



REDFROGS
EDUCATION PROGRAM PROSPECTUS

2019/2020



OUR VISION: TO REDUCE SUFFERING AND SAFEGUARD A GENERATION OF YOUNG PEOPLE, ACTING AS A POSITIVE PEER PRESENCE TO EMPOWER THEM TO MAKE POSITIVE LIFE CHOICES AND BECOME A VOICE OF CHANGE WITHIN THEIR CULTURE.

OVERVIEW

Birthered in 1997, Red Frogs is a support program created to safeguard the next generation. Whether it be at high schools, schoolies celebrations, university campuses, sporting events or music festivals, today's young people are confronted with an array of important issues that can shape their future in a positive or negative way. From alcohol and drug related experimentation, to problems such as unsafe sex, sexual abuse and assault; issues like these are sadly occurring all too often and are sidelining young lives that were once filled with future potential. Red Frogs Australia offers direct relief and real solutions to these very relevant problems.

RED FROGS IN A SNAPSHOT

Students Educated Australia-Wide: 69,293
Education Presentations Nationally: 530
States & Territories Presented in: 6



People Supported
1.4 Million



Red Frogs
24 Tonnes



Cups of Water
795,835



Pancakes
146,152



Volunteer Hours
158,414



Schoolies Call Center
9,810 Calls



Uni Students Supported
298,570



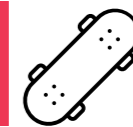
Find Us In 6 Countries

Australia, New Zealand
Canada, South Africa
Zimbabwe, United Kingdom



41 Festival Events

Festivals Australia Wide



2,500 Young Skaters

Young Skaters Influenced



Education Program Overview



Red Frogs Education (RFE) was birthed as part of the Red Frogs Australia support strategy. RFE is strategically conducted to provide interactive education programs to an ever expanding number of students nationally. Our high school education programs educate, equip and empower students to confidently make positive life choices and be a voice of change within their culture. Annually, RFE speaks to more than 70,000 students nationally through our four unique programs.

OUR GOALS & VALUES

Educate:

RFE consists of programs that educate young people about safe partying behaviours, the consequences that could arise from their actions, the high school to life after school transition point and the inherent worth and value within themselves and their peers.

Equip:

RFE equips young people with the information, advice and tools necessary to confidently navigate many of the challenges they may be faced with in this unique season of life.

Empower:

RFE empowers young people to be a voice of change within their culture, to make positive life choices, to dream big and reach their potential.

Education Program Overview



BY PARTNERING WITH RED FROGS EDUCATION PROGRAMS, YOU CAN EXPECT EXPOSURE UP TO THE FOLLOWING:

- Approximately 70,000 Students (Aug - Dec)
Alignment with our 'Red Frog' brand in making a difference in the lives of young people through the four unique education programs.
- Your brand name/key messaging appearing in materials. Co-branded materials with your logo/messaging handed out to students (based on your sponsorship level and also item/s dependent on final approval from RFA).
- Verbal advertisement and appreciation of your business name/key messages from the platform by the presenter and also within the multimedia components (based on your sponsorship level).
- We will give representatives from the 'Major Program' sponsor the opportunity to attend some of our programs around Australia. Apart from having a presence, they can hand out pre-approved resources to the students.

WE ARE OPEN TO SUGGESTIONS AND IDEAS TO SUIT YOUR NEEDS

Schoolies/Leavers Program Overview



PROGRAM OBJECTIVES

This program draws from our knowledge and experience gained from supporting young people at Schoolies and Leavers celebrations since 1997, as well as safety messages from local and state government agencies. In this program, our presenters give information and advice on key issues which arise during Schoolies and Leavers. Students are encouraged, equipped and empowered to make positive choices at these events and in general party environments.

The issues discussed include:

- Alcohol, drugs and the Australian drinking culture
- Violence, sexual assault and criminal convictions
- Mental health - depression, anxiety and suicide ideation
- Accommodation advice, and how to avoid eviction
- Top tips for staying safe at end-of-school celebrations

Audience

In 2018 this seminar was presented to nearly 50,000 students across QLD, NT, NSW, VIC & WA. These students are now all in their final year of schooling (Year 12).



Schoolies/Leavers Program Sponsorship Opportunities

1) MAJOR PROGRAM SPONSOR

This gives sponsors the greatest exposure to this audience by displaying your messages and brand to thousands of young people. You will also be aligning yourself to the credible reputation that is Red Frogs and supporting the great work that we do.

Timeframe

This opportunity runs from Aug until Dec 2019. In this timeframe we expect this presentation to be given to over 50,000 students (this is based on previous years bookings).

Benefits

- Your brand will become synonymous with this Red Frog presentation
- Acknowledgement on the front page of the 'survival guide' booklet
- Two page spread with your key messages/artwork
- Rear page dedicated to your key messages/artwork
- Acknowledgement of your brand/logo in the multimedia content used in the presentation
- Social Media posts on the Red Frogs Australia Instagram and Facebook platforms
- Open to negotiations on further brand exposure

Investment
\$40,000



2) SURVIVAL GUIDE MINI MAG

This is a full colour A5 guide that is handed to every student who attends the seminars. It features survival tips for schoolies, information for parents, as well as information for those schoolies travelling overseas. It also features key messages/branding and logos of sponsors (size and frequency depends on sponsorship package chosen).

Benefits

- Your branding and key message will be delivered within this publication (artwork to be provided by sponsor)
- Artwork Size
 - Full Page size 150mm*210mm
 - Half Page size 150mm*105mm

Investment

\$10,000 - Full Page Ad
\$5,000 - Half Page Ad

3) HOTLINE CARD SPONSORSHIP

This resource features the Red Frog hotline number and is sized to fit in student's wallets/purses. This number receives approximately 10,000 calls during the Schoolies response and is a valuable resource for the Schoolies Safety Education seminar. The Red Frog Hotline card has a sponsor opportunity on the rear of the card to get your branding/key messages to this target audience.

Benefits

- This business card will feature one whole side devoted to the sponsor
- These cards will be distributed during all Schoolies/Leavers seminars as well as given to Schoolies/Leavers events during check-in. It is anticipated that this card will be distributed to 100,000 Year 12's

Investment
\$20,000





Life After School Sponsorship Opportunities

1) MAJOR PROGRAM SPONSOR

This sponsorship program gives the greatest exposure to this audience by displaying your messages and brand to thousands of young people. You will also be aligning yourself to the credible reputation that is Red Frogs and supporting the great work that we do.

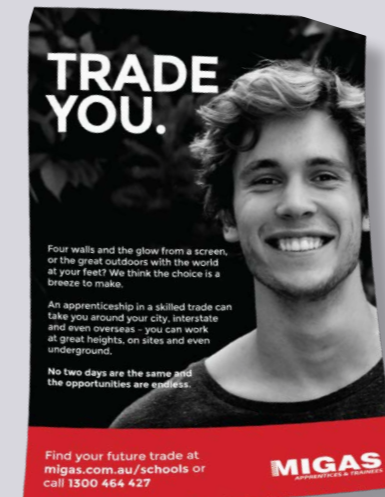
Timeframe

This opportunity runs from Aug - Dec 2019. In this timeframe we expect this presentation to be given to 10,000 students (this is based on previous years bookings).

Benefits

- Acknowledgement on the front page of the 'Life After School' brochure
- Two page spread with your key messages/artwork
- Rear page dedicated to your key messages/artwork
- Acknowledgement of your brand/logo in the multimedia content used in the presentation

Investment
\$20,000



2) LIFE AFTER SCHOOL BROCHURE ADVERTISING

This is a full colour A5 guide that is handed to every student who participates in this program. It features tips for leaving school and other relevant information for the new season that they will be walking into.

Benefits

- Your branding and key message will be delivered within this publication (artwork to be provided by sponsor)
- Artwork Size
- Full Page size 150mm*210mm
- Half Page size 150mm*105mm

On the final insert of back page is a 'listing' page of important contacts/referral information relevant to post school life. You have the opportunity to be on this list which is also replicated on the website

Investment

\$5,000 - Full Page Ad

\$3,000 - Half Page Ad

\$1,000 - Directory Listing



Life After School Program Overview



PROGRAM OBJECTIVES

Transitioning from school into the adult world poses many challenges for young people to navigate, and potentially life-altering decisions for them to make. Red Frogs see a need to support school leavers as they prepare for a completely new season of life.

Our Life After School (LAS) program addresses an array of expectations and concerns students may have in regards to:

- Purpose
- Choices
- Responsibilities
- Relationships
- Living arrangements
- Social relations

AUDIENCE

In 2018, almost 7000 students across QLD, NSW, VIC & WA participated in this program. These students are all in their final year of schooling. In 2019 we anticipate that approximately 5,000 year 12 students will participate in LAS.



Party Safe Program Overview



PROGRAM OBJECTIVES

Our Party Safe program leaves students aware of and equipped to navigate many of the situations they may be confronted with in various party environments. Similar to our Schoolies/Leavers program, the Party Safe curriculum is based on the latest research and the many years of experience Red Frogs has in supporting young people in party environments such as university parties and end-of-school celebrations.

The issues discussed include:

- Alcohol, drugs and the Australian drinking culture
- Mental health - depression, anxiety and suicide ideation
- Peer pressure
- Social Media
- Making positive choices
- Safe partying tips

Audience

This program is aimed at students between Year 7-12.

Investment

Sponsorship opportunities and pricing will be given on request.



Identity Program Overview



PROGRAM OBJECTIVES

Red Frogs believes that every young person has inherent worth and value and great potential for their future. Our Identity program explores both self-worth and the worth of others. It addresses many factors that cause young people to have a negative perception of themselves, which in turn hinders them from making positive choices and reaching their potential.

The issues discussed include:

- Having a positive relationship with oneself
- Having a positive relationship with others
- Unrealistic expectations and standards set by society, culture and media
- Mental health
- Encouragement to dream big and reach potential

Audience

This program is aimed at students between Year 7-12.

Investment

Sponsorship opportunities and pricing will be given on request.



OTHER SPONSORSHIP OPPORTUNITIES



Resources

Red Frogs are happy to look at co-branded resources that can be handed out during the school seminars. We can look after the manufacturing process and production of these resources, distribute them around the country and ensure that your brand ends up in the hands of these young people.

Investment

This will be dependent on the item (Red Frogs to provide quotes).

Benefits

- Your brand/slogan will appear on a resource/promotional item that young people will use beyond the presentation
- Hassle free- we'll look after the production/sampling of these items

Quantity

Between Aug and Dec 2019 it is anticipated that we will present seminars to approximately 70,000 young people. Quantity can be scaled to suit budget/target audience within the seminar types/state/region.



SUPPORTING, SERVING AND SAFEGUARDING YOUNG PEOPLE.



Further Enquiries:

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