

# SPONSORSHIP PROPOSAL



## BELLE CHAPMAN PHOTOGRAPHY & THE FOREVERMORE INITIATIVE



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# Contents

- 3 Introduction to Belle Chapman
- 4 About the Forevermore Initiative
- 5 Our impact and statistics
- 6 A session with Forevermore
- 7 Partnering with Forevermore
- 8 Sponsorship packages
- 9 Forevermore Family testimonials
- 10 Other ways to help
- 11 Media Features







VISION  
&  
MISSION

“ To provide a moment of peace from the chaos of a diagnosis, I take families on a photography adventure to capture honest moments and real smiles. ”

# BELLE CHAPMAN

PHOTOGRAPHER OF HONEST MOMENTS, REAL SMILES

My style of photography is natural and emotive, there is no making your kids sit still and smile at the camera and no feeling awkward when my lens is pointed at you. I take families on real adventures and they usually forget they are having their photo taken- they are so immersed in the fun, adventure and love for their family that when they look back at their images they don't just think "Oh that was the time we had our photos taken."

The images speak to their souls and remind them of the fun time running through the paddock when Jimmy was two, and he fell over and got covered in mud.

Or when they were so in love with their little 'jellybean' and each other, before their family grew and became a family of three people. And then those tiny hairs on a babies back, the flaky skin and squishy nose, the dimpled smile.

## OUR BRAND STANDS FOR

CREATIVITY, HEARTFELT,  
COMPASSIONATE,  
RELIABLE

### AWARDS & FEATURES

- Awarded Best Family & Couples Photographer - Gippsland at Australian Enterprise Awards
- Featured in [Sunday Herald Sun](#) newspaper
- Featured on [Sunrise TV](#)
- Award winner - Qantas
- Finalist- People's Choice Awards
- Featured on '[Get off the Bench](#)' podcast
- Featured in [Latrobe Valley Express](#)
- Named '[Local Legend](#)' by local MP
- Featured in [Gippsland Kids Today](#) magazine
- LUXlife Excellence Award for Charity Initiatives
- Featured in [Tekrati](#) magazine
- Featured in [Just As Planned](#) wedding magazine
- Awarded Best Commercial Photography - Traralgon
- Featured in Welcome to the Hood's search for the Best Family & Newborn Photographer
- Awarded Family Photographer of the Year– Victoria - Australia- Corporate Livewire



2.2 K +



1 K +



1.1 +

Find us On Facebook & Instagram

@ForevermoreFoundation | @Bellechapmanphoto

# ABOUT THE FOREVERMORE INITIATIVE

I found my WHY and launched The Forevermore Initiative during the Covid19 pandemic in Australia in 2020. The forced closure of my photography business gave me time to offer something meaningful to others.

The Forevermore Initiative is about giving cancer patients an hour away from the chaos of fighting for life. Allowing them to be present with those they love and creating real memories during an adventure together. Through the Forevermore Initiative we give gift a family photography session to a family facing a cancer diagnosis, at absolutely no cost to them. We aim to capture special moments for as many families as we can before the physical effects of treatment take its toll. While they still look and feel like themselves; before they hide from the camera to avoid having their photo taken.

We meet people at the most critical time of life, one unfortunately some may not all survive. We provide free photography to families who otherwise put family photography on the back burner, due to a reduction of income and an increase in medical costs.

I lost my dad to cancer when he was only 32. I was 4 and unlike my mother, I don't remember the rough times like she does. Sadly, I was also too young to remember the good times. As I grew up and followed my love for photography, then had kids of my own, I quickly realised I had built all the memories I have of my dad from the photos we had of us together. There were not a lot of images because once treatment took its toll on him, he shied away from the camera.

I would give anything to have more images of us together. Illness takes its toll physically, emotionally, and financially. We want to give families the option at diagnosis, BEFORE they start treatment and lose their hair, to have family images taken, and focus on the love and connection of the family.

I hope they win their battle and I have simply given the family some amazing forever-memories to cherish. But if that person loses their battle, I want the surviving family members to always have the special images I created for them. When they look at the images, I want them to remember their parent, partner, or child before they became ill, and see the love they had for them.

I want them to remember the good times with the loved one they knew and not have the strongest memory be one of them in their worst moments of health.

I believe that images in the last phase of life are very important, but I don't want those photos to be the only ones the loving family have left to remember this person by. Family photography is our life, we love capturing all the tiny honest moments and real smiles. Everyone deserves family photos to pass onto the next generation.





38

FAMILIES CAPTURED TO DATE

# Our Impact

MEMORIES CREATED

3,876

## Cancer Statistics

Every Australian's journey with cancer is different. 1 in 3 Australian men and 1 in 4 Australian women will be diagnosed with cancer before the age of 75.



### DIAGNOSIES PER YEAR

145,000 Australians were diagnosed with cancer in 2020 - that's an average of 397 diagnoses every day



### CANCER DEATHS

47,652 deaths - that's 130 every day



### SURVIVAL RATE

The survival rate for many types of cancer has increased thanks to research and treatment improvements but it still sits very low at around 20%

80%

regret not having photos taken before they lost their hair

90%

of families wish they had more images with the loved ones they lost too soon

# A SESSION WITH FOREVERMORE



Families can access our service through our application and nomination system. We ask them to share some of their journey with us and a bit about them and their family. The family then joins our waitlist until the basic cost of their session has been covered. Our sessions are an opportunity to step away from the 'fight-or-flight' life that may be their new normal and inspire them to be present with the people they adore most.

Once they have shared their story in the registration process, we don't mention the diagnosis again. We focus on going on an adventure together and capturing memories forevermore.

Time is crucial for many of our families. We hope to radically reduce wait times for our families through corporate partnerships and sponsorship. This financial support will cover all outgoing costs and gift each family immediate access to a photography session.

## Each Support Session Includes

- A 1 hour photography session to capture the family.
  - 20 high resolution digital images.
  - Includes a session with both immediate & extended family members and fur babies if applicable.
  - Assistance with location selection and what to wear advice.
  - The travel cost for a Forevermore photographer to take a family on an adventure-
- Families often have a meaningful location in mind: a favourite holiday spot or their special happy place. There are times when we travel to the family because they can not move too far from medical facilities.
- Cost of a photographer to conduct session
  - Cost of an editor to edit the images from the session



# MAKE A DONATION

We are always so thankful to everyone for their generous donations and support.

We welcome all donations whether they are big or small, but just so you know what your donation could mean for a family, below is a guide and why your support is so important!

Visit our website and follow the links and provide a gift that will keep giving for generations.

➤ <https://forevermorefoundation.com.au/donate/>

## \$1500

With your donation of \$1500 we are able to immediately provide a Forevermore Session to a family that are currently on our waiting list whether they are interstate or not.

## \$800

A donation of \$800 will mean that the outgoing costs of a photographer and editor are covered so an additional session allocation is able to be made.

## \$300

\$300 - Allows us to create a custom lay flat album to present to a Forevermore family.



# PARTNERING WITH FOREVERMORE INC

A charitable partnership with Forevermore will create a lasting impact for your business, whether that's part of your marketing mix or whether it's helping you achieve your community relations objectives.

Many clients after the Covid pandemic are more conscious of working with businesses who are trying to make an impact in the community.

Your financial support will make a huge difference to by allowing us to photograph more families going through a hard time, providing them with support services and ways to connect with other families facing similar health issues.

If you are a business in need of regular photography, why not engage with us? You can decide if we are a great fit.

All revenue helps us reach so many more families affected by cancer.

Photography services on offer:

- Corporate headshots
- Stock photography
- Branding photography
- Lifestyle photography (eg; Fashion Designers, clothing stores)
- Home photography (eg; Real Estate, builders)
- Discounted family photography for your staff and clientele

Extra benefits on offer:

- Social media shout outs
- A space on the Sponsor's page of our website and other printed material
- Video interview to market your business to our own clientele

A fuss-free approach to partner with us:

- Prominently display our marketing brochures or artwork in your office, store or workspace







# SPONSORSHIP PACKAGES

## Annual Forevermore Membership

**\$18,000**

Your donation will make an additional Family Support Session available each month for a year and will provide 12 Families with a photography session at no cost to them.

### Your benefits in return are:

- Name or Company Name & Logo on our website.
- Name or Company Name & Logo on any newsletter sent out.
- Monthly mention on our social media platforms as a major sponsor.
- Video interview to be shared on socials.
- Tickets/Table at our annual event.
- Recognition of being a sponsor at our annual event.
- Your supplied advertising material included in event packs.
- Discounts on Forevermore Foundation merchandise.
- Discounts on Belle Chapman photography sessions.
- 12 Corporate headshots. (valued at \$1200) or a 1 hour branding photography session
- Personalised certificate and letter of thanks for your donation.
- Receipt for your tax-deductible donation.

## Monthly Forevermore Membership

**\$3,000+**

Create a customised donation package to suit your business' budget by nominating the number of support sessions you wish to sponsor. The support sessions will be distributed to a family each month at no cost to them until your allocated sessions have expired.

### Your benefits in return are:

- Name or Company Name & Logo on our website for duration of your donation period.
- Name or Company Name & Logo on any newsletter sent out during donation period.
- Monthly mention on our social media platforms as a sponsor during donation period.
- Video interview to be shared on socials.
- VIP access and discounted Tickets/Tables to our annual event.
- Recognition of being a sponsor at our annual event.
- Your supplied advertising material included in event packs.
- Discounts on Forevermore Foundation merchandise.
- Discounts on Belle Chapman photography sessions.
- 5 Corporate headshots. (valued at \$500) or a 30 minute branding photography session
- Personalised certificate and letter of thanks for your donation.
- Receipt for your tax-deductible donation.

## Support a Single Session

**\$1,500**

Your donation will provide a family on our waiting list with immediate access to a family photography session at no cost to them.

### Your benefits in return are:

- Name or Company Name & Logo on any newsletter distributed after your donation.
- Mention on our social media platforms as a sponsor.
- Discounted Tickets/Tables at our annual event.
- Your supplied advertising material included in event packs.
- Discounts on Forevermore Foundation merchandise.
- Discounts on Belle Chapman photography sessions.
- Personalised certificate and letter of thanks for your donation.
- Receipt for your tax-deductible donation.

# FAMILY TESTIMONIALS



When you sponsor a Forevermore family you are making a positive and valuable contribution to the community. Your contribution directly impacts a family currently on our wait list, by allowing us to create long lasting memories for the ill patients and their families.

## - LIA S - FOREVERMORE CLIENT

I am so overwhelmed by Belle's support and generosity with how she has assisted us with these special family moments. I will be forever grateful and I know my babies will too.

I will continue fighting this journey, I've never been one to do as I was told so I'm not about to start now - except with the treatment, but I will fight for more time. I will fight as hard as I can to beat this bastard people call cancer.

I cannot wait to share more photos from this great photo shoot and I know my mother is chomping at the bit to see them too. But seriously, thank you Belle, you really have brought tears to my eyes with what you have done for me and that's quite a feat and I don't show emotion much. So thank you, thank you for everything.



## - AMY D - FOREVERMORE CLIENT

Belle not only do we have the photos to remember but we have the awesome session to remember with all the laughs and hugs with each other. I have always loved photography and you have inspired me to do a course and maybe one day I might be able to part of the forevermore family of photographers.



## - JOANNE P - FOREVERMORE CLIENT

One of the many things that being diagnosed with cancer has meant is that good people reveal themselves to you. Belle Chapman does a wonderful thing where she photographs women and their families who have been diagnosed with breast cancer for free as part of her foundation. We had a wonderful session with Belle who is an absolute pearl of a human. Here are some of the photos. They are gorgeous. Thank you so much Belle.







# OTHER WAYS YOU CAN HELP

Make a  
donation  
anytime



Use your phone's  
camera to scan the  
QR code and  
support  
Forevermore



Share the  
Forevermore  
Foundation

The more people  
that know we exist,  
the more people  
we can provide this  
service to.\*\*\*



Book your next  
family  
photography  
session with  
Belle Chapman  
Photography

Proceeds from  
Belle Chapman  
photography  
support the  
operating costs of  
Forevermore  
Foundation



Visit our website by  
using your phone's  
camera to scan the  
QR code.



# WHERE BELLE HAS BEEN FEATURED







CONTACT US

[admin@bellechapmanphotography.com.au](mailto:admin@bellechapmanphotography.com.au)

60 Queens Parade, Traralgon VIC 3844



Find us On Facebook & Instagram



@ForevermoreFoundation | @Bellechapmanphoto