



Me and UooUoo
The RCH150 Anniversary Art Trail



The Royal
Children's
Hospital
Foundation



150
YEARS
IN 2020
The Royal
Children's
Hospital
Melbourne

Sponsorship opportunities

Be involved in one of Victoria's biggest celebrations.

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For almost 150 years, The Royal Children's Hospital (RCH) has provided world-leading care to Victoria's sickest and most vulnerable children and young people.

Two doctors, William Smith and John Singleton, had a vision "to help sick and injured children at no cost to families." In 1870, with the help of a volunteer ladies committee, they established the Melbourne Free Hospital for Children.

Their vision continues today, stronger than ever. The RCH remains at the forefront of paediatric care in Australia. The RCH, along with its campus partners, is internationally recognised for its paediatric treatment, teaching and research. This is an incredible achievement worth celebrating.

In 2020, we will recognise the extraordinary impact 150 years of great care has had on the children of Victoria. This is also our chance to recognise the role community members like you play. Your passionate support makes excellence possible. Your generosity is essential to delivering the great care that RCH patients and their families rely on every day.

We hope you will help us celebrate 150 years of great care in 2020 by taking this special opportunity to support the RCH150 Anniversary Art Trail. We invite you to join us as we honour the hospital's incredible journey and the beloved place it holds in the hearts of Victorians.

The Hon Rob Knowles AO
Chairman
The Royal Children's Hospital

150 Years of Paediatric Excellence

Philanthropy and community have been cornerstones of the RCH since our doors opened in 1870.

To celebrate 150 years of excellence in paediatric healthcare in 2020, the RCH is partnering with organisations, local artists and community groups to present a spectacular public art trail across Melbourne and Geelong. The sculptures featured on the trail will be auctioned at the end of the event to raise funds to transform paediatric healthcare for generations to come.

Me and UooUoo: The RCH150 Anniversary Art Trail will be a large-scale outdoor community activity, fostering a shared sense of pride in the hospital while promoting health, happiness and wellbeing. It aims to engage an audience of over 150,000 families and visitors alike, inspiring community members to be active by walking a minimum of five kilometres to visit unique art sculptures exhibited across Melbourne and Geelong.

To make this come to life, we need your generosity. I invite you to secure one of the RCH150 Anniversary Art



Trail sponsorship opportunities. As a sponsor, you'll become a highly visible member of our community and play an important role in changing the future of paediatric healthcare.

I welcome your support.

Peter Yates AM

Chairman

The Royal Children's Hospital Foundation



On behalf of the City of Melbourne, I am proud to endorse Me and UooUoo: The RCH150 Anniversary Art Trail. The art trail encourages curiosity and showcases some of Melbourne's best attributes including our thriving arts and culture scene and hidden laneway gems. I encourage you to join me in supporting this amazing initiative and help ensure The Royal Children's Hospital can continue to provide exceptional care for all children now and in the future.

Sally Capp
Lord Mayor of Melbourne



Equity Trustees has the unique privilege of being a Principal Partner of Me and UooUoo: The RCH150 Anniversary Art Trail. Philanthropy is a commitment to the future and a celebration and expression of hope. Join us in delivering positive change and stewarding 150 more years of paediatric innovation.

The Hon Jeffrey G Kennett AC
Chairman of Equity Trustees

What is Me and UooUoo?

In 2020, the RCH will turn 150 years young. To celebrate this incredible milestone of great care, the RCH Foundation, supported by Wild in Art, is bringing colour and creativity to the streets of Melbourne and Geelong with a spectacular public art trail and fundraising auction.

Me and UooUoo will combine Victoria's renowned passion for the arts and culture with a dash of outdoor adventure, encouraging individuals, families and businesses to get moving and contribute to the enduring legacy of the RCH for future generations.

UooUoo (pronounced you-you) has been created by award-winning Melbourne artist Alexander Knox, who also created the iconic sculpture 'Creature' that stands in the RCH main foyer. UooUoo's shape is loosely drawn from Australian animals the wombat and dugong.

Join UooUoo on a colourful outdoor adventure to help change the future of paediatric healthcare for generations to come.



UooUoo by Alexander Knox

How Me and UooUoo works

UooUoo will become a canvas for creativity as artists will be invited to customise a 1.5 metre-tall sculpture. These designs will be presented to sponsors who will select their own unique UooUoo.

The 100 individually decorated UooUoos will then find homes in laneways, streets, parks and public spaces, forming two sections of a walking trail across Melbourne and Geelong.

When the art trail finishes, Melbourne and Geelong will hold special farewell weekend events across both cities. Finally, the sculptures will be auctioned at these exclusive events and take up permanent residence with their new owners.

By sponsoring or purchasing the sculptures, individuals and corporations will contribute to this major fundraising event for the hospital, ensuring the enduring legacy of great care for future generations.

January 2020
RCH150 official launch

April 2020
UooUoo artist designs selected by sponsors

April - July 2020
Sculptures created by artists

June - July 2020
Sponsor activation workshop





Geelong

Melbourne

September 2020
Sponsors' special
preview event

**September -
November 2020**
Art trail is live

November 2020
Melbourne and Geelong
farewell weekends and
auctions



Partner with us

Me and UooUoo is an exceptional opportunity to partner with one of Victoria's and Australia's most respected and well-loved institutions.

By becoming a sponsor, you're helping support the future of paediatric healthcare across our four funding pillars:



You'll enjoy the benefits of:

- Brand association with a much loved Victorian institution
- association with a great cause and milestone celebration
- high profile exposure
- building new stakeholder relationships
- meeting corporate social responsibility objectives
- networking opportunities with likeminded organisations and individuals
- engagement opportunities for internal and external key stakeholders.



Our sponsorship opportunities offer an excellent return on investment and can be tailored to your objectives and budget. We will work closely with you to ensure your business has the best opportunity to support what promises to be a highly visible project.

Partner benefits



\$5m+
media value



25m+
media reach



**Brand
association
with the RCH**



150k
families



600k
unique visitors



250k
social media
reach

Proudly supporting



The Royal
Children's
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Foundation



150
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* Projected targets

Sponsorship levels

MAJOR PARTNERS

\$75,000*

Our Major Partners will enjoy exceptional marketing and public relations (PR) exposure. It is an exclusive category restricted to one company per industry.

Benefits will include:

Industry exclusive designation as a Major Partner

An exceptional amount of marketing and exposure from the beginning to the end of the Art Trail - from delivery phase to the public trail, Farewell Weekend and exclusive auction

Extensive branding opportunities, including marketing and advertising collateral, at RCH150 Anniversary Art Trail events and on the RCH150 Anniversary Art Trail App & Map

Your logo as a Major Partner on the plaques of all 100 sculptures on the public trail

Your brand featured in the extensive, state-wide PR campaign

Access to digital and social media channels

VIP tickets to key events including launch, sponsor preview and sculpture auction

Account management support

Post-event evaluation report

One individually designed sculpture

ASSOCIATE PARTNERS

\$35,000*

Our Associate Partners will enjoy association with a high-profile event that offers great stakeholder engagement opportunities.

Benefits will include:

Your brand featured as an Associate Partner on marketing material, advertising collateral, Art Trail events and on the RCH150 Anniversary Art Trail App

Your logo featured as an Associate Partner on the plaques of the 100 sculptures on the public trail

Your brand featured in the extensive, state-wide PR campaign

VIP tickets to launch, sponsor preview and sculpture auction events



SCULPTURE SPONSORS

\$10,000*

Our Sculpture Sponsors have the excellent opportunity to support this initiative by sponsoring an individual sculpture that will be placed in a high-profile location on the art trail.

Benefits include:

Brand association with the RCH

Logo and descriptor on your sculpture plaque

Adoption certificate

Brand exposure through marketing collateral and at events

Digital, social and media opportunities

Logo on the Art Trail App and website, with a link to your website

VIP tickets to launch and sponsor preview events

IN-KIND SUPPORTERS

Negotiable

Our In-kind Supporters will be actively involved in getting the sculptures from our manufacturers and artists to their place on the art trail. This is an opportunity to gain maximum exposure in return for the products and services you offer in areas including media, transport, construction, hospitality and warehouse space.

Benefits will be tailored to suit your organisation's objectives.

* Plus GST

Artist impression only



For more information on becoming a sponsor, please contact:

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Principal Partners:



Major Partners:



Associate Partners:



Media Partners:



Event Partners:



Supported by:

