

RAW
RURAL Alive & Well

RAW Sponsorship Prospectus

Sponsoring Mentally Healthy Rural & Remote Communities



ABOUT

Rural Alive & Well (RAW) is a Tasmanian-based not-for-profit organisation working to build mentally healthy and resilient rural and remote communities.

We provide practical, non-clinical, and confidential support to individuals, families, workplaces and communities across Tasmania. Our focus is on early intervention, walking alongside people as they navigate life's challenges — before they become crises.

Our team come from the same places and backgrounds as those we support, bringing lived experience, understanding and connection to every conversation.

We understand that one of the biggest barriers to seeking support is feeling misunderstood, especially when it comes to the complexities of situational stressors. That's why we choose to approach things differently at RAW.

- We hire our team from within the industries, which helps us to understand the people and communities we support.
- We understand rural life and operate within the paddock-to-plate ecosystem.
- We offer face-to-face outreach for people facing situational stressors.
- We support communities to **R**ecognise, **A**sk, and **W**ork Together - empowering people to take supportive action.

There is no cost to access RAW's services, and no referral is needed.

We're here to listen, support, and help people take action that works for them — because mental health and wellbeing should be accessible, understood and supported, no matter where you live.

Learn more at:

www.ruralaliveandwell.com.au

1800 729 827

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> You've helped me during a time when I didn't know what to do, where to turn to, or how to move forward. Thank you doesn't express it enough

Sally*, 37 years old, Farmer & RAW program participant

> Due to a recent shearing injury, I was struggling to adjust to my lack of ability to work. I struggled with a feeling of purpose and RAW is helping me to adjust to what I now realise will only be temporary life situation.

Gavin*, 23 years old, Shearer & RAW Program Participant

> Thank you for the work you do for our rural community. You've made a difference to a number of farmers I'm working with

Brendan , Referral Partner

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WHY MENTAL HEALTH IN RURAL TASMANIA MATTERS

Tasmania's rural and remote communities are the beating heart of our state's agriculture, seafood, forestry, and transport industries. Yet for the 230,000+ people living in these regions, geographic isolation, economic pressure, and limited access to support services significantly increase vulnerability to poor mental health and suicidal ideation.

The Reality:

- In the past 10 years, more than 800 people in Tasmania have died by suicide.*
- Nearly six in ten Tasmanians who died by suicide lived outside Hobart, reflecting the higher impact experienced in regional and rural communities.*
- 78% of those who died by suicide were male.*

The Gaps:

- Many participants say they feel "flat," "disconnected," or "burdened" — not always meeting the threshold for clinical intervention, but clearly needing support.
- Data from the RAW Wellbeing Check shows most people in these communities rarely feel relaxed or useful, and many express concern about their future.

The Impact RAW has in 2024-25:

- 697 individuals supported face-to-face (7% growth in participation since 23/24)
- 64.7% of participants were men, a group at greater risk and historically less likely to seek help through traditional pathways
- 81% of participants were self-referred
- Support was delivered across diverse sectors, including agriculture, seafood and transport
- RAW travelled 445,268 km (426,958 km driven and 18,310 km flying) to deliver a combined 10,000+ in-person outreach, and community engagement activities, one-on-one support sessions and events across Tasmania.

*Information from the Tasmanian Suicide Prevention Strategy 2023-2027



OUR IMPACT

WALKING ALONGSIDE RURAL TASMANIA, ONE CONVERSATION AT A TIME

697
Individuals supported with non-clinical face-to-face support

6
Months of average support per person

3,905
Instances of non-clinical face-to-face support given

81%
Self-referrals
*Over 4 out of 5 participants were referred by themselves or a family member, showing strong community trust

293
RAW referrals to other services

736
Brief phone support



SPONSORSHIP OPPORTUNITIES

PARTNERING FOR MENTALLY HEALTHY RURAL COMMUNITIES

At RAW, we believe that impactful partnerships create stronger, more resilient rural communities. Our sponsorship packages are designed to offer clear value, alignment with your social impact goals, and visibility across Tasmania's most remote and hardworking regions.

We offer tiered sponsorship packages to suit a variety of partnership goals:

Grassroots Supporter – <$5,000

- Logo listed on the 'Support Us' page of RAW's website
- Logo included in the annual Impact Report
- 1x newsletter acknowledgement per year

Community Ally – $5,000-$15,000

- Above benefits
- 3x newsletter acknowledgements per year
- Sponsor mention in RAW media releases

Community Sponsor – $15,000-$30,000

Includes all above benefits, plus:

- 1x social media acknowledgement per year
- 6x newsletter acknowledgements per year
- Half-page profile included in the annual Impact Report
- Invitation to RAW's Impact Report Launch
- Co-branded assets for internal and external promotion

Major Sponsor – $30,000+

Includes all above benefits, plus:

- 12x newsletter acknowledgements per year
- Speaking opportunity at a RAW event or forum
- Logo listed on the RAW home page
- Full-page profile included in the annual Impact Report

**All partners will be provided with a 'Supporter of RAW' digital badge and a Sponsorship certificate, and will receive a formal Partnership Certificate and Impact Report annually.*

Tier	Contribution (ex GST)	Your Recognition
Grassroots Supporter	**<$5,000**	✔️ Logo on RAW's Support Us page and Impact Report ✔️ Provided with Supporter of RAW digital badge ✔️ Newsletter acknowledgement: 1x per year
Community Ally	**$5,000-$15,000**	✔️ All Grassroots Supporter benefits ✔️ Logo and profile on website ✔️ Recognition in a media release ✔️ Newsletter acknowledgement: 3x per year
Community Sponsor	**$15,000-$30,000**	✔️ All above benefits ✔️ Half-page profile included in annual Impact Report ✔️ Co-branded activity with RAW ✔️ Invitation to annual Impact Report Launch event ✔️ Social Media acknowledgement ✔️ Newsletter acknowledgement: 6x per year
Major Sponsor	**$30,000+**	✔️ All Strategic Partner benefits ✔️ Logo displayed on RAW home page ✔️ Full-page profile included in annual Impact Report ✔️ Speaking opportunity at 1x RAW event ✔️ Newsletter acknowledgement: 12x per year

HOW WE WORK WITH PARTNERS

At RAW, we believe in genuine partnerships that go beyond a logo.

We value authentic, long-term relationships with our sponsors—built on trust, shared purpose, and local impact.

Your support helps keep our boots on the ground—ensuring RAW can continue to deliver vital mental health and wellbeing support where it's needed most: in rural and remote Tasmanian communities.

Whether you're contributing to statewide outcomes or backing a grassroots project in your region, we work with you to ensure your investment is meaningful, visible, and reflects your values.

Together, we co-create, engage locally, communicate clearly, and celebrate shared impact.

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Together, we can build a mentally healthy and resilient rural and remote Tasmanian community.

Will you join us?

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Let’s create impact together.

We’re always open to conversations about how we can work together to support mental health and resilience across Tasmania’s rural and remote communities.

To explore partnership opportunities, contact:



KERRI CONNORS

Community Engagement Team Lead

Mobile 0409 963 918

Email kconnors@rawtas.com.au