



SPONSORSHIP

REQUEST

Blue Dog FOUNDATION

Est 2024



THE BLUE DOG FOUNDATION LTD
AN ACNC REGISTERED CHARITY



THE BLUE DOG FOUNDATION WAS BORN FROM LIVED EXPERIENCE



Founded by a first responder who has witnessed and experience firsthand the challenges faced by those who dedicate their lives to protecting others, the Foundation was created with a simple belief:

**THOSE WHO SPEND THEIR LIVES HELPING OTHERS
DESERVE SUPPORT AND RECOGNITION!**



Behind every uniform is a person. A person who experiences stress, trauma, loss, injury, and the everyday pressures that come with serving their community.



Too often, veterans and first responders struggle in silence. Many find it difficult to ask for help, while others simply do not know where to turn.



The Blue Dog Foundation exists to change that.



Our mission is to create opportunities for **connection**, **recovery**, and **wellbeing** through community support, awareness initiatives, wellness programs, and fully funded retreats designed specifically for veterans and first responders.



We believe that meaningful change begins with **conversation**, **connection**, and the **courage to take a paws**.



Every event we run, every partnership we build, and every dollar we raise helps us move closer to a future where **no veteran or first responder** feels they must face life's challenges alone.



Together, we are building a community that **supports those who protect us**.



We create opportunities for support, healing, growth, and connection so those who serve our community know they are **not alone**.

Take a Paws.





WHY PARTNER WITH US?



Every day, veterans and first responders put the needs of others before their own. They respond to emergencies, protect communities, and often carry the weight of experiences most people will never encounter.

By partnering with us, your organisation becomes part of a growing movement dedicated to improving mental health, wellbeing, and community connection among those who serve.



WHY YOUR SUPPORT MATTERS

Your sponsorship helps us:

- 🐾 Deliver wellness and wellbeing initiatives for veterans and first responders
- 🐾 Create opportunities for connection and peer support
- 🐾 Raise awareness of mental health challenges within frontline communities
- 🐾 Develop fully funded wellness retreats for those who need them most
- 🐾 Reduce stigma and encourage help-seeking behaviour



BENEFITS OF PARTNERSHIP

As a sponsor, your organisation will:

- 🐾 Demonstrate a commitment to supporting veterans and first responders
- 🐾 Increase positive community engagement and brand visibility
- 🐾 Align with a respected and growing charitable organisation
- 🐾 Connect with audiences who value social responsibility and community impact
- 🐾 Receive recognition through events, digital platforms, and promotional activities



A PARTNERSHIP WITH PURPOSE

The Blue Dog Foundation is more than a charity.

It is a community built on compassion, lived experience, and a commitment to supporting those who have spent their lives supporting others.

Together, we can create meaningful change and ensure veterans and first responders know they are never alone.



MAKE A REAL DIFFERENCE





RECENT EVENTS



ONLINE AUCTION

Raised over
\$18,000
To help a sick
Frontline worker



TRIVIA NIGHT

Raised over
\$20,000
To help a sick
Frontline worker



POLICE REMEMBRANCE DAY 2025

Raised over
\$25,000
To help an other
charity that
helps Police



THANK A FIRST RESPONDER GIVEAWAYS

Goods gifted to
First Responders
and Veterans to say
"Thank you for
your service"

UPCOMING EVENTS



TRIVIA NIGHT

Looking to raise funds and
awareness to assist a First
Responder family who has
a child sick with Cancer



TAKE A PAW CHALLENGE

A combined effort to do a
wellness activity for every
name on the National Police
Memorial



COMEDY AS THERAPY NIGHT

Teaming up with Rachel
Berger to run a Comedy
Showcase where First
Responders are the stars



COMEDY GALA

Teaming up with Shellshocked
to run a Comedy Gala to
assist First Responders





WORK WITH US

SPONSORSHIP OPTIONS



WE RECOGNISE THAT EVERY SPONSOR IS DIFFERENT IN CAPACITY, OBJECTIVES, AND THE WAY THEY WANT TO MAKE AN IMPACT. THE TIERS BELOW ARE A GUIDE, AND WE WELCOME CONVERSATIONS ABOUT BESPOKE ARRANGEMENTS THAT WORK FOR YOUR ORGANISATION.



PLATINUM PARTNER

INVESTMENT

OPEN TO DISCUSSION

KEY BENEFITS

- ✓ Naming rights to one event
- ✓ Premium branding across all event collateral and digital platforms
- ✓ Industry exclusivity (category)
- ✓ Speaking opportunities
- ✓ Custom partnership benefits



GOLD PARTNER

INVESTMENT

\$1000+

KEY BENEFITS

- ✓ Co-branding on major event collateral and digital channels
- ✓ Unique stage acknowledgment
- ✓ Logo recognition on key materials
- ✓ Social media recognition



SILVER PARTNER

INVESTMENT

\$500+

KEY BENEFITS

- ✓ Logo prominent on all printed materials and general digital collateral
- ✓ Official event acknowledgment
- ✓ Website recognition
- ✓ Social media recognition



COMMUNITY FRIEND

INVESTMENT

IN-KIND / BESPOKE

KEY BENEFITS

- ✓ Official acknowledgment on the socials
- ✓ Suitable for smaller local businesses, collaborative partners and supporters
- ✓ Collaborative community visibility
- ✓ Invitation to foundation updates and networking opportunities





SUPPORTING THOSE WHO PROTECT US



Looking ahead, the Blue Dog Foundation's vision is to deliver **fully funded wellness retreats** specifically tailored for **veterans and first responders** spaces where participants can step away from daily pressures, reconnect with themselves, and access holistic support. These retreats will be made possible through a sustainable model driven by merchandise sales and annual fundraising events, ensuring that those who need help most can access it **at no cost**. By combining purpose-driven fundraising with genuine care and community spirit, the foundation aims to grow into a lasting source of support, resilience, and hope.

OUR PERFORMANCE



PERFORMANCE OVERVIEW

Jan 1 – May 31



570.2K+

TOTAL VIEWS



174.1K+

PEOPLE REACHED



13.1K+

INTERACTIONS



FACEBOOK PERFORMANCE



Views

282.5K



Viewers

129.9K



INSTAGRAM PERFORMANCE



Views

287.7K



Reach

44.2K





OUR PARTNERS



We're proud to collaborate with like-minded organisations who share our commitment to supporting veterans and first responders.



AUSSIE
FRONTLINE
FOUNDATION



VALHALLA
TACTICAL & OUTDOOR



MOMENTUM
COACHING & PERFORMANCE





Blue Dog
FOUNDATION

— EST. 2024 —



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DIRECTOR & FOUNDER

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TESTIMONIALS



“

“Thank you so much for your extraordinary efforts.

I am at a loss to even remotely convey the peace of mind you have provided to my family and I.

We are very humbled someone took the time and effort to do what you have done for us.”

**A FIRST RESPONDER UNDERGOING
TERMINAL CANCER TREATMENT.**



“

“Thank you again for showing up for me.”

That made a huge difference and I’ve been thinking about it a lot.

You do great work and it is important!”

**FROM A FRONTLINE WORKER WHO WAS
RECENTLY INJURED AT WORK.**



REGISTERED CHARITY

Proudly registered with the Australian Charities and Not-for-profits Commission.

We are committed to transparency, accountability and making a real difference.

Take a Paws

