



JAKE'S BUCKET LIST WITH LEGS



THE 7 EFFECT

LIVE LIFE BY DESIGN NOT BY DEFAULT

The 7 Effect was born out of a desire to inspire people to live life by design... not by default. The 7 Effect programs teach people how to set goals and improve their life across all 7 Elements of Life. The 7 Effect works with coaches, consultants and experts to build profitable 6 figure lifestyle businesses.

Amy Slattery and Jodie Nevid are the heads and hearts behind The 7 Effect. As the "method" Amy drives high performance with her practical and systematic approach, whilst Jodie injects the "madness" through her creative spirit and unconventional style of leadership and life design.



COCKTAILS AND DREAMS

MAKE A DIFFERENCE... AND HAVE FUN DOING IT!

In 2017, for the first time, Jodie and Amy are joined by an amazing group of volunteers from The 7 Effect community to make this years event the biggest and best yet! With over **100 tickets already sold** by April 2017, Cocktails & Dreams 2017 is set to attract **over 300 people!**

COMMITTEE MEMBERS

Amanda Richardson, Stitches and Spoons
Brylee McFarlane, The Balanced Bride
Lara Jones, Lara Jones Coaching
Marie White
Rebecca Reid, Dandelion Coaching
Silvia Marin, Vivant Belle
Tasmin Simounds
Vasso Fessas, Sweet & Sour Life Coaching

SUPPORTING MEMBERS

Jason Jurecky, Jake's Dad
Sita Austin, Jake's Step Mum

EXCLUSIVE MAJOR EVENT PARTNER



JAKE'S STORY

Meet Jake. He is your typical 16 year old who loves to hang with friends, gaming and playing sports. Since he was little, Jake had an enquiring mind and hunger for adventure.

Jake has Spina Bifida.

Even though his life has been filled with hospital visits, operations, meetings with specialists and being in constant pain, Jake says he is "one of the lucky ones". He considers himself lucky because unlike many kids born with Spina Bifida, he has always been able to walk.

When you meet Jake you wouldn't ever guess that he's lived with a disability all his life. He is bright, funny, a bit shy, and has an amazing knack for finding the good in all situations. Jake says - he has overcome life's challenges by living in the now, and letting go of what may or may not happen in the future.

Jake had always been aware he may lose the ability to walk, however after major operations in 2014 and 2015 he received the difficult news from his specialist that this could soon be his reality. It was one of those meetings that changes everything, a pivotal moment in life.

Regardless of whether Jake has further surgery or not, the increasing nerve damage is causing spinal deterioration and affecting his muscles in both legs. His specialist advised that within the next 2-3 years, Jake will face adult life bound by a wheelchair.

When Jake's dad Jason heard the news, he was devastated and heart broken, as any parent would be. His son, who's always been active, energetic and mobile, despite the pain, now as a teenager has to somehow digest this fate.

Jason took the news much worse than Jake. He says during the first week of finding out, he was a **complete emotional wreck**. One night in the backyard sitting around the fire talking with Jake about his future, Jason recalls sobbing his heart out and Jake, with grace and courage, consoled his dad.

"Dad it's going to be ok, I'm going to be ok, it's not like I have cancer, I'm not going to die."

In true Jake form, he would also overcome this challenge by turning this shocking news into a positive experience. Jake and Jason agreed that by changing the way they approached the news, they could change the way they experience it. The next three years would be a time to remember, an opportunity to change lives and a time to put dread, fear, loss and sadness aside.

From now on Jake and Jason are committed to living life to the fullest and making the most of Jake's legs whilst they can walk!

“ I will loose all function in my legs and become wheelchair bound within a matter of years, and because of this my Dad and I have created a bucket list of things I'd love to do before I loose the ability to walk - my bucket list with legs. - **Jake, 16 years old**



THE RIGHT FIT

Jodie Nevid, co-founder of The 7 Effect, is also a mum of a teenage boy and related wholeheartedly to Jake's story.

"When Jason told me about the news my heart broke for the whole family, and especially for Jake. I knew we could help him achieve his goals through Cocktails & Dreams."

Every year in December **The 7 Effect** host their flagship event, an annual fundraiser which brings together community minded people and businesses who value contribution, goal setting, and celebration!

The event has changed the lives of other South Australians who may not be supported by any form of "organised" funding enabling them to achieve their goals. So Jake was invited to be the 2017 Cocktails & Dreams beneficiary!

Cocktails & Dreams reminds people of the power of a community, and what's possible when like minded people unite in a mission to make a change.

To help Jake achieve his **BIG GOAL** of an **Ultimate African Safari**, The 7 Effect will be treating event guests to a Night in Africa. On **14 December 2017** the Stamford Grand in Glenelg will undergo a transformation becoming a wild, culture filled safari experience to raise much needed funds so Jake can take a walk on the wild side.

Guests will join us for an experience for all senses - safari tours, African performances, "jungle juice" and a MASSIVE range of wild auction items, prizes and giveaways!

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has." - Margaret Mead

JAKE'S BUCKET LIST WITH LEGS

Jake wrote down all the things he wants to do whilst he can still walk.

Jake's goals include:

1. Experience a Safari in Africa & visit Victoria Falls
2. Stay in an underground hotel in Coober Pedy
3. Hike a mountain trail that can only be accessed on foot in Tasmania or New Zealand
4. Dive at the great barrier reef
5. Walk the Kokoda Trail
6. Visit a village in Africa and contribute to their lives



COCKTAILS AND DREAMS



MAKE A DIFFERENCE... AND HAVE FUN DOING IT!

300+ Captive Audience

With over **100 tickets sold** already, and our **Major Event Sponsor Confirmed**, each year the event continues to grow.

In 2017 the event is set to attract over 300 South Australians - local business owners, entrepreneurs and generous party people.

"You can have everything in life you want, if you will just help other people get what they want"

ZIG ZIGLAR

THE VALUE OF HELPING

Cocktails & Dreams is a not for profit event, so we rely on the generosity of contributors, who become like family to us. This year we have a range of new contribution packages that represent incredible value for your business!

GET KNOWN AS A LOCAL BUSINESS THAT MAKES A DIFFERENCE

Your participation in Cocktails & Dreams will position you amongst thousands of local leaders, entrepreneurs and goal setters as a community minded business that values giving, goal setting and helping others.

Our contribution packages are designed with you and your business in mind and each option represents exceptional value with email marketing, social media awareness, live video interviews, partnership promotional campaigns and a whole lot more to showcase your business and your story!

OUR GOAL

This year's fundraising target is **\$20,000...** This will be no easy feat, but we love a **Big Hairy Audacious Goal!**

WHY PARTNER WITH US TO ACHIEVE THIS GOAL?

As a local South Australian business, The 7 Effect is known for it's highly engaged and active community. The 7 Effect deliver a range of leadership, lifestyle and business building programs therefore our community is made up of 3 key audience groups:

1. Men & women in leadership and management roles
2. Female entrepreneurs and business owners
3. Women aged 35 - 55 with a vested interest in personal and professional development

YOUR EXPOSURE

Partnering with a brand such as The 7 Effect will positively strengthen your profile and expand your network through with:

- 2000+ direct email connections
- Exposure to 6200+ Social Media Connections (Facebook & LinkedIn)
- 80% of our contacts located in Metro Adelaide, South Australia
- A captive target event audience of over 300 attendees

*Promotion of the even via additional fundraising initiatives throughout the year will also be undertaken.



**THURSDAY 14 DECEMBER
THE STAMFORD GRAND, GLENELG**



PARTNER PACKAGES EX GST

MARKETING AND PROMOTION

A dedicated email to our database (2,000+), only about you (Value: \$2,500)

A video interview with The 7 Effect that will be promoted to our networks and yours to keep for future use (Value: \$500)

Company logo and prominent sponsor recognition on all event related collateral and communications, including registration page and Facebook event page

Dedicated social media announcements (Value: \$120 each)

Bonus entitlements

EVENT NIGHT

Complimentary tickets to the event

Company logo on event name tags

Company logo and sponsor recognition on looping presentation during the event

Sponsor listing on all at-event signage

Verbal acknowledgement on the night

Opportunity to provide marketing materials and giveaways for attendee gift bags (Value: \$120)

Opportunity to donate a prize for the silent auction or raffle

Pull up banners can be provided and displayed at the event

MAJOR EVENT
\$5,000

EXCLUSIVE



+ Facebook Live



SOLD

Ten (10)
(Value: \$1,200)



Two (2) on the stage

ULTIMATE
\$2,500

TWO



Six (6)

Four (4)
(Value: \$480)



One (1) at entrance

CONTRIBUTION
\$1,200

FIVE



Three (3)

Two (2)
(Value: \$240)



One (1) at entrance

TRADE TABLE AT THE EVENT \$500 (EX GST)

TEN (9 REMAIN AVAILABLE)

- You will have the opportunity to sell and promote your business on the night, and inclusion in the Jungle Safari Passport. A completed passport with stamps from each table display equals one entry into the major prize draw (opportunity to provide a prize item for inclusion into the draw)
- One (1) complimentary ticket to the event
- One (1) trestle table for display
- Opportunity to erect one (1) pull up banner at your table
- Company logo and recognition on looping presentation during event
- Social media shout out in the lead up to the event (content to be supplied)

GOODIE BAG INSERT \$150 (EX GST)

UNLIMITED

- Each attendee will receive a goodie bag FULL of fabulous items provided by our partners and supporters.
- The goodie bag donation is a paid promotion - unless it is a food or beverage item or complimentary offer (subject to approval by Brylee or Amy on application).
- Limit of one flyer no larger than A4, and 4 pages in total, or promotional item such as a keep cup, book, or other merchandise item

PRIZE FOR THE SILENT AUCTION OR RAFFLE

UNLIMITED

- Donate an item or experience to one of our fundraising activities - silent auction, door prize or raffle (Minimum value \$200 retail)
- Inclusion of flyer or additional item into the goodie bags (as per goodie bag insert)

PROVIDE A PRODUCT OR SERVICE

UNLIMITED

If you are a product or service provider and wish to donate your time, product or equipment we would love to speak with you.

- | | | |
|----------------|-----------------|----------------|
| - Band | - Photo Booth | - Theming |
| - Photographer | - Entertainment | - Audio Visual |

To contribute in 2017, please contact the fabulous committee member who approached you, or contact

Amy Slattery at The 7 Effect | amy@the7effect.com.au | 0439 797 668
Brylee McFarlane, Event Manager | bryleerae@mail.com | 0403 626 161

APPLICATION FORM

To apply, simply complete and return this form to: amy@the7effect.com.au

Important: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

CONTACT DETAILS

O Mr O Mrs O Ms O Miss

Given name:_____ Family name:_____

Organisation:_____ Position:_____

Address:_____

Suburb:_____ Postcode:_____

Telephone:_____ Mobile:_____

Email:_____

Website:_____

Company Facebook: _____

PARTNERSHIP

O Major Event Partner \$5,000 ex gst **(SOLD)**

O Trade Table \$500 ex GST

O Ultimate \$2,500 ex GST

O Goodie Bag Insert \$150 ex GST

O Contribution \$1,200 ex GST

O Prize: Value_____

YOUR ORGANISATION

Please provide 50 words detailing your organisation and/or prize offer:

PLEASE NOTE:

All prizes and goodie bag items will be required to be delivered in full by 1 December 2017

DECLARATION

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and/or agree to provide the donated items, and I am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.

Name:_____ Amount Payable (ex GST):_____

Signature_____ Date:_____

TERMS AND CONDITIONS

THINGS YOU NEED TO KNOW

- You (sponsoring/trade table organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- We/Us (The 7 Effect ABN 00 000 000 000) the event organisers do not accept responsibility for any errors, omissions or changes.
- Details may change without notice.
- All sponsorships will be awarded on a first come, first served basis. The 7 Effect retains the right to reject any sponsor that it deems inappropriate.
- The 7 Effect does not provide exclusivity in any areas however we will advise if there are other similar industry sponsors confirmed at the time.

FINANCIAL FACTS AND PAYMENT

- Phone or unpaid bookings will not be accepted.
- All prices are quoted in Australian dollars and exclude GST.
- We will issue a tax invoice/s within 30 days on receipt of application, which are payable within 30 days.
- All payments must be received in Australian dollars and includes 10% GST.
- Sponsorships cannot be processed without payment. You will not receive any entitlements until all monies have been paid.
- If you pay by electronic funds transfer you agree to pay any bank charges and must include these in the amount you transfer.

IF YOU NEED TO CANCEL

- You must notify us in writing if you need to cancel.
- Refunds are not available for sponsorships.
- Your non-payment does not cancel your contractual obligations to us.

IN THE UNLIKELY CASE THAT THE EVENT CANCELS

- The extent of refunds will be determined by the event organiser. Attempts to cancel cheques or credit card payments will be rejected by our bank.

YOU AND YOUR STAFF – ONSITE

- Your application to sponsor or exhibit does not constitute an attendee ticket. A link to the complimentary ticket forms will be sent to the contact person noted on the application form for all attendees to complete. Until this is complete, no ticket will be recorded.
- All additional trade table staff must purchase a ticket using the relevant form.
- Trade table contacts will be required to ensure that their displays are manned during the event and must not dismantle their display before the published closing time.

LOGO, PRINT AND SIGNAGE ENTITLEMENTS

- Logos and/or company names may be reproduced in full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

- No print or web recognition will be given unless payment terms have been met.
- Provision of item and branding at sponsor's expense.
- Other sponsor logos may be included within the overall design.
- Advertisement specifications to be supplied by the event managers.
- All print items are subject to supply of sponsor details within required deadline.
- Where there is opportunity to provide signage, gifts, materials or prizes to delegates; it must be provided by and distributed by the sponsor.
- All signage, gifts, materials and prizes for delegates must be approved by The 7 Effect by Saturday 2 December.
- Note that signage is the responsibility of the sponsor including drop off and pick up.

TRADE TABLE LOCATION

- Trade table location will be assigned by the event manger at their discretion. We cannot guarantee the acceptance of any requests for position.
- Closer to the event you will be provided with details regarding delivery and collection of items to the event venue. Please ensure that all required forms and details are completed in a timely manner in order for the relevant services to be provided.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You may not assign or share the trade table without our prior approval from the event manager.
- You will be responsible for any reasonable costs of repairing the display or premises should you paint, mark or damage any fixtures or fabric.
- Food and beverage samples are not permitted at the event unless prior arrangements are made with the event manager.

SECURITY AND INSURANCE

- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any theft of, physical loss or damage or any other cause, weather the result of negligence or otherwise, to your own goods or property.
- You must hold a current public liability insurance policy for a minimum of AUD10,000,000 to host a table display. This is to insure you for any suit that may present from parties who may have incurred a loss or accident at your table display for any reason. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.
- We will not be responsible for any loss or inconvenience suffered by individuals.

PRIVACY STATEMENT

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders and sponsors, for relevant purposes such as promotion, networking, and administration of this, and future events of this type, and for other communication purposes in accordance with the National Privacy Principles outlined in the Privacy Act 1988. If you do not consent, please advise us in writing.
- Where The 7 Effect takes photos / videos at events, by attending you give permission to use images taken at the event, as well as any written comments on our evaluation forms in advertising and promotion.