

# I love my mum because...



## Barnardos seeks sponsors for its 15<sup>th</sup> Annual Mother of the Year Awards

Barnardos Australia, the national children's and young person's welfare charity, is seeking sponsors for the 15<sup>th</sup> Annual **Barnardos** Australia's Mother of the Year Awards.

Now in its 15<sup>th</sup> year, the Barnardos Australia's Mother of the Year Awards is seeking corporate partnerships through sponsorship opportunities costing from \$12,500 to title sponsorship at \$125,000. The Awards aim to not only publicly acknowledge the vital role mothers play in society, but also raise public awareness of the nurturing and 'mothering' role that Barnardos plays for thousands of abused and neglected children in Australia each year.

Glynis Sequeira, Marketing Director for Barnardos Australia said: "It's a great brand marketing opportunity to partner with a trusted charity, with a positive news message such as heralding some outstanding women in our society. The Awards go from strength to strength each year and the 2009 Awards achieved over \$9.5 million in publicity through all forms of media. There was 100% blanket coverage of the nation, reaching even the most remote communities, which was reflected in the number of submissions we received from all states, territories and geographic locations.

"We offer four tiers of sponsorship and have a marketing team dedicated to building a mutually beneficial sponsorship program tailored to each organisation. Added to this, we have tremendous support from local, state and federal governments, with Her Excellency, Ms Quentin Bryce AC as Vice Regal Patron and celebrity ambassadors such as Noni Hazlehurst AM, who bring what it means to be an outstanding mother to the public domain."

Johnson & Johnson Pacific has been a sponsor for five years, President Max Johnston said of the partnership: "We are delighted to be involved in the **Barnardos** Australia's Mother of the Year Awards once again, it gives our organisation the opportunity to celebrate and recognise the achievements of deserving Australian mums. The Awards also provide us with a staff engagement opportunity and some great cause-related activities with some of our brands – it has proved invaluable to our core business."

For more sponsorship information please contact David Mackay or Mary Hickey, Barnardos Australia on 02 9218 2375 or [bamya@barnardos.org.au](mailto:bamya@barnardos.org.au)

Ends.

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**Nominate her for Barnardos Australia's Mother of the Year**  
[www.barnardos.org.au](http://www.barnardos.org.au)

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**VICE REGAL PATRON**  
Her Excellency  
Ms Quentin Bryce AC  
Governor-General of  
the Commonwealth  
of Australia

**NATIONAL AMBASSADOR**  
Noni Hazlehurst AM

**AMBASSADORS**  
Dennis Coard  
Debra Lawrance  
Paul Mercurio  
Lisa Wilkinson

media release

  
**Barnardos**  
We believe in CHILDREN