	●	●	●
Opportunity to have a display at our event. E.g. A stand-up pull up banner	●	●	●

# SPONSORSHIP OPPORTUNITIES CONT.



There are many other ways you can support our Battle of The Brains Pyjama Trivia Night, such as in-kind donations. Your support will be acknowledged by the MC.

We are searching:

## In-Kind Prize Sponsor

Who doesn't love prizes?! We want to present our winners with epic prizes for being the smartest in the room. We will also be selling raffle tickets on the night to raise as much money as possible for kids in foster care. We will accept any prizes, large or small. We will promote your generous contribution on our website, social media and on the night of our event as a thanks!

## GET IN TOUCH WITH US!

Interested in supporting our Battle of The Brains Pyjama Trivia Night? Get in touch with us today!

We'll be happy to discuss with you how we can tailor a specific package or ways we can support your business too. Simply get in touch with one of our Regional Events and Volunteer Coordinators today!

Region	Event/ Volunteer Coordinator
Brisbane	Liz Calligeros   e: <a href="mailto:communications@thepyjamafoundation.com">communications@thepyjamafoundation.com</a> ph: (07) 3256 8802 or 0488 111 196
Sunshine Coast	Kate Morris   e: <a href="mailto:kate@thepyjamafoundation.com">kate@thepyjamafoundation.com</a> ph: 0431 133 400
Townsville	Robyn Narratone   e: <a href="mailto:townsville@thepyjamafoundation.com">townsville@thepyjamafoundation.com</a> ph: 0411 774 558



**For specific sponsorship enquiries, please contact The Pyjama Foundation's Head Office**

National Marketing & Fundraising Manager  
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Phone (07) 3256 8802 or 0403 720 726.