



CORPORATE PARTNERSHIP

BLUE TREE PROJECT

2023

ABOUT BLUE TREE PROJECT

Our mission is to help spark difficult conversations and kick the stigma of mental health.

We're doing this by giving trees a 'blue lease on life' and bringing people together to create safer spaces and places to talk about mental health. Our project has now spread right across Australia and other parts of the world with these trees acting as visual reminders to check in on your loved ones and yourself.



MESSAGE FROM THE CEO

Kendall Whyte

“ I am proud that Blue Tree Project has started from a community grass roots level - it's here that the conversations need to start. I also acknowledge that our project is only as widespread because of the individuals that go out of their way to help us spread our message. Thank you for helping us have a lasting impact. ”

WHO WE ARE

Blue Tree Project is a registered mental health charity based in Perth, WA but we spend a lot of time on the road travelling and servicing regional areas.

Over 970+ trees have been painted as part of our project with trees across Australia, New Zealand, Europe, USA and the UK.

Check the growing list of blue trees [here](#).



WHAT WE DO:

BUILD AWARENESS

- Increase awareness and improve understanding of mental health in WA communities.
- The blue trees are permanent symbols that create ongoing conversations and visual reminders.

DRIVE ENGAGEMENT

- Provide a hands on, visually engaging experiences to help start difficult conversations and create safer communities.
- Deliver youth focused events to drive engagement.

EDUCATE

- Host Mental Health First Aid training for individuals & groups in regional and metro areas.
- Through our Support Directory we help navigate people to available support services.



OUR IMPACT

SOCIAL MOVEMENT



Whether it be painting, sculpting or even yarn bombing, anyone can get involved! The blue trees scattered across the globe serve as a visual reminder to check in with yourself, colleagues and mates.

COMMUNITY EVENTS



Blue Tree Project started as a grassroots movement and that's where we believe it needs to stay. We engage with the community on the front line during painting days, music festivals, sporting events and much more. These are great ways to open an inclusive, safe space to talk about mental well being, while doing something fun and engaging.

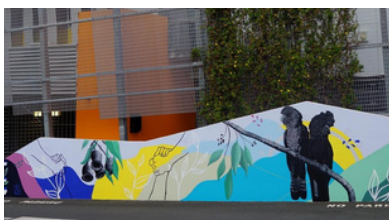
REGIONAL MENTAL HEALTH



Suicide is the leading cause of death in Australians aged 14 - 45, with those in regional areas being twice more likely to take their own life. Our annual event '[A Night Under the Stars](#)' unites our regional areas raising vital funds for our '[Shooting For The Stars](#)' grants program. Regional and rural community groups can apply for a grant through this system.

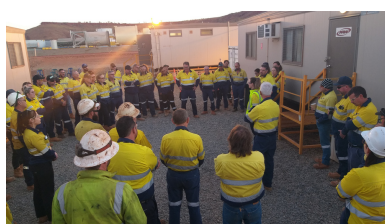
OUR IMPACT

SCHOOL MURALS



Four lucky schools have had their grounds brightened up with a mural painted by some of WA's most talented artists. The murals will continue to raise awareness about mental health, spark important conversations and help reduce the stigma. This is an example of a custom partnership project with Higgins Coatings.

KEY SPEAKING



Sharing the personal story behind the Blue Tree Project is important to us. We have spoken at schools, corporations and other events helping change the way we think and talk about mental health. Openly talking about our experiences helps empower others but also helps us raise funds for the project. Please [contact us](#) to enquire about having one of our blue tree team members speak at your event.

NATIONAL RECOGNITION



The paint and the message of Blue Tree Project is spreading far and wide. Founder, Kendall Whyte, won the West Australian of the Year - Youth Award 2021 and was named Young Australian of the Year for Western Australia 2022.

CORPORATE SPONSORSHIP

OUR MISSION

Partner with us to support the mental health initiatives of BTP. We offer three levels of sponsorship, with opportunity for your brand or business to be recognised as a significant contributor to promoting mental health awareness and wellbeing.

LEVELS OF SPONSORSHIP

SUPPORTING - \$10,000

- 4 Mental Health First Aid course placements for employees
- Presentation or key speaking by CEO Kendall Whyte at an internal event
- Volunteer opportunities for employees at Blue Tree Project events
- Open to custom partnership opportunities (in-kind value)
- Logo placement on Blue Tree Project website

MAJOR - \$25,000

- 8 Mental Health First Aid course placements for employees
- Presentation or key speaking by CEO Kendall Whyte at an internal event
- Volunteer opportunities for employees at Blue Tree Project events
- Custom partnership opportunities (in-kind value)
- Logo placement on Blue Tree Project website & partner wall within 'The Tree House' office space.
- Invitations to all Blue Tree Project organised events



CORPORATE SPONSORSHIP

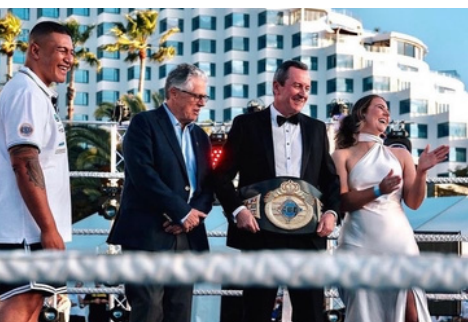
PREMIER PARTNER - \$50,000

- 12 Mental Health First Aid course placements for employees
- Presentation or key speaking by CEO Kendall Whyte at an internal event
- Volunteer opportunities for employees at Blue Tree Project events
- Custom partnership opportunities (in-kind value)
- Logo placement on Blue Tree Project website & partner wall within 'The Tree House' office space.
- Invitations to all Blue Tree Project organised events
- Naming rights for a Blue Tree Project initiative or program which would be formulated in partnership.

Tax Status:

Blue Tree Project has DGR Tax status, which means that sponsors can receive a donation receipt for tax purposes.

Thank you for considering a partnership with Blue Tree Project, a mental health charity dedicated to promoting mental health awareness and wellbeing across the community, particularly within regional areas.



OTHER WAYS TO HELP

If you aren't in a position to sponsor maybe you can assist us with the areas below.

COMMUNITY COSTS



Event equipment, signage & printing.
Value - \$2,000

STUDENT COURSE



12 student course placements
Value - \$3,300

REGIONAL COURSE



12 course placements in regional area
Value - \$3,500

STUDIO EQUIPMENT



Camera equipment to produce content.
Value - \$5,000

WEBSITE UPGRADE



Increase our website capability
Value - \$6,000

INSTRUCTOR TRAINING



Train Mental Health First Aid Instructors
Value - \$8,000

BTP VEHICLE



Utility vehicle for multipurpose use
Value - \$30,000

TREE HOUSE RENT



Annual rent for the Tree House.
Value - \$50,000

MENTAL HEALTH TRAINING



Location: 'The Tree House' (West Perth) or your workplace.

Face-to-face Course

2 x 6 hour sessions
across 2 days

15 PAX

Accreditation
Granted

Pricing

\$4,500
(\$300 per person)

Recommended
for individuals in
leadership roles

Hybrid Course

Self paced e-learning
+ 4 hours face-to-face

15-20 PAX

Accreditation
Granted

Pricing

From
\$3,300
(\$220 per person)

Recommended
for all individuals

Awareness Session

4 hours face-to-face
OR
Online

20 - 40 PAX

2 x sessions can be
delivered in 1 day.
(morning &
afternoon sessions)

Pricing

\$80/pp for group
up to 40

\$100/pp for
group up to 30

Recommended
for all individuals

*All prices are inclusive of GST

MENTAL HEALTH TRAINING

SHORT & POWERFUL

None of the above options fit your needs?

AWARENESS SESSION - 2 HOURS

We understand that carving time out can be difficult at times. Why not have our short 2 hour awareness session to get a taste of what the extended courses have to offer. We guarantee you will see the results and want to further up-skill your leaders and employees.

BLUE TREE PROJECT STORY & WORKSHOP - 1 HOUR

Hear the powerful story behind the project, and how the painted blue trees that are dotted across the globe have become symbols of hope and conversations starters from Founder & CEO Kendall Whyte.

We guarantee you will see the results and want to further up-skill your leaders and employees through our more extensive courses.



MENTAL HEALTH TRAINING



MENTAL HEALTH FIRST AID COURSE

Join our [Mental Health First Aid course](#) to learn how to recognise & respond to individuals experiencing mental health challenges.

In this 2 day accredited course, you will learn:

- the basic principles of mental health first aid and how to recognise signs of mental illness
- provide support to individuals in crisis.
- gain practical tools and techniques to use in real-life situations, helping you to build confidence and improve your ability to offer support.

With a focus on empathy, understanding, and non-judgmental communication, this accredited course will empower you to make a positive difference in the lives of those around you, and help to break down the stigma surrounding mental health issues. Whether you are a concerned friend, family member, or a professional, the course is designed to provide you with the knowledge and skills to offer effective support that could ultimately save a life.

Why choose us?

By booking the course through Blue Tree Project you will be helping us facilitate courses in regional WA as funds are directed to travel and training expenses.

Book [here](#) for individuals or group bookings.

Are you wanting to upskill your workforce, we can come to your office.
Get in touch with us: info@bluetreeproject.com.au



HOW TO DONATE FUNDS

Paypal Link:

Secure payment link [here](#).

Direct bank transfer:

Name: Blue Tree Project Inc

BSB: 036030

ACC: 205773



Blue Tree Project is a registered charity with DGR status. Please email us if you need a donation receipt. Thank you for your support - we really appreciate your time and effort to help our cause.



CONTACT US

Please feel free to get in touch with our team - we're here to help!

E-mail: info@bluetreeproject.com.au

Website: www.bluetreeproject.com.au

