



**If exercise were a pill,
it would be the most
prescribed drug
on the planet!**



SPONSORSHIP INFORMATION



Who are we and what do we do

Mood Active is an organisation dedicated to enabling people to build exercise into their own mental health wellbeing routine and improving their mood.

We want to see more GPs and other clinicians, prescribing exercise to combat mood disorders!

We do this through supporting people on their journey to better mental health - starting with our 4-Week Wellbeing Workshop.

Our programmes are built to be sustainable. As we expand, we are looking to partner with organisations that can help us grow and continue to help people with mental illness and other mood disorders across Australia in clinically proven ways that work for them.

Our Client Journey

Our goal is for our clients to graduate our program with the confidence, skills and habits to embed exercise in their lives.



Clients may suffer from:

Mild to moderate mood disorders:

- Depression
- Anxiety
- Stress
- PTSD
- Bipolar
- Other
- Social isolation
- Economic stress
- Poor physical health
- Low fitness levels



Supportive Exercise Classes

Instructors are trained in Mental Health
Progression through this phase is self-paced

Options include:

- Yoga
- Cardio Tennis
- Boxing
- Circuit Training



Graduation

Self-selected (participants decide when ready)
Exercising externally to Mood Active
Socially confident
Mood improved



Post-Program Mood Assessment

Participant self-reports on current mood and activity levels
Mood Active updates program performance database



4-Week Wellbeing Workout

Learn how to start and sustain an exercise routine

4x2-hour sessions weekly:

- 1 hour education
- 1 hour supported exercise

Delivered online or face to face
Can be tailored by client type

- Age
- Language
- Multicultural needs
- Location

Can be provided with partner branding



Initial Mood Assessment*

Baseline measurements to

Assess suitability of program for participant

Gauge current levels of physical activity

Gather information on participant's support team

*Note: Our programs may not be suitable for people in acute phases of mental illness.



Sponsorship Opportunities

Rather than offer distinct sponsorship packages, our approach is to develop a plan with you based on meeting your needs and ours with a coordinated and focused set of activities that drive a closer, longer lasting, and more meaningful relationship. The range of activities that we can undertake in partnership with you include the following:

In-house wellbeing and exercise programs

Our programs are suitable for anyone - and we have already tailored the 4-Week Wellbeing Workshop to work in a company setting for employees and managers to improve their mood - especially given the huge disruption to work practices driven by COVID-19 and the new approach to hybrid work that is sweeping the nation. We can also discuss the provision of exercise classes for your staff, although this is not our only offering.





Sponsorship Opportunities

Staff engagement

- Networking opportunities for staff who can volunteer to lead exercise activities such as walking and running groups with Mood Active clients
- Assisting at Mood Active events with activities on the day of our 2 major annual fundraising events.
- Holding additional joint fundraising events, e.g. corporate golf days.
- Skilled volunteering programs - your staff can bring their skills to our team assisting in back-office support tasks.

Sponsorship Opportunities

Promotional Opportunities

- Signage and speaker opportunities at National and State-based annual fundraising events.
- Facilities Sponsorship - Banners at the locations of Mood Active events.
- Sponsorship of community 4WWW courses
- Co-branding of equipment – for example, shirts and caps at Mood active classes, fundraising events and Mood Active volunteer trainers.
- Online presence - web site main banner, Facebook/Instagram/Twitter, event registration and communications, banners in member e-newsletters and other emails.



How do we move forward?

At Mood Active, we are seeking to develop long-term relationships with our sponsors; relationships that stick, because we all get something valuable out of it.

The next step is to sit down and talk about what you need from a sponsorship program and how Mood Active can deliver it. We have outlined some ways in which we can work with you, but maybe you have a priority program right now that we may be able to help deliver. We are open to discussing any options that build on our capabilities in assisting people with mental health issues through building skills and confidence to embed exercise in their lives.

Following our meeting, we will produce a sponsorship proposal that addresses your requirements and contains detailed information on services, fees and costs, reporting, personnel, timeframes and goals.

Mood Active will be holding one or two major fundraising events each year, and we can also discuss your participation in these events, both as a potential sponsor (we offer standardized tiered arrangements) and as a provider of volunteers to help run the event. Our experience is that people love helping out and your staff gain a great deal of enjoyment as they work as a team on something completely out of the ordinary workday. Skilled volunteering is an area we are also investigating, and we are building a portfolio of projects that we can engage our sponsors' staff to help us sustainably build Mood Active to support more and more people in years to come.



What do our clients say about Mood Active?

"I found this a very safe and motivating space to openly talk about my issues. I would have not engaged in exercise if there wasn't the encouragement and accountability from this group"

"I experienced a depressive episode where I couldn't properly function physically or mentally. It disrupted and changed the life I had quite drastically. With the help of medication, my depressive symptoms improved in but I was far from knowing how to rebuild a life for myself. I was [then] given a funded place in Mood Active and started attending regular exercise classes. Within the first weeks I felt the effects. My body was healthier, and my mind and thoughts followed suit. I was calmer. My mood was better after each session. Getting up and going for a class in the mornings gave me a simple sense of routine and direction. Getting to know the trainers and the other participants is also incredibly supportive. All these things added up and made me feel more integrated and less isolated. I have started volunteering with Mood Active. It feels great being able to simultaneously participate and contribute back to the program that has helped me so much in so many ways. I owe a huge part of my well being to Mood Active."

"The Mood Active program was really useful for me... and the coaches were amazing very helpful and professional. Also the program helped me to build my confidence and to develop my self esteem."

"The group facilitators were amazing. I gained so much from these sessions and benefited greatly from the motivational information provided to us and I really enjoyed the exercise we did."

