

2024

# INTERNATIONAL WOMENS DAY

*Charity Luncheon*

Join Tennis champion and Australian Open broadcaster, Jelena Dokic at Doncare's International Women's Day charity luncheon.

**JELENA DOKIC**

*Speaker*

Enjoy a 2-course meal and wine at the stunning Bramleigh Estate.

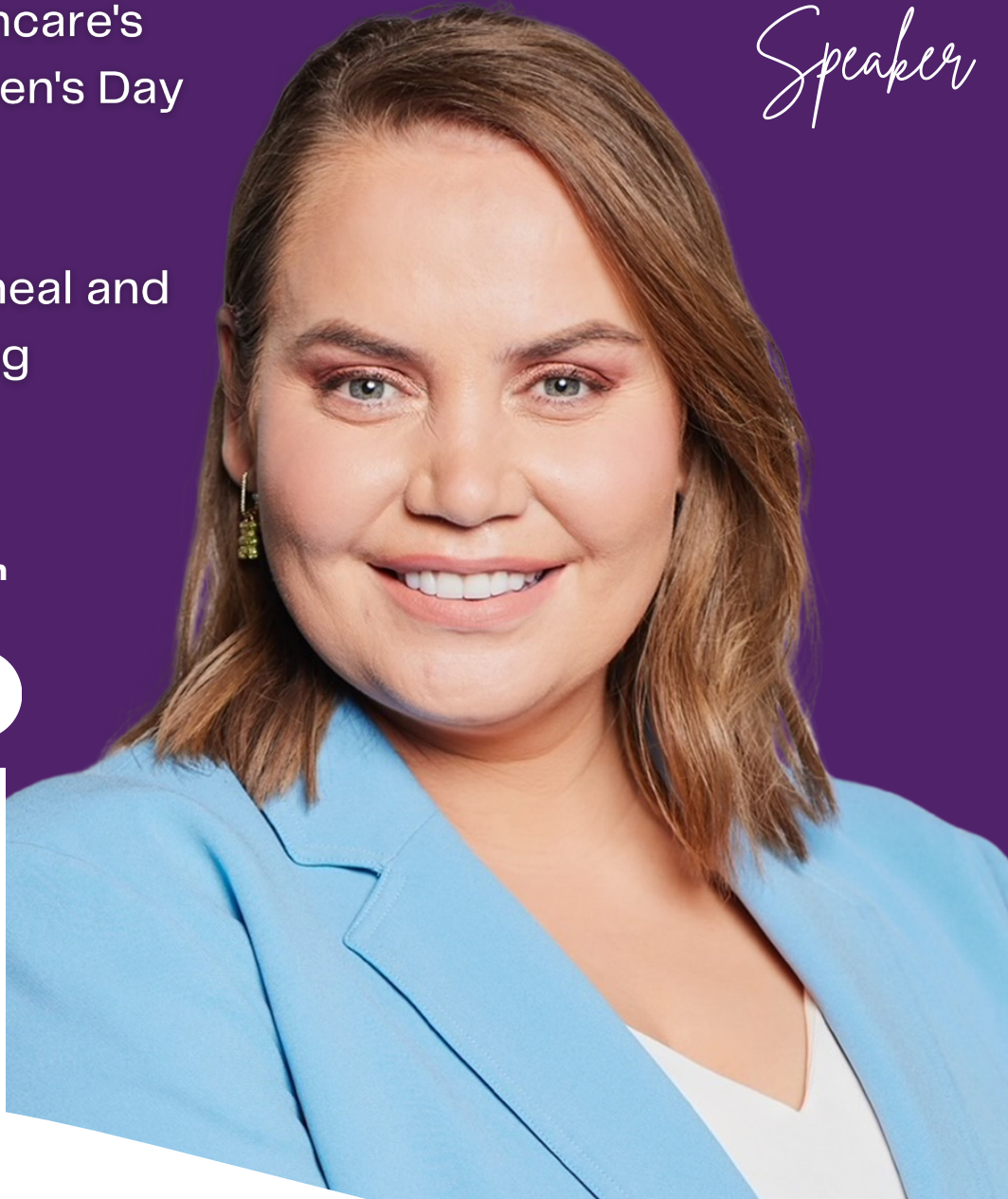


**8 March 2024**  
**11:30am - 2:30pm**

**TICKETS FROM \$125**



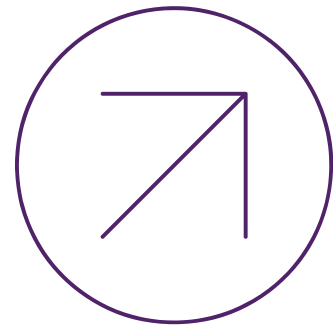
[www.doncare.org.au](http://www.doncare.org.au)



**Your logo**

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# SPONSORSHIP PROSPECTUS



Beyond the tennis court, Jelena has become an influential voice—a sought-after speaker, a compelling TEDx presenter, and a revered commentator. She graces screens as a key figure in NINE's coverage of the Australian Open and other grand slams, not merely as an expert in the sport but as a living testament to the triumph of the human spirit. Jelena's story is a tapestry woven from threads of adversity, courage, and unwavering resilience—a testament to the unbreakable human spirit and the undying power of finding one's voice, transcending the past, and thriving against all odds.

## Event Location

### **Bramleigh Estate**

Bramleigh Estate is located in rustic Warrandyte, nestled on 10 acres of timeless natural bushland just a stones throw from the meandering Yarra River. Magnificent entrance gates welcome you onto a sweeping driveway, which leads you directly to the double glass front doors of the stunning upmarket Hamptons styled venue.



### **More Information**

[www.bramleighestate.com.au](http://www.bramleighestate.com.au)





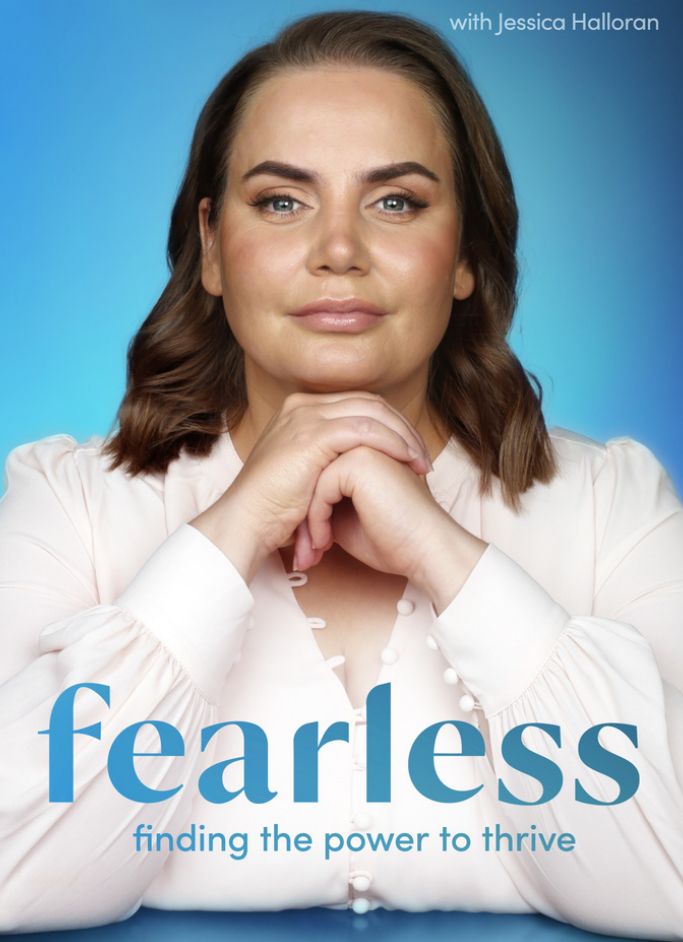
u n b r e a k a b l e

# JELENA DOKIC

with Jessica Halloran

# JELENA DOKIC

with Jessica Halloran



# fearless

finding the power to thrive

# JELENA DOKIC

Former world no. top 4 tennis player, Jelena Dokic is a living testament to resilience, triumph, and the unyielding spirit of a true champion. Her journey on the court has been nothing short of awe-inspiring, marked by monumental victories and a fearless determination that defies all odds. At a mere 16 years old, Jelena etched her name in tennis history by orchestrating one of the sport's most astounding upsets, dethroning the formidable Martina Hingis, the world number 1, at Wimbledon. This iconic victory propelled her to the tournament's quarter-finals, a precursor to her consecutive semi-final appearances the following year at just 17—a testament to her precocious talent and steely resolve. However, beyond the world of the grand slams and the stadium lights lies a narrative of unparalleled courage and perseverance.

A two-time refugee, Jelena bore the weight of adversity early in life, navigating a path fraught with bullying and racism. Yet, her most daunting battle unfolded within the confines of her own home—a harrowing ordeal of abuse endured at the hands of her father for over 15 agonizing years, starting at the tender age of 6. The scars of this traumatic past manifested in the shadows of her success, casting a long, silent shadow on her mental health. It led her to the brink, where the darkness threatened to engulf her entirely. At 22, she stood at the precipice, grappling with the crushing weight of her experiences, contemplating a life teetering on the edge. Yet, it was this very darkness that ignited a resilient flame within her—a resolve to not only survive but to transcend and thrive.

Jelena emerged as a beacon of hope, bravely sharing her story through the pages of two bestselling books, 'Unbreakable' and 'Fearless.' These powerful narratives unmask the raw realities of her childhood abuse, the labyrinth of mental health struggles—diagnosed with anxiety, depression, and PTSD—and the profound journey of reclaiming one's voice and strength, unshackling from the chains of the past. Her words echo as a testament to the immense power of sharing our stories and finding the resilience within to soar beyond limitations.

# #IWD2024

#IWD2024 is sure to emulate the success of Doncare's previous charity events:

## Empowered Women, Empowering Women 2018

The inaugural charity luncheon attracted 404 guests and boasted a stellar line-up including comedian and radio personality Jo Stanley, 2015 Australian of the Year, Rosie Batty and award-winning designer and TV personality Shayna Blaze.

## An Evening with Ben Crowe 2019

Applauded internationally as the man behind Ash Barty's charge to the top, 240 people flocked to hear from Performance and Mindset Coach, Ben Crowe.

## Empowered Women, Empowering Women 2021

329 attendees reserved their place to hear from Australia's most influential social commentator, Jane Caro AM, however the event was cancelled due to COVID restrictions.

## EVENT INSIGHTS



**REACH** 165,000  
**VIEWS** 12,000  
**ENGAGEMENT** 3,800



**IMPRESSIONS** 11,028

### Eventbrite

**PAGE VIEWS** 6,669  
**SALES THROUGH DIRECT PROMOTIONAL TOOLS** 92%



**EDM** 1,739  
**OPEN RATE** 56.1%  
**CLICK RATE** 4.6%



**PAGE VIEWS** 19,062  
**NEW USERS** 5,083  
**REFERRAL TRAFFIC** 12.97%



94%



6%

**ATTENDEES**

## WHY PARTNER WITH DONCARE?

- Take an active role in the quality and authenticity of your content and messaging.
- Brand authenticity fosters customer trust and loyalty.
- Partnership, sponsorship, exhibition or advertising will provide positive results and raise your business profile to potential customers.
- Lead generation via face to face connectivity with 350 people at event
- Maintain a high profile in valuable target audience before, during and following the event
- Drive attendee awareness for your brand
- Enable your organisation to network attendees
- A diverse range of opportunities to promote products, services and brand.
- All funds raised from the event support Doncare to assist the most vulnerable and disadvantaged members of the community.

## LOGO

Once Partnership or Sponsorship confirmation is received, kindly send a high-quality print format of your company logo to [martine.corbett@doncare.org.au](mailto:martine.corbett@doncare.org.au). This will guarantee comprehensive recognition and promotion of your participation in the event.

We appreciate your support for this event and encourage you to add it to your company website while sharing the details actively on social media platforms.

For access to promotional materials, please reach out to [martine.corbett@doncare.org.au](mailto:martine.corbett@doncare.org.au).

## COMPANY DESCRIPTION

To be recognised as a Partner and Sponsor for the upcoming event, your company's description should be emailed to [martine.corbett@doncare.org.au](mailto:martine.corbett@doncare.org.au). Additionally, please provide a company statement showcasing your support for the event. We welcome digital, audio, visual, and written content. Your contribution will be featured in the event collateral.

## EVENT HANDBOOK ADVERTISEMENTS

Upon confirmation of Partnership, Sponsorship or Advertising a media kit with advertisement specifications will be emailed. All Handbook artwork must be emailed to Martine Corbett by 23 February, 2024

## CANCELLATIONS

To cancel a Partnership, Sponsorship, Exhibition, or Advertising, kindly send an email to Martine Corbett. Please note that cancellations made in writing before 5:00 pm on February 10, 2024, will incur a 50% cancellation fee. No refunds will be issued after this date. Please note that non-payment does not indicate cancellation.

For additional inquiries, kindly reach out to Martine Corbett through the following contact details:

Phone: 03 9856 1500

Email: [martine.corbett@doncare.org.au](mailto:martine.corbett@doncare.org.au)

The logo for doncare, featuring the word "doncare" in a bold, lowercase, sans-serif font. The "d" is significantly larger and more prominent than the other letters.

# doncare

AT A GLANCE



**Doncare helps families, the aged, youth, women  
and people who are disadvantaged or in crisis**

**Information and Emergency Relief  
Case Management  
Family Services  
Family Violence Recovery Services  
Social Support for Seniors  
Volunteer Visitors Scheme  
Children's Counselling  
Men's Health and Wellbeing Counselling  
Couple's Counselling  
General Counselling  
Specialist Family Violence Counselling  
Family Supportive Counselling  
Therapeutic Support Groups**

# [www.doncare.org.au](http://www.doncare.org.au)

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