



Sponsorship

L'il Aussie Prems was created by Julia Toivonen who is mum to Ronan born at 27+3 weeks in 2006. Through Julia's experience of giving birth so early to Ronan, a year after his 110 day long journey she created an online community to reach out to parents and offer support and understanding whether parents are still in the NICU/SCN or at home. L'il Aussie Prems was born and has been offering support since February 2007 .

Sponsors of L'il Aussie Prems play a key role in helping to ensure that we can continue offering our services to families. We believe that no one should ever pay for support and whilst L'il Aussie Prems is not a registered charity the site is entirely run as not-for-profit. Sponsors directly support families through their financial contributions in keeping the website and forum online whilst also helping with ongoing administration costs.

Through sponsorship of L'il Aussie Prems you will appear within one of Australia's most established, recognised and community based online websites for families who have given birth prematurely whilst also ensuring that we can keep offering services free to families. L'il Aussie Prems attracts families in different stages of parenting. Our website reaches up to 88% of families within Australia

Over the past year the website has grown in readership & membership. Throughout the year the website expanded the focus from not only premature babies but to also support families with toddlers & school aged children. Many new areas were added to the forum to cater for the demand of babies who are now toddler aged with other aspects of their development the topic for these parents. The forum has now reached a milestone in members with over 1,850 registered families & 230,000 forum posts.



Ronan born at 27 weeks



Now 5 years old



Website Details

Website highlights;

- Monthly e-newsletter emailed to over 1,200 families
- Over 330,000 forum posts and over 27,000 topics discussed
- Over 1,850 registered users on the forum
- Over 200 posts created on the forum each day
- Over 2,000 registered Facebook fans
- Average of 2.5 million hits per month
- Average 140,000 – 160,000 page views per month
- Over 88% of readers are from Australia
- Average 72% return visitors each month

On the 27th August 2010 the National Premmie Foundation welcomed L'il Aussie Prens as an official member group of the Foundation. This is a huge step for L'il Aussie Prens to be apart of a nationwide support service with 50 years experience between all member groups in supporting families of premature children throughout Australia.

In April 2011 our community created a Facebook event called "Wear Green for Prens" which saw almost 20,000 people "attend" in wearing green. We also sold over 2,000 green silicon wrist bands to celebrate the day. It was a huge success and we aim to celebrate this day each year.

Almost 20,000 joined us
in wearing green for
premature children in
April 2011





Bronze Sponsorship

Our sponsors play an integral role in supporting families and the L'il Aussie Prem's website. With monthly running costs and free services to families our sponsors support our vision.

We have 4 options available for sponsors.

Costs: The current cost for a (**bronze**) sponsor is \$100.00 quarterly (3 months) - payable monthly, quarterly or yearly.

A minimum of 6 months sponsorship is required.

Benefits: Our sponsors in return receive the following;

- 468x60 banner (rotating) on the forum
- Text link in our monthly newsletters (distribution to over 1,200 subscribers)
- Our sponsors are welcome to offer a prize or special offer for a competition
- Banner and information on our sponsors page
- Mentioned on our Facebook page as a sponsor viewable to over 2,000 fans
- Your advert (125 x 125) added on the front site for **1 month**

The forum has a steady and active audience with over 200 posts created on the forum each day.

Our most active forum member has made over 23,500 posts

Maxx born at 25 weeks





Silver Sponsorship

Costs: The current cost for a (**silver**) sponsor is \$160.00 quarterly (3 months) - payable monthly, quarterly or yearly.

A minimum of 6 months sponsorship is required.

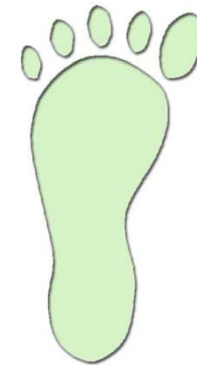
Benefits: Our sponsors in return receive the following;

- 468x60 banner (rotating) on the forum
- Text link in our monthly newsletters (distribution to over 1,200 subscribers)
- Our sponsors are welcome to offer a prize or special offer for a competition
- Banner and information on our sponsors page
- Your text link on the front page of the website under our sponsors banner
- Feature your product of choice in one of our monthly newsletters
- Your banner added to the newsletter twice a year
- Mentioned on our Facebook page as a sponsor viewable to over 2,000 fans
- Your advert (125 x 125) added on the front site for **2 months**
- Your business name added to our printed flyers as a sponsor (depending on our printing requirements/stock).

Fast Fact

L'il Aussie Prems is run entirely by Julia with the help of amazing parents who volunteer their time updating the website.

With so many different areas of the website it is impossible to keep up with the demand of submissions for the site.



L'il Aussie Prems is a family, a community, a support group, a pool of real world information & has been a life line for me.

Rhonda xx



Gold Sponsorship

Costs: The current cost for a (**gold**) sponsor is \$300.00 quarterly (3 months) - payable monthly, quarterly or yearly.

A minimum of 6 months sponsorship is required.

Benefits: Our sponsors in return receive the following;

- 468x60 banner (rotating) on the forum
- Text link in our monthly newsletters (distribution to over 1,200 subscribers)
- Our sponsors are welcome to offer a prize or special offer for a competition
- Banner and information on our sponsors page
- Your text link on the front page of the website under our sponsors banner
- Feature your product of choice in one of our monthly newsletters
- Your banner added to the newsletter twice a year
- Mentioned on our Facebook page as a sponsor viewable to over 2,000 fans
- Your banner (**125 x 125 OR 250 x 250**) added on the front site for **3 months**
- Your business name added to our printed flyers as a sponsor (depending on our printing requirements/stock).
- A featured product page for the duration of your sponsorship (min 6 months)

We welcome all sponsorship enquiries.





Platinum Sponsorship

We are currently looking for a major sponsor for our website

Costs: The current cost for a (**major**) sponsor is negotiable.

12 months sponsorship is required.

Our major sponsor receives the following key benefits;

- Your 468x60 banner (rotating) on the forum
- Your logo placed on our forum header titled "proudly sponsored by"
- Text link in our monthly newsletters as our major sponsor
- Our sponsors are welcome to offer a prize or special offer for a competition
- Banner and information on our sponsors page
- Your logo on the front website under our sponsors banner
- Your banner added to the newsletter twice a year
- Mentioned on our Facebook page as our major sponsor viewable to over 2,000 fans
- Your banner (**468 x 60**) added on the main site, placement next to our logo (**12 months**)
- A featured product page for the duration of your sponsorship (**12 months**)
- Your logo placed directly on the front of our flyers as our major sponsor
- Your logo added to our birth announcement cards posted to families daily
- Your product page featured in the main site scroll as the second (2nd) page shown when entering the website (**12 months**)
- Opportunity to be a major supporter or sponsor of our "Wear Green for Prems" event
- Your current product brochure added to all mail distributed
- Sight and approval of any logo placements to ensure brand guidelines are adhered to

L'il Aussie Prems
Supporting Premmie Families Online

L'il Aussie Prems is Australia's largest supportive online community for families who have been touched by premature birth.

Join over 1,750 families online
Over 325,000 forum posts offering support, information & understanding.

We support families from the early days in hospital to the toddler years & beyond.

Major Sponsor Logo

Proud member group of the National Premmie Foundation

www.lilaussieprems.com.au



Testimonials

We often receive lovely emails from parents with feedback regarding the website. Below are two we have received recently via our contact us page.

Thank you for the most wonderful and informative site. Having delivered my little one in December 09 at 28 weeks in the early months I wished I had known about your site. I am now 20 weeks pregnant and after having severe HELLP syndrome have found the feedback from the other wonderful mums very inspiring who have experienced similar premmie births and gone on to have healthy babies. It is just wonderful that women can share their stories without realising that when it relates to you those stories become very motivational. Please keep up the good work and I hope that down the track I too will be able to give back in some small way some support that previous mothers have given me. The information on your site is also fantastic and very informative without being over whelming. Please kept up the fantastic work!!!

Mrs O'Sullivan

Just an email to say thank you for this site. It is reassuring to know it is available for support and advice. When i finally got my baby home i was overwhelmed with fear. Quite often i would pop on to website to just be amongst others who understood. It was quite a buzz for me & my family who all reside overseas to see my boy Sonnie as prem of the month as it took so long for me to be able to share him. Merry Christmas to you all and thank you for all your hard work throughout the year to keep this site going.

Much love Mrs Kainuku

The forum is viewed by many new premmie parents and their family.

Our visitor loyalty also consists of parents with toddlers and school aged children.



Conclusion

L'il Aussie Prems has the dedication, parent empathy & support from the community to grow which is why the website has achieved success throughout the years. Our sponsors continued financial support helps us to ensure the growth and awareness of L'il Aussie Prems & the premmie community as well as enabling us to provide the much needed support to families online free to access 24/7.

All Gold and Platinum sponsors will be given the opportunity to support our "Green For Prems" online Facebook event in April each year in advance. In 2011 we saw almost 20,000 people attend by "wearing green" on the day.

Please contact us if you are interested in supporting us by emailing laphelpers@live.com.



Emma born at 27 weeks



Now 5 years old