

UNMASKED

2025

SATURDAY 6TH SEPTEMBER
PARTNERSHIP OPPORTUNITIES



WHO ARE WE

Unmasked is an annual black-tie masquerade gala dedicated to raising awareness and funds for Friend in Me. This powerful evening sheds light on the effects of exclusion among young people while celebrating the beauty of inclusion through artistic expression.

FRIEND IN ME

Each year, Unmasked collaborates with a renowned Australian artist to shape the event's storytelling, theme, and exclusive art auction. Bringing together corporate leaders, artists, food lovers, and individuals with lived experiences of exclusion, this vibrant celebration showcases the power of diversity and the brilliance of true belonging.

Friend in Me Inc. is a registered Australian charity, launched in 2017, with a mission to create socially inclusive communities aimed at families raising children with additional needs, so that no child is left out, nor left behind.

Friend In Me has built an inclusive community for thousands of children of all ages, nationalities and abilities to dance, play, sing and create through sensory friendly events, workshops and programs.

ARTIST COLLABORATION UNMASKED 2025

Unmasked 2025 has confirmed its collaboration with Australian Artist Juan Ford. Ford is known for his broad range of contemporary, collectible works and will help elevate the Unmasked brand. As a coveted artist, his style provides a stunning interpretation of our intention to unmask the effects of exclusion.



JUAN FORD BIO

Juan Ford is one of Australia's most celebrated contemporary artists, renowned for his highly detailed and thought-provoking works. His unique ability to blend hyperrealism with surreal elements has earned him critical acclaim and a loyal following among collectors. Ford's works often explore themes of identity, environment, and transformation, making them both visually captivating and conceptually profound. Ford has exhibited widely across Australia and internationally, with his works featured in prestigious institutions, art fairs, and private collections. His distinctive style and creative vision have established him as a sought-after name in the global art scene, cementing his position as a collectible and influential Australian artist.

COLLECTIONS

Artbank
Bendigo Art Gallery
Campbelltown Arts Centre, Sydney
Geelong Art Gallery, Geelong
City of Whyalla, SA
Gold Coast City Gallery, Gold Coast
Fidelity International, Sydney

La Trobe University, Melbourne
Macquarie Group Collection, Sydney
McClelland Gallery and Sculpture Park
Monash University Museum of Art, Melbourne
National Gallery of Victoria, Melbourne
RMIT University and RMIT Union Arts, Melbourne
Trinity College, University of Melbourne, Melbourne

TXU
Victorian Energy Ombudsman
Parliament of Victoria, Melbourne
Westin Hotel, Sydney
Private collections in Australia
and overseas

EVENT AMBASSADOR CHLOE HAYDEN

Chloé Sarah Hayden is an Australian actress, author, podcast host, social media personality, and activist for disability rights. Gaining early attention on social media, she became widely recognised for her role as Quinn “Quinni” Gallagher-Jones in the Netflix series Heartbreak High, for which she won an AACTA Award and was nominated for a Logie Award. Diagnosed as autistic at a young age and later with ADHD, Chloé is a passionate advocate for disability and women’s rights. She authored the bestselling memoir Different, Not Less (2022) and currently hosts the podcast Boldly Me (2023–present). We are delighted to announce Chloé as an ambassador for Unmasked 2025.



CHLOE – THE ARTISTS MUSE

Juan Ford proposes to create an exclusive piece specifically for Unmasked 2025. This piece will become the story and hero image for the event. The original piece and limited print additions will be auctioned on the evening. Juan is well known for incredible paintings of wrapped figures. He creates these paintings, first using busts that he literally wraps in a variety of materials and then delicately paints the image to make it look like a contemporary photograph. The result is stunning. Juan will wrap Chloé – his muse, in coloured foil ribbon and then take a variety of photos that will be the subject of his painting. The process of wrapping, unwrapping and the photography, will all become part of our overall story. Guests on the night will be invited to participate in this project. They can wrap themselves in a variety of ways and be photographed as Juan’s Muse. The photo, styled and supported by the artist, can be purchased on the evening and all proceeds donated to the charity.

UNMASKED 2025

Venue – The Melbourne Town Hall

Date – 6th September

MC – Jo Stanley

Artist Collaboration – Juan Ford

Ambassador – Chloe Hayden

Talent – TBC

Confirmed Sponsors

Mecca, Sheridan Homes, Cygnett

THE STATS

1 in 5 Australian children endure social exclusion or rejection by their peers. A statistic further exacerbated by the Covid-19 pandemic, studies have shown.

OUR “WHY”

These experiences can have lasting effects on children’s academic achievement, cognitive functioning, physical health, social functioning and mental health.

The impacts can last a lifetime.

OUR IMPACT

850 ZOOM PARTIES WORLDWIDE

Bringing joy to children in Australia, UK, Malaysia, USA throughout the Covid era with our characters.

5 RESPITE RETREATS

Hosted retreats with carers of medically complex children who need respite

130 SPONSORED PARTIES

Inspiring happiness for children who have never experienced a party before, creating cherished memories.

18K+ FAMILY DAY ATTENDEES

Fostering community connections with 8 family day events across Melbourne, Geelong, and Tasmania.

2 SENSORY SPACES BUILT

Purpose-built sensory space facilities in Geelong and Rosebud for children and their families.

OUR GOAL

We want to be able to build 10 Friend in Me Zones over the next 12 months in businesses and communities. These are purpose built sensory zones designed with evidence based research to help keep our community regulated. All sensory needs considered but more importantly a safe space for our community to be unapologetically themselves.

Roll out **INLUZION** Programs in Australian schools nationwide.

INLUZION is a suite of programs developed by Friend in Me to drive awareness, knowledge and education around the varying effects of adverse childhood experiences, from neurodivergence to trauma.

INLUZION is designed to shed light on childhood challenges, influencing policy, and providing evidence-based, trauma-informed programs, training, and resources for families, health professionals, and educators.

Specifically designed for early childhood, primary school, and secondary students. **INLUZION** workshops teach inclusivity, kindness, respect, and how to address bullying in a kid-friendly format. Topics include boundaries, parental separation, abuse, neglect, and parental mental health, all tailored for age-appropriate understanding.

OUR VOLUNTEER COMMITTEE



**Anissa
Cavallo**



**Amie Newling
Ward**



**Trinity
Scarf**



**Amelia
Kennedy**



**Chiquita
Searle**



**Holly
Sherman**



**Jessica
Leggatt**



**Katherine
Edwards Mccubbin**



**Dave
Ryan**



**Tull
Roseby**

UNMASKED 2024

Our Inaugural Gala Event

450 ATTENDEES

\$200K RAISED

10 SPONSORS

In September 2024, friend in me hosted its 2nd awareness and fundraising event, Unmasked, a black-tie masquerade ball. With tickets selling again out well in advance at \$320 each, the gala not only achieved resounding success but also confirmed itself as a highly anticipated annual event on Melbourne's social calendar, offering an exceptional platform for engagement with Friend in Me and its partners and a prime opportunity for collaboration and community impact.

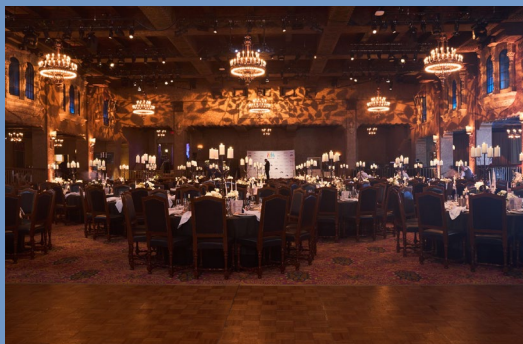
PHOTOS 2024



PHOTOS 2024



PHOTOS 2024





UNMASKED 2025 OPPORTUNITIES

Following the success of our inaugural gala ball, Unmasked in 2023 & 2024, we're now planning for Unmasked 2025 and inviting partners to join us in this vital mission.

PARTNERSHIP INCLUSIONS BREAKDOWN

BRAND VISIBILITY

Your organisation's logo will be prominently displayed on all marketing materials, ensuring maximum exposure to the Friend In Me Community. Additionally, your brand will be showcased throughout the venue on the night, reinforcing your commitment to supporting inclusivity.

EVENT ACCESS

With complimentary tickets to the gala, you and your team can network with business owners, potential clients, and partners. This is an opportunity to foster and strengthen new relationships in a celebratory atmosphere.

DIGITAL PRESENCE

Your logo and acknowledgment as an event sponsor will be featured in all digital communications about the event, both pre and post-event, including but not limited to Facebook, Instagram, LinkedIn, and EDM to an engaged audience of over 16,000 followers. This ensures continued brand visibility and association with the event's success, reaching an even broader audience beyond the gala attendees.

PARTNERSHIP INCLUSIONS BREAKDOWN

IN-KIND BRANDING OPPORTUNITIES

Maximise your brand exposure with aligned product placement via display, gift bags or leave behind decorations to make a statement. Event sponsors also have the opportunity to offer exclusive discounts to gala attendees.

POST-EVENT EXPOSURE

Recognition in post-event press releases and communications to acknowledge our invaluable sponsors and celebrate the success of the event.

INLUZION WORKSHOP

We are delighted to offer an INLUZION workshop, valued at \$2,000 to your organisation (or a partner organisation where applicable) to drive awareness, knowledge and education around the varying effects of adverse childhood experiences, from neurodivergence to trauma.

	PEARL	RUBY	SAPPHIRE	DIAMOND
AFFILIATION WITH A PURPOSEFUL CAUSE	✓	✓	✓	✓
DIGITAL PRESENCE	✓	✓	✓	✓
IN-KIND BRANDING OPPORTUNITIES	✗	✗	✓	✓
INCLUZION WORKSHOP (VALUED AT 2,000)	✗	✗	✓	✓
POST-EVENT EXPOSURE	✗	✗	✗	✓
SPEAKING OPPORTUNITY	✗	✗	✗	✓
EXCLUSIVE ACTIVATION ACCESS	✗	✗	✗	✓
BRAND VISIBILITY	STANDARD	ELEVATED	PREMIUM	EXCLUSIVE
EVENT ACCESS	✗	2 (VALUED AT \$590)	5 (VALUED AT \$1475)	10 (VALUED AT \$2950)
INVESTMENT	\$5,000	\$10,000	\$15,000	\$25,000

**SECURE YOUR PARTNERSHIP
FOR THE EVENT OF THE YEAR.**

**EXPRESSIONS OF INTEREST
OPEN UNTIL THE END OF MAY 2025**

