

# Business sponsorship

## Waratah sponsor

Value: **\$10,000**  
Term: **one year**

### Benefits:

- Company name, logo and hyperlink to company website in prominent position on our website for one year.
- Company name, logo, spiel and sponsorship level listed on a partner page on our website for one year.
- Social media shout out four times a year recognising company support.
- Company name, logo and hyperlink included in two published articles on our blog for one year, as well as tagging and sponsorship recognition when the articles are shared on social media platforms.

## Banksia sponsor

Value: **\$5,000**  
Term: **one year**

### Benefits:

- Company name, logo, spiel and sponsorship level listed on a partner page on our website for one year.
- Social media shout out twice a year recognising company support.
- Company name, logo and hyperlink included in two published articles on our blog for one year, as well as tagging and sponsorship recognition when the articles are shared on social media platforms.

## Acacia sponsor

Value: **\$2,000**  
Term: **one year**

### Benefits:

- Company name, logo, spiel and sponsorship level listed on a partner page on our website for one year.
- Social media shout out once a year recognising company support.

## Donations and pro bono contributions

If you would like to sponsor by offering a pro bono service, or you would rather make a once-off or annual donation, you can visit the donation page on our website or email one of our volunteers at [contact@chronicutiaustralia.org.au](mailto:contact@chronicutiaustralia.org.au)

**All Australian donations over \$2 are tax-deductible (ABN 63 529 067 635)**

## Contact

For more information about supporting our work, please contact:

**Andrea Sherwin** 0428 660 047  
[andrea@chronicutiaustralia.org.au](mailto:andrea@chronicutiaustralia.org.au)

**Deirdre Pinto** 0400 021 962  
[deirdre@chronicutiaustralia.org.au](mailto:deirdre@chronicutiaustralia.org.au)

*Please note: All sponsors partnering with Chronic UTI Australia (Inc) must meet the criteria outlined in Chronic UTI Australia's ethical fundraising policy (2019) and will be approved by the Chronic UTI Australia management committee.*



# About us

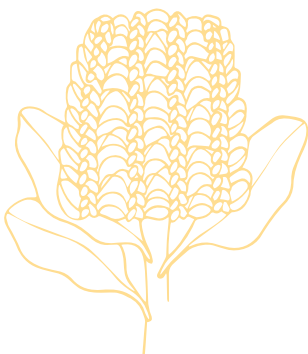
Chronic UTI Australia is the only national patient advocacy organisation dedicated to tackling the growing public health problem of urinary tract infection (UTI). As a completely volunteer-run organisation, our aim is to improve lives by positioning and prioritising UTI on Australia's public health agenda. Such advocacy is unfortunately necessary due to the inadequacy of UTI diagnosis and treatment, which is leading to increased rates of recurrent and chronic, embedded UTI.

*Chronic UTI Australia receives no government or industry funding and relies solely on donations. We have a range of new sponsorship opportunities available now that allow businesses to partner with us while we get the job done!*

## Partner benefits

By partnering with Chronic UTI Australia, you will be supporting a unique volunteer organisation run by members who understand the problem at a personal level. Our volunteers have a range of professional skills and are passionate and committed to improve the outlook for millions of Australian suffering UTIs, now and in the future.

Your sponsorship will help fund vital resources that allow us to drive our message further, reach more people in need and secure the attention of those with the power to make the changes needed to stop UTI from becoming a life sentence.



## The good we do

- **We provide a safe hub for people whose lives have become dominated by UTI**—a place where they can access free, reliable, accurate information and resources, and join networks to help them become better informed and feel less alone.
- **We advocate for our patient community through engagement with Australian health organisations** and key stakeholders to push for the acceptance of the current scientific evidence around bladder health and infection. We are insisting that new and appropriate diagnostic and treatment guidelines for UTI are developed to improve outcomes for the large number of Australians who are at risk of developing UTI, and those who already suffer.

We are holding health organisations to account so that they take responsibility for this overlooked and forgotten patient group.

- **We stay across the most current UTI scientific research** and build connections with leading UTI researchers in Australia and around the world.
- **We constantly raise awareness and connect with our community through our social media channels** and by working on relationships with journalists whose reach goes even further.
- **We work with our international sister patient organisations** as part of a united, worldwide push to strengthen patient voices and help achieve the changes we all seek.

# Our impact

“

*I don't even like to think what my life would be like right now if I had not found Chronic UTI Australia, I will be forever grateful.” – Sally*

*A friend referred me to this site and I'm so grateful. – Heather*

*Thanks for your most valuable service. – Simon*

*I am so grateful to the amazing people who started this group. Until now, I have felt so alone. I had no idea this problem is so prevalent, and for children also. – Theresa*

*Thanks so much for your energy and compassion in making this resource available. – Vanessa*



## Chronic UTI in the news

There is no peak body in Australia for UTI. As awareness of our advocacy work grows, we are increasingly being contacted by national and international print and broadcast media outlets to provide current statistics, research and opinions relating to UTI. The first quarter of 2024 has seen Chronic UTI Australia involved in a feature article published in The Weekend Australian Magazine, commentary for ABC NewsRadio and a women's health segment for *The Project* on Network Ten.

## How your sponsorship helps

Since becoming established in 2018, Chronic UTI Australia has received no government or industry funding and relies solely on community donations, business sponsorship and grants.

Your sponsorship will allow us to continue working on behalf of the patient community by:




- producing free, high quality and evidence-based patient resources.
- outsourcing graphic design, website and printing services to ensure our materials are of a high professional standard.
- assisting with funding for specific projects designed to raise awareness and educate our community.
- supporting costs associated with attending media interviews, functions and networking in person at a national level.
- covering day-to-day running costs, such as website hosting and maintenance, annual memberships and organisational fees and general administrative costs.

## Useful links

The following supplementary materials are provided to offer a deeper insight into Chronic UTI Australia and reinforce the value proposition for our potential sponsors:

- > [Our website](#)
- > [Charity register](#)
- > [Annual reports](#)
- > [Hearing Patient Voices survey report](#)
- > [UTI animation](#)
- > [UTI factsheet](#)
- > [The Weekend Australian](#)
- > [The Project, Network Ten](#)

## Our community reach

Source	Female	Male
 Website visitors	73%	27%
 Facebook followers	95%	5%
 Mailchimp subscribers	91%	9%

*\*Gender distribution per platform, April 2024*

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