



Sponsorship Prospectus 2024

Become a Sprizzletastic sponsor
today and help sprinkle pixie
magic in your community!

Our Vision:

To be the most recognized social enterprise helping children, especially those with medical needs and trauma, to feel happy with who they are and creating a culture of kindness.

Our Mission:

At Our Pixie Friends, we aim to create a culture of kindness by:

- ❖ Boosting self esteem
- ❖ Building resilience
- ❖ Encouraging Inclusivity
- ❖ Encouraging community involvement, and
- ❖ Raising money for medical research.

Our Values:

At Our Pixie Friends, we value:

- ❖ Each person as individual and unique, regardless of ability, ethnicity, gender or religion.
- ❖ The importance of being good role models to children by living a life guided by high moral principles including honesty and integrity.
- ❖ The privacy and safety of every person.
- ❖ Ethical production of goods - fair trade, safe work conditions and the abolition of slave and child labour, and
- ❖ Sustainable use of Earth's resources.



If your values align with ours, and you would like to help improve the lives of children around the globe, we would love to hear from you!

Our Story:

The founder, Siobhan Wilson, was born at 27 weeks weighing only 843 grams. Since then, she has lived with numerous physical and mental health conditions, including sensory processing disorder (dyspraxia), allergies, anaphylaxis, Generalised Anxiety Disorder, PTSD, depression, eczema, asthma, epileptiform brainwaves and NVLD - Non Verbal Learning Disorder, which is in the process of being renamed Developmental Visual-Spatial Disorder.



She often felt alone, isolated and excluded and wondered, “Why am I not normal?” Children at school refused to hold her hand because it ‘felt yukky’ and they were afraid they might ‘catch’ her eczema. She was not invited to birthday parties, play dates or sleepovers very often because parents were afraid she might have a medical emergency. She felt excluded when she had missed school to attend medical appointments and did not know what the class had learnt.



When she was six, she realized she was not the only one with medical conditions and in the back seat of the car on her way to another medical appointment, decided she wanted to help other children not feel alone, and so the idea for Our Pixie Friends was born. From that moment on, Siobhan began writing her stories and designing her website and range of merchandise.

When she was 10, she registered her companies, and by the age of 12, her website was live and she had published her first children’s picture book. Now she is 14, she has published three books and become a sought-after public speaker and Youth Inclusion Advocate.

She is well on the way to achieving her dream of raising \$1 million for medical research and hopes one day to have her magical pixie characters in ambulances so that children experiencing trauma have one of Our Pixie Friends with them.



4. Speaking Engagements and Children's events

Siobhan is a sought-after public speaker and Youth Inclusion Advocate, able to cater for diverse audiences from very young children, through to teenagers and adults.

She conducts author talks and workshops at schools and day care centers. She was on the guest panel at the YES Summit, speaking to over 800 teenagers about entrepreneurship. She was invited to speak at Rotary Capalaba and Redlands Women in Business and received a standing ovation in Melbourne at Iconic Speaker with Ethan Donati and Cherie Eilertsen, the Top International Speaker of 2022.

Last year, Siobhan conducted workshops at the National Education Summit for teachers, and this year, has been invited to speak at the Early Childhood Teacher's Conference, the University of the Third Age, the Child and Adolescent Mental Health Conference as well as other Rotary clubs and the Beenleigh-Yatala Junior Chamber of Commerce.

In her Youth Inclusion Advocacy role, she was invited to speak to approximately 600 students and staff at a state school, where she spread her message of kindness and inclusivity. She has been interviewed for numerous podcasts and radio shows.

For further details or to book Siobhan as a speaker for your event, please visit the website: www.ourpixiefriends.com.



5. Merchandise

Our Pixie Friends has a range of merchandise besides the books, including a range of soft, silent sensory toys, I'm Special Kits, Pixie Challenge Cards (movement breaks) and much more.

10% of our sales is donated
to medical research!

6. The Cozipal Project

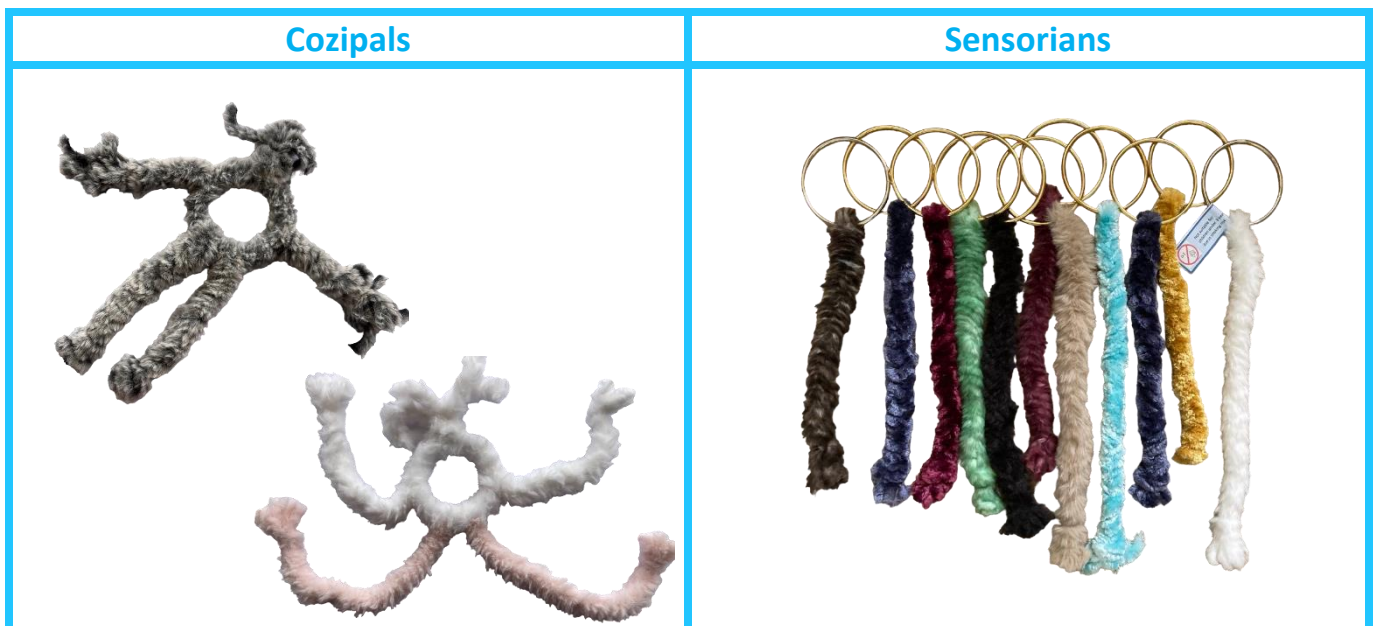
Our Pixie Friends aims to donate over 1000 gift packs to children experiencing trauma in our community through:

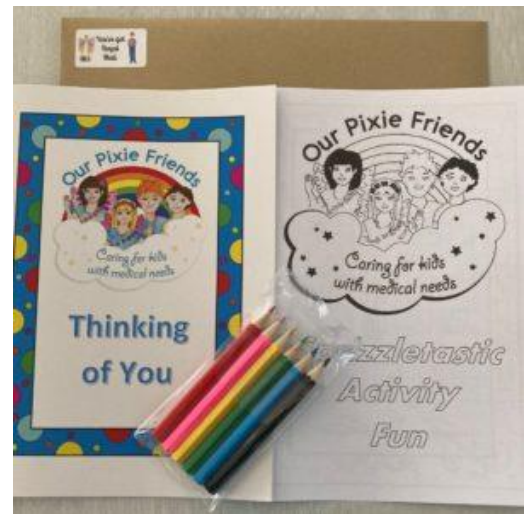
- ❖ Domestic violence
- ❖ Homelessness
- ❖ Medical trauma (and their siblings who also suffer)
- ❖ Refugees
- ❖ Child abuse or neglect
- ❖ Other trauma

Since March 2023, over 420 packs have been distributed to children experiencing trauma.

What is a Cozipal?

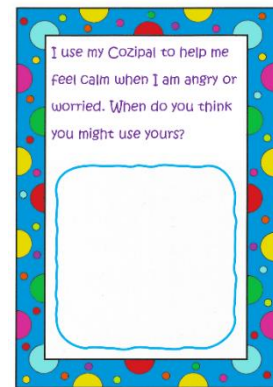
The packs contain one of our soft, silent sensory toys, that are not hard plastic. These Cozipals and Sensorians have no eyes, so they don't care what you look like. They have ears to hear your worries but no mouth to share your secrets (but if you have a big worry, you need to tell a grown-up) and they live on hugs and snuggles.





The packs for very young children aged approximately 3-8 years include:

- 1x *Minsky the Meltdown Pixie Helps Tommy* picture book about overcoming anxiety.
- 1x Cozipal (soft, silent sensory toy)
- 1x Cozipal Activity Book
- 1x Thinking of You Card with an 8-page activity booklet
- 5 mini colouring pencils
- A personalised message from the sponsor.



The Sensorian Gift Boxes for older children or teens include:

- 1x Sensorian (soft fidget toy)
- Thinking of You card
- A personalised message from the sponsor



“My grandson was very upset and angry. His mother asked him to go to his room to calm down. He immediately went and got his little friend (Cozipal) and came out in a few minutes with it on his arm, ready to play again. It was amazing! He is now teaching his little sister how to use it. And he loves the books!” (Leanne – Jimboomba)

How many lives have been impacted so far
through the work of Our Pixie Friends?

4000+ CHILDREN

Through speaking engagements, workshops,
book readings dressing up as a pixie and The
Cozipal Project.



1050+ TEENAGERS

Through workshops and speaking engagements
including the Young Entrepreneurs Summits at
RPAC and Logan and Little Dreamers.



510+ ADULTS

Through speaking engagements at Rotary,
Iconic Speaker, Melbourne, Redlands
Women in Business and Women's Network



\$2000 donated to medical research.

10% of all sales is donated to medical research to
benefit children all over the world. \$1500 was donated
to find alternative treatments for childhood brain cancer
and \$500 to diabetes research.





Author talks, book readings and workshops at schools, book shops and libraries.



Public speaking as a Youth Inclusion Advocate.



Donating gift packs to children experiencing trauma – medical, emotional or social – 428 delivered since March as part of The Cozipal Project and more have been ordered by service providers.



Creating a culture of kindness, boosting self-esteem and encouraging kindness and acceptance of all including those with hidden disabilities.



Providing opportunities for NDIS participants to volunteer so they feel valued as community contributors.



Inspiring others to overcome adversity and work to achieve their dreams.



Creating a culture of kindness through media appearances including ABC Brisbane, Bay FM and Radio Lollipop.

These statistics DO NOT include children who have received my products or borrowed my books from schools and public libraries. Nor does it include the children and adults who have heard me on Radio Lollipop or Juiced TV for children in hospital.

Main Achievements:

Westfield Local Heroes Finalist 2023

Redlands Coast Chamber of Commerce Business Excellence Awards 2022

- Business of the Year
- Young Entrepreneur of the Year

Westpac Youth Impact Challenge 2022

- Winner Primary Category

Channel 7 Young Achiever Awards 2022

- Finalist

Rotary 2022

- Green Frog Award for Transforming Lives Through Literacy
- Paul Harris Fellow

Teens in Business Awards 2021

- Winner Tweenpreneur of the Year

Paul Harris Fellow Award - Rotary 2022



Sponsorship Benefits



By being a sprizzletastic sponsor of Our Pixie Friends, you have the opportunity to give back to your community and create a culture of kindness while also gaining exposure for your business.

Your sponsorship will bring laughter, joy and pixie magic to children feeling scared or alone.



Sprizzletastic Sponsorship Opportunities:

The following sponsorship packages are only suggestions. If you wish to collaborate or sponsor us in other ways, we would love to hear from you.

Golden Crown

\$5,000- Major Sponsors – only 3 available

Your logo and a special thank you in the next Our Pixie Friends Series book since your sponsorship would help pay for writing, editing, illustrating, book design and publication.

Your logo on a single PowerPoint slide at every presentation we do including workshops and other events throughout the year.

Opportunity to have your logo and brochures at every expo, market and conference stand we have for 12 months. (You supply the brochures.)

100 packs produced and given to children and teens experiencing trauma – medical, emotional or social including children with serious or terminal illness (or their siblings) and those who have experienced domestic violence or abuse.

Opportunity to include a brochure, message or personal note of support in the Cozipal Packs (supplied by you). We will place a special sticker on the pack indicating it was donated by you.

A shoutout on our main social media platforms- Facebook, Instagram, and LinkedIn every 3 months.

2 Invitations to our annual Sprizzletastic Sponsors Celebration.

Silver Crown

\$2,000

Your logo on a shared PowerPoint slide at every presentation we do including workshops and other events throughout the year.

Opportunity to have your logo and brochures at every expo, market and conference stand we have for 12 months. (You supply the brochures.)

50 packs produced and given to young children or teens experiencing trauma – medical, emotional or social including children with serious or terminal illness (or their siblings) and those who have experienced domestic violence or abuse.

Opportunity to include a brochure, message or personal note of support in the Cozipal Packs (supplied by you). We will place a special sticker on the pack indicating it was donated by you.

A shoutout on our main social media platforms- Facebook, Instagram, and LinkedIn every 3 months.

2 Invitations to our annual Sprizzletastic Sponsors Celebration.

Bronze Crown

\$1,000

Your logo on a shared PowerPoint slide at every presentation we do including workshops and other events throughout the year.

25 packs produced and given to young children and teens experiencing trauma – medical, emotional or social including children with serious or terminal illness (or their siblings) and those who have experienced domestic violence or abuse.

Opportunity to include a brochure, message or personal note of support in the Cozipal Packs (supplied by you). We will place a special sticker on the pack indicating it was donated by you.

A shoutout on our main social media platforms every 3 months.

1 Invitation to our annual Sprizzletastic Sponsors Celebration.

Pixie Friend

\$500

Your logo on a shared PowerPoint slide at every presentation we do including workshops and other events throughout the year.

12 packs produced and given to young children or teens experiencing trauma – medical, emotional or social including children with serious or terminal illness (or their siblings) and those who have experienced domestic violence or abuse.

Opportunity to include a message or personal note of support in the Cozipal Packs (supplied by you). We will place a special sticker on the pack indicating it was donated by you.

A shoutout on our main social media platforms- Facebook, Instagram, and LinkedIn every 6 months.

1 Invitation to our annual Sprizzletastic Sponsors Celebration.

The Sprizzletastic Subscriber

Would you like to sponsor children of trauma throughout the year via monthly sponsorship of The Cozipal Project?

Packs for younger children cost \$45 and for older children and teenagers, \$15.

Please contact us if you would like to choose this option by emailing us at ourpixiefriends@gmail.com or phoning +61 466 699 700

"I believe there is power inside each and every one of us to make a difference in our world."

(Siobhan Wilson, 12)

If you are interested in sponsorship of any kind,
please contact us. We would love to work with
you so Our Pixie Friends can bring some joy into
the lives of young people experiencing hardship.

Phone:(+61) 466 699 700

Email: ourpixiefriends@gmail.com

