



The Magic Coat

Partnership Opportunities



Partnering with The Magic Coat means making a real difference in the lives of children while showcasing your commitment to mental health and well-being. Since 2016, The Magic Coat has been helping kids build confidence and resilience through fun and practical strategies. Our partnerships come with great perks like brand visibility, team engagement opportunities, and the chance to support meaningful programs that truly make an impact. Let's work together to create brighter futures for kids and families everywhere.

About The Magic Coat

Founded by Di Wilcox in 2016, The Magic Coat is a program designed to help children build confidence, manage emotions, and develop empathy through positive psychology and cognitive behavior therapy techniques. The program uses the metaphor of a bright yellow coat with various characters in its pockets, each representing a different emotional strategy.

The Magic Coat has been implemented in schools and organizations such as WAAMH, Foster Care WA, and Perth Children's Hospital, providing valuable mental health support for children and their families. Di Wilcox's work has earned her multiple awards, including the 2020 United Nations - WA Human Rights Award.

Our mission

To provide essential support to children and families, equipping them with the necessary tools to navigate their emotional well-being with strength and resilience. Together, we strive to create a brighter future for our young ones by nurturing their inner strength and promoting a culture of care and empathy.



Whats new?

The Magic Coat Foundation is expanding its reach across a range of communities, including disadvantaged schools, foster care, women's refuges, and correctional facilities.

We're proud to be working with Perth Children's Hospital on a research project that has shown fantastic results in reducing anxiety in young patients. In 2023, we trialled the Magic Coat app to provide children with comforting resources, complemented by vibrant wall decals designed to create a calming environment.

Internationally, The Magic Coat has adapted its programs for children in Ukraine and the Middle East, offering free, translated resources to support resilience and wellbeing. Looking ahead, we're developing the third edition of The Magic Coat book and a new educational program, set for release in 2025.

Meanwhile, Inspired Parenting, hosted by Di Wilcox, has returned, offering parents valuable insights into raising resilient, confident kids in today's world.

[Click here](#) to enjoy a special song kindly written for us by Coby Grant.



Our events

Each year, The Magic Coat Foundation proudly hosts two major fundraising events—our highly anticipated Golf Day and the Annual Fundraising Ball. These flagship events not only provide essential support for our initiatives but also create unforgettable experiences for our community. In 2024, thanks to the generosity of our attendees, sponsors, and supporters, we raised an impressive \$170,000 to help us continue spreading joy, resilience, and empowerment through the Magic Coat programs.

Our Golf Day is a favourite among corporate supporters, combining the excitement of a competitive golf tournament with a relaxed atmosphere where professionals connect, network, and share in a day filled with camaraderie and fun. This event is a fantastic way for businesses to come together for a great cause, bringing smiles to young people in our community.

The Annual Fundraising Ball is a true highlight—a black-tie event that promises an evening of elegance, entertainment, and celebration. Guests enjoy fine dining, live performances, and a chance to bid on exclusive auction items, all while making a meaningful impact. The Ball has become a cherished tradition, where our supporters can dress up, celebrate, and directly contribute to the lives of children and families through the Magic Coat Foundation.



Get involved!

The Magic Coat have different **partnership options** available, carefully considered to ensure that both parties benefit greatly and align on their visions and expectation. Explore these options on the next few pages to help support our fundraising events, however – If you are interested in long term partnerships, see below what we can offer!

- **Social Media Shoutouts**

Regular mentions or thank-you posts on our social media channels, highlighting your support.

- **Logo Placement on Website**

Your logo will be featured on our website as a supporter, with a link to your site.

- **E-newsletter Recognition**

Your company's name and logo in our e-newsletters.

- **Employee Engagement Opportunities**

Company's employees are welcome to volunteer at charity events or participate in community initiatives with The Magic Coat, as part of their paid employment.

- **Certificate of Partnership**

A digital certificate acknowledging the company's support for children's mental health.

- **Discounted Tickets to Charity Events**

Access to the 'Friends of Magic Coat' discount rates on event tickets .

- **Branded Event Materials**

Opportunity for the company's logo to be printed on event materials such as brochures, or event programs.

- **Exclusive Content/Updates**

We can provide you with insider updates on the charity's projects or impact reports, which you can share internally or with clients.

- **Staff Wellness Webinars or Workshops**

Parenting-focused online workshops for the company's employees, teaching them to share The Magic Coat strategies with their own children.



Company Partnerships

Supporting Your Working Parents Partnership \$250 per participant

As part of our commitment to children's mental health, we're excited to offer a unique partnership package that provides valuable support to your working parents with children aged 4-11. Through this partnership, each employee will receive access to our Parenting Support Community, designed to help working parents navigate the challenges of raising emotionally healthy children. The community includes:

Online Parenting Workshops: Access to webinars with Di and the team, focused on key topics like managing anxiety, building resilience, and fostering positive emotional development in kids.

Exclusive Parenting Resources: Regular newsletters and digital guides offering practical tips on communication, emotional intelligence, and balancing work-life pressures with family. As well as some fun activities sprinkled in.

The Magic Coat Pack for every participating employee, which includes:

- A Magic Coat—a symbolic tool to help kids feel empowered and manage their emotions.
- A Magic Coat Storybook—a beautifully illustrated book that explains the coat's magical properties and helps children understand emotional well-being in a fun, engaging way.
- Worry pillowcase- a custom pillowcase, featuring a pocket that children can put their worries away in
- A Workbook with activities that parents can do with their children to continue the conversation around emotional health at home.

By partnering with us, your company will not only show your commitment to mental health but also provide meaningful support to your employees and their families. This program helps working parents feel more empowered and regarded, fostering both personal and professional well-being.

Event Partnerships

Annual Fundraising Ball

Naming Rights Partner

\$25,000

The Naming Rights Partner holds a premier sponsorship role, with their brand featured prominently alongside the event title and across all major marketing touchpoints. This partnership offers unrivaled visibility and positioning, ensuring the Presenting Partner's brand is synonymous with the event experience itself.

Partnership benefits include:

Exclusivity in your business category across all sponsors.

Brand Recognition: Logo featured on marketing materials, event presentations and signage, website, and social media platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Speaking Opportunity: Chance to deliver a short speech at Magic Coat fundraising events

Complimentary Table: An all-inclusive table for ten guests at our annual fundraising ball

Presentation: A complimentary session by Di Wilcox for your staff.

Website and Newsletter Recognition: Logo featured on relevant platforms for an extended period.

Appreciation Display: A digital acknowledgment and certificate for your office or a short video by Di expressing thanks on behalf of Magic Coat to be used on your website or social media.

Logo Feature: Permission to display The Magic Coat Foundation logo on your materials, partnership summary on your company website.

Motor Vehicle Partner

\$20,000

The Motor Vehicle Partner serves as the exclusive automotive sponsor, with a high-profile role in showcasing their brand and products throughout the event. This partnership provides the sponsor with visibility and direct engagement with our audience, positioning the brand as a key contributor to the event's experience and success.

Exclusivity in your business category across all sponsors.

Car Display Opportunity: your vehicles at Magic Coat events - including the fundraising ball with a branded guest activation and branded take-home memento.

Brand Recognition: Logo featured on marketing materials, event presentations and signage, website, and social media platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Complimentary Table: An all inclusive table for ten guests at our annual fundraising ball .

Presentation: A complimentary session by Di Wilcox for your staff.

Website and Newsletter Recognition: Logo featured on relevant platforms for an extended period.

Appreciation Display: A framed acknowledgment and certificate for your office or a short video by Di expressing thanks on behalf of the Magic Coat.

Logo Feature: Permission to display The Magic Coat Foundation logo on your materials, and partnership summary on your company website.

See more 

Custom Fundraising Partnerships

At The Magic Coat, we understand that every company has unique strengths and resources they can bring to a partnership. That's why we offer custom fundraising partnerships tailored to your business's goals and capabilities. These flexible collaborations are designed on a case-by-case basis and can include a variety of contributions, such as:

Financial Support: Direct contributions to support our children's mental health programs.

Auction or Raffle Items: Donating products or experiences for our fundraising events.

Marketing Support: Amplifying our cause through your marketing channels or co-branded campaigns.

Other Contributions: Any additional resources or services your company is able to offer.

We are open to discussing creative ways your company can get involved, and we encourage you to meet with our CEO or Events Manager to explore the possibilities. Together, we can create a partnership that makes a lasting impact on children's mental health.

Supporting Partners

Investment | \$5,000 + GST (financial support)

Partnership benefits include:

Brand Recognition: Your logo prominently featured on event materials, presentation visuals, event web page with a link to your website, and The Magic Coat Social Platforms.

Complimentary Tickets: Two all-inclusive tickets at our annual fundraising ball

Recognition Certificate: Receive a digital certificate of appreciation to proudly display in your office, acknowledging your support for the cause.

Live Auction Sponsor

Investment | Auction Item Donation Valued at \$4,000 +

The Live Auction Sponsor plays a pivotal role in one of the event's most exciting elements, bringing energy and anticipation to our live auction segment. Your business will be showcased prominently, with opportunities for significant brand engagement and exposure throughout the event.

Exclusivity: Sole representation in your business category among sponsors.

Brand Recognition: Logo featured on all marketing materials, event program, presentation, website, and social platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Complimentary Tickets: Four all inclusive tickets at our annual fundraising ball

Website and Newsletter Recognition: Logo displayed on relevant platforms for an extended period.

Certificate of Appreciation: Digital certificate for display in your office.



Silent Auction Sponsor

Investment | Prize Donation Valued at \$200 +

Silent Auction Sponsors are at the heart of one of the event's most engaging features, adding excitement and exclusivity to the bidding experience. Your business will be showcased prominently throughout the silent auction, with an opportunity for brand visibility and attendee engagement.

Partnership benefits include:

Brand Recognition: Auction items will be publicly advertised to guests ahead of the ball, as well as sponsor company information.



Event Partnerships

Annual Golf Day

Naming Rights Partner

\$10,000

The Naming Rights Partner holds a premier sponsorship role, with their brand featured prominently alongside the event title and across all major marketing touchpoints. This partnership offers unrivaled visibility and positioning, ensuring the Presenting Partner's brand is synonymous with the event experience itself.

Partnership benefits include:

Exclusivity in your business category across all sponsors.

Brand Recognition: Logo featured on marketing materials, event presentations and signage, website, and social media platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Speaking Opportunity: Chance to deliver a short speech at Magic Coat fundraising events.

Complimentary Table: An all-inclusive table for ten guests at our annual golf day.

Presentation: A complimentary session by Di Wilcox for your staff.

Website and Newsletter Recognition: Logo featured on relevant platforms for an extended period.

Appreciation Display: A digital acknowledgment and certificate for your office or a short video by Di expressing thanks on behalf of Magic Coat to be used on your website or social media.

Logo Feature: Permission to display The Magic Coat Foundation logo on your materials, partnership summary on your company website.

Motor Vehicle Partner

Donation of vehicle

The Motor Vehicle Partner serves as the exclusive automotive sponsor, with a high-profile role in showcasing their brand and products throughout the event. This partnership provides the sponsor with strategic visibility and direct engagement with our audience, positioning the brand as a key contributor to the event's experience and success.

Partnership benefits include:

Exclusivity in your business category across all sponsors.

Car Display Opportunity: Your vehicle at the Magic Coat golf day, to be utilised as the hole in one prize.

Brand Recognition: Logo featured on marketing materials, event presentations and signage, website, and social media platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Complimentary Table: An all inclusive table for ten guests at our annual golf day.

Presentation: A complimentary session by Di Wilcox for your staff.

Website and Newsletter Recognition: Logo featured on relevant platforms for an extended period.

Appreciation Display: A framed acknowledgment and certificate for your office or a short video by Di expressing thanks on behalf of the Magic Coat.

Logo Feature: Permission to display The Magic Coat Foundation logo on your materials, and partnership summary on your company website.

See more 

Live Auction Sponsor

Investment | Auction Item Donation Valued at \$4,000 +

The Live Auction Sponsor plays a pivotal role in one of the event's most exciting elements, bringing energy and anticipation to our live auction segment. Your business will be showcased prominently, with opportunities for significant brand engagement and exposure throughout the event.

Partnership benefits include:

Exclusivity: Sole representation in your business category among sponsors.

Brand Recognition: Logo featured on all marketing materials, event program, presentation, website, and social platforms.

Verbal Acknowledgement: Public recognition by the event MC.

Website and Newsletter Recognition: Logo displayed on relevant platforms for an extended period.

Certificate of Appreciation: Digital certificate for display in your office.



Thank you!

Thank you for taking the time to consider our various partnership opportunities. We hope you see these benefits as valuable additions to your company's marketing strategy, while helping to raise funds for important programs that support the future of our country, our children.

We would love to discuss these partnership opportunities further with you. Please contact Kirsty events@magiccoatfoundation.com.au or our CEO, Di di@themagiccoat.com for more information or to discuss any specific benefits you may be interested in.

Should a partnership not be possible for your business this year, we encourage you to purchase tickets to our events so you can experience the events and support our valuable cause.

magiccoatfoundation.com.au

