



BOLT

4 MENTAL TRAUMA

GET FIT. RAISE MONEY. SAVE LIVES.



WHAT IS MENTAL TRAUMA?

Most people will go through at least 1 traumatic event in their lives, but not everyone will respond in the same way. It is difficult to get accurate information about the prevalence of stress and trauma and associated impacts because of the complex events and variation in individual responses. Previous research has shown that 90% of public mental health clients have been exposed to (and most have actually experienced) multiple experiences of trauma (Jennings 2004).



As many as a quarter of patients in quarantine due to COVID-19 had trauma-related mental health problems, with evidence that these symptoms could last for a number of years. ^{1.}



In the previous 12 months, 17.7% of transitioned ADF personnel had experienced post-traumatic stress disorder (PTSD) compared to 8.7% still serving in the ADF full-time, and 5.2% in the Australian community. ^{2.}



First responders are more likely to suffer from psychological distress due to job stress, repeated exposure to trauma, lack of sleep, the physical demands of the job, lack of resources and working long hours or multiple jobs. ^{3.}



5 years after the bushfires, 22% of people in high impact communities were still reporting symptoms of mental health disorders. ^{4.}



WHO WE ARE



TONY ABBOTT

TALKS STAND TALL FOR PTS



Stand Tall for PTS is a totally volunteer not for profit aimed at improving the treatment of those Military and First Responders who are afflicted with PTSD and Mental Trauma as a result of their service to their country and their fellow Australians. It was founded by Tony Dell, a Vietnam Veteran who spent 40 years with undiagnosed PTSD. Stand Tall has staged two major international conferences and two major awareness events with convoys of Military and First Responder vehicles and personnel traveling the highways of SE Australia over a total of 30 days and covering 8000 kilometers and conducting about 100 media interviews.

Stand Tall is aware that by helping these people we will also be aiding over one million other Australians.





TONY DELL

FOUNDER



In early 2019 Stewart Cameron, the then President of the Queensland RSL and I decided that a much more positive course of action was needed to be taken with the management of and the treatment of PTSD and associated Mental Trauma. For far too long the success rates of management of these illnesses has stagnated.

This view was corroborated by a number of Ex Service Organisations, Researchers and Clinicians who we spoke to. And, since then many others have supported our thinking including high ranking First Responders and Former Military.

Our initial plan for a results oriented forum have been thwarted by the bushfires and Covid but between them they have made what we planned much more immediate and relevant by providing many more Australians who will need help. And with Covid shutting down international air travel we will now be using all the latest advancements in technology to deliver a truly international forum with five nations involved on screen and by live streaming the forum globally.

See www.pts21.org

Because these two disasters also shut down our normal sources of funding we have devised an innovative nationally inclusive method of fund raising which will also let the nation know what we are doing and why. With the help of some amazing creatives from my past a superb national advertising campaign has evolved. And, with the expertise at Rapid Media this campaign will be seen and heard by many millions of Australians who will be asked to participate.

See www.bolt4mentaltrauma.org

This campaign with its national all media exposure will open up many sponsorship opportunities which are explained in the attached document. This is an opportunity for your company to expand its branding as a partner in an emotionally charged campaign.

Tony Dell
Founder of Stand Tall for PTS



WHAT'S THE EVENT?

WHAT

THE MAIN EVENT IS A LIVE OR VIRTUAL WALK, RUN OR RIDE OPEN NATIONWIDE FOR ANYONE TO JOIN TO RAISE AWARENESS AND CHANGE FOR VICTIMS OF MENTAL TRAUMA

WHEN

PHASE 1: THE EVENT IS RUNNING FROM THE 1st -30th of JAN

WHO?

**ANYONE CAN BOLT!
YOU CAN EITHER PARTAKE AS A TEAM, AN INDIVIDUAL OR
SIMPLY DONATE TO THE CAUSE**



THE OPPORTUNITY

A MARKETING CAMPAIGN WITH A COMBINED VIEWERSHIP OF OVER 6 MILLION AUSTRALIANS

3 MILLION

30 SECOND TVC WRITTEN BY AN AWARD WINNING WRITER AND PRODUCED BY TAXI FILM. THIS AD WILL HAVE A POTENTIAL REACH OF 3 MILLION AUSSIES



f 350,000

TRUSTED MESSAGES TO A CURATED FACEBOOK GROUP FOR MEMBERS THAT ALL CARE ABOUT VETERANS.



2.7 MILLION

5 FULL PAGE ADDS VALUED AT \$110K! FEATURING IN WOMAN'S DAY, NEW IDEA, WHO, TAKE 5, THAT'S LIFE, TV WEEK.



COUNTLESS

PROFESSIONAL SPORTS MEN AND WOMAN, POLITICIANS AND POI AS AMBASSADORS FOR THE EVENT.



1.7 MILLION

TARGETED SOCIAL MEDIA CAMPAIGN TARGETING SPECIFIC GROUPS THAT CARE ABOUT MENTAL TRAUMA



SOCIAL MEDIA AUDIENCE

PARTNERING WITH BOLT 4 MENTAL TRAUMA MEANS YOU
COULD GET YOUR BRAND IN FRONT OF MILLIONS OF AUSSIES

4.3 MILLION
ARMED FORCES

6.1 MILLION
FIRST RESPONDERS

120k
RSL CLUBS

4.5 MILLION
SPORTS CLUBS

240k
RSL SUB BRANCHES



7.2 MILLION
SCHOOLS

1.2 MILLION
AMA

5.6 MILLION
VETERANS

7.2 MILLION
HOSPITALS

SPONSOR PACKAGES



BOLD

COMPANIES SIMPLY WANTING TO BE BOLD AND GIVE WHAT THEY CAN TO SUPPORT THE CAUSE

INVESTMENT

\$0 - \$5,000

UNLIMITED



OPPORTUNITY

BRANDED CONTENT OPPORTUNITIES ON WEBSITE AND SOCIALS REACH OF 350,000 AUSTRALIANS

INVESTMENT

\$25,000

10 AVAILABLE



LIFE

+ CO SPONSORED 5 FULL PAGE ADDS, 2.7 MIL REACH VALUED AT \$110K! FEATURING IN WOMAN'S DAY, NEW IDEA, WHO, TAKE 5, THAT'S LIFE, TV WEEK.
+ 500K SOCIAL REACH

INVESTMENT

\$50,000

5 AVAILABLE



TIME

EXCLUSIVE PACKAGE NAMING RIGHTS SPONSORS. REACH OF 3.7 MILLION AUSTRALIANS.
+ CO SPONSORED 5 FULL PAGE ADDS, 2.7 MIL REACH VALUED AT \$110K! FEATURING IN WOMAN'S DAY, NEW IDEA, WHO, TAKE 5, THAT'S LIFE, TV WEEK. (YOUR LOGO ONLY)
+ 750K SOCIAL REACH

INVESTMENT

\$150,000

1 AVAILABLE

ALL DONATIONS ARE TAX DEDUCTIBLE

THE READER PACKAGE

WHAT YOU GET

2.7 MILLION

READERS/AUDIENCE

THE ARTICLE'S ALONE VALUED
AT **OVER \$110K!**



**SOCIAL ADS 500k AND
SOCIAL MEDIA ADS VIEWED
BY CURATED FACEBOOK GROUP
WITH 250K MEMBERS THAT ALL
CARE ABOUT VETERANS.**

INVESTMENT

\$50,000



TRANSPARENCY

OF YOUR DONATION

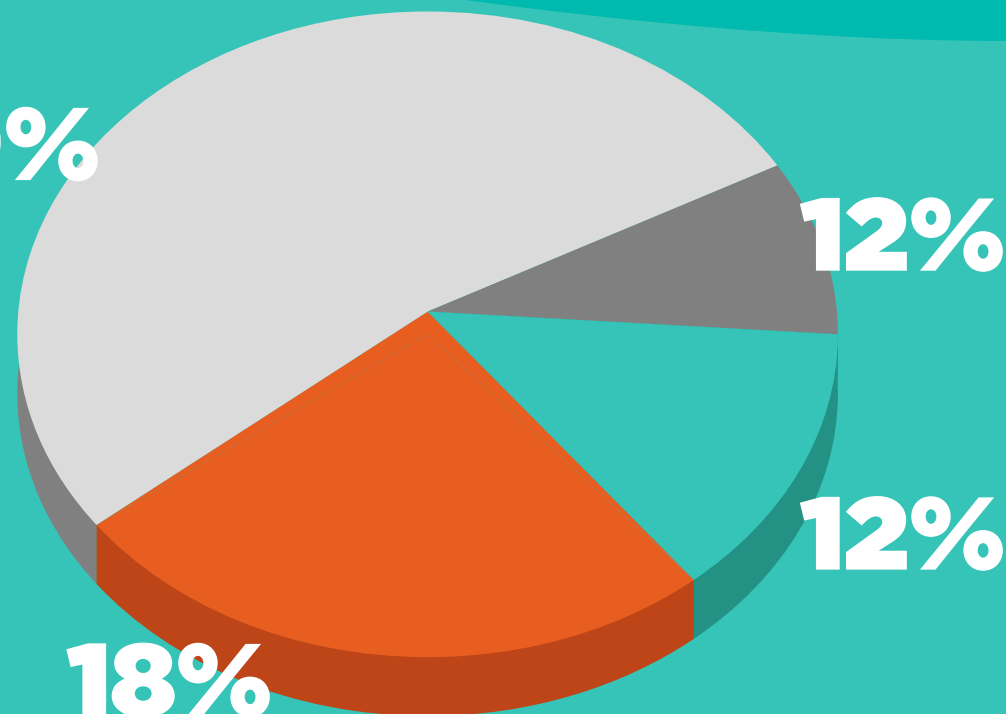
BELOW IS A PERCENTAGE BREAKDOWN
ESTIMATE OF WHERE DONATIONS ARE GOING



Implement the 'Give An Hour' initiative to Australians, that provides one free initial consultation with a Mental Health professional to anyone in need. This will be an important initiative following the Bush fires and the COVID Pandemic.



Support for military, veterans, first responders and emergency service personnel and their families.



Funding to Phoenix Australia, Gallipoli Medical Research Foundation and The Thompson Institute at SCU for Research into treatment, suicide prevention and models of care.



A forum in 2021 intended to encourage the Australian Government to improve their handling of transition, suicide and models of care.

HOW TO DONATE

1

VISIT

BOLT4MENTALTRAUMA.org

2

CLICK

DONATE!



AND FOLLOW THE PROMPTS TO COMPLETE YOUR TAX DEDUCTIBLE DONATION!

THANK YOU!

**WE SINCERELY THANK YOU FOR YOUR DONATION
AND INTEREST IN BOLT 4 MENTAL TRAUMA. PLEASE
CONTACT THE TEAM IF YOU HAVE ANY QUESTIONS,
INTERESTS OR HELP**



**EMAIL
PHONE
WEB**

**NATHAN@ETHICALMERCHCO.COM.AU
0400 111 811
WWW.BOLT4MENTALTRAUMA.ORG**