



The Magic Coat

Partnership Opportunities



Partnering with The Magic Coat means making a significant difference in the lives of children while demonstrating your organization's commitment to mental health and well-being. Since 2016, The Magic Coat has empowered children by building their confidence and resilience through engaging and practical strategies. Our partnerships offer exceptional benefits, including enhanced brand visibility, team engagement opportunities, and the chance to support impactful programs. Together, we can create brighter futures for children 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 evidence-based techniques rooted in positive psychology and cognitive behavior therapy. 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 successfully implemented in schools and organisations, including WAAMH, Foster Care WA, and Perth Children's Hospital, providing essential mental health support to children and their families. Di Wilcox's groundbreaking work has earned her multiple accolades, including the 2020 United Nations - WA Human Rights Award.

Our mission

Our mission is to provide vital support to children and families by equipping them with tools to navigate their emotional well-being with strength and resilience. We strive to nurture inner strength, foster empathy, and promote a culture of care for brighter futures.



Recent developments

The Magic Coat Foundation continues to expand its reach, serving diverse communities, including disadvantaged schools, foster care, women's refuges, and correctional facilities. Notable initiatives include:

- A research partnership with Perth Children's Hospital, demonstrating significant reductions in anxiety among young patients.
- The 2023 pilot of the Magic Coat app, offering children comforting resources and calming wall decals to enhance their environment.
- International efforts, including free, translated resources for children in Ukraine and the Middle East to support resilience and well-being.
- Upcoming projects: the third edition of The Magic Coat book and a new educational program, launching in 2025.

Additionally, the return of [Inspired Parenting](#) with Di Wilcox provides parents with valuable insights into raising resilient, confident children in today's complex world.

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



Our events

The Magic Coat Foundation proudly hosts two flagship fundraising events each year: the Golf Day and the Annual Fundraising Ball. These events not only provide essential support for our initiatives but also create unforgettable experiences for our community.

In 2024, the generosity of our attendees, sponsors, and supporters enabled us to raise an impressive \$170,000 to continue spreading joy, resilience, and empowerment through our programs.

Golf Day

A favorite among corporate supporters, our Golf Day blends competitive spirit with a relaxed atmosphere, fostering networking and camaraderie. This event is a unique opportunity for businesses to unite for a great cause while bringing smiles to children in the community.

Annual Fundraising Ball

Our black-tie event promises an evening of elegance, entertainment, and celebration. Guests enjoy fine dining, live performances, and exclusive auction items, all while contributing to the Magic Coat Foundation's mission. This cherished tradition allows supporters to make a meaningful impact on children's lives.



Personal Sponsorships

Support Children with The Magic Coat Hospital Packs \$30 per pack

Sponsor hospital packs for children at Perth Children's Hospital for just \$30 each. These packs include:

- A canvas tote bag for their special belongings.
- A worry pillowcase featuring Magic Coat characters and a secret pocket for children to put their fears away, and to help them sleep better in hospital.
- A Tate the Turtle Chart with stickers to reward bravery during hospital procedures.

Your sponsorship not only demonstrates a commitment to mental health but also provides meaningful support to children, helping them feel confident and reducing pre-surgery anxiety.



Sponsor a Magic Coat All-Star Day

\$500 per day

For \$500, give a vulnerable child an unforgettable day filled with positive experiences:

- A session with Magic Coat founder, Di Wilcox on how to use The Magic Coat strategies to manage the challenges that life is currently throwing their way.
- A hair/makeup session with the incredible team at Artistic Visions in East Perth.
- A brand-new outfit to feel amazing in.
- A Magic Coat gift pack with their very own Magic Coat.
- Lunch at a fabulous restaurant where they will be treated like a star with Di Wilcox, and their mum or dad.
- Opportunity to speak to camera about the best part of this day and what they are feeling and have learnt.
- A video copy of memories from their special day to keep forever.



Support Teachers with Magic Coat Training

\$1,000 per person

For \$1,000, sponsor a teacher to receive in-depth training and resources, including:

- Teacher training in person with Di Wilcox.
- Access to online Teachers Treasure Box.
- Curriculum ideas and links to SCASA.
- Actual Magic Coat to use in their classroom.
- Magic Coat Second Edition Book.
- Magic Coat Indigenous Book.
- Magic Coat classroom Posters.
- Classroom stickers.
- Magic Coat Teachers Resource Book.

Equipping educators with these tools enables them to teach social and emotional well-being, shaping a brighter future for children.



Get **involved!**

The Magic Coat have multiple **Company 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 as a part of our different partnership opportunities!

- **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 for 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.
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Company Partnerships

Supporting Your Working Parents Partnership \$350 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 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.

Custom Fundraising Partnerships

We understand every company has unique strengths and resources. Our custom partnerships allow businesses to align their contributions with their goals. Options include:

- Financial support for children's mental health programs.
- Donating auction or raffle items for our events.
- Amplifying our mission through co-branded campaigns.

We are happy to collaborate on creative ways to make a lasting impact. Please reach out to our CEO or Events and Program Manager to explore possibilities.

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 considering a partnership with The Magic Coat Foundation. By supporting our initiatives, you are helping to shape brighter futures for children and families.

We look forward to discussing these opportunities further. Please contact Kirsty at events@magiccoatfoundation.com.au or Di at di@themagiccoat.com for more information.

Should a partnership not be possible, we invite you to attend our events and experience firsthand the difference you are making. Check out our website and connect with us on social media—links below!

magiccoatfoundation.com.au

