

GET SET FOR A ONCE-IN-A-LIFETIME EVENT

RACE
AGAINST
DEMENTIA

Accelerating
a cure for
dementia

A circular graphic with a black border containing text and images. The top half shows a black and white photo of Sir Jackie Stewart and a woman smiling. The bottom half shows a yellow Formula 1 car on a track. The background of the entire poster is a blurred racetrack with red and white diagonal stripes at the bottom.

SIR JACKIE STEWART

CELEBRATE A LIVING LEGEND

AUSTRALIAN TRIBUTE

FRIDAY 8 APRIL 2022

IN SUPPORT OF RACE AGAINST DEMENTIA



Accelerating a cure for dementia

Demonstrates.

- Pro-bono contribution
- Event ideation, branding, design and deployment expertise
- Event promotion and collateral
- Event AV production
- Highly effective fundraising

The challenge.

Motor racing legend Sir Jackie Stewart was the focal point of a stunning fundraiser held at Centrepiece, Melbourne Park on Friday night, April 8, 2022 for his Race Against Dementia charity, established in honour of his wife, Lady Helen Stewart – herself a dementia sufferer.

The challenge posed by event committee was to convince 600+ people to pay \$500 per seat to be part of a charity auction event to raise money for dementia research – all pro-bono with zero expenses and in the shadow of COVID 19.



Accelerating a cure for dementia

Our response.

The committee had shaped the event as a tribute to one of the all-time legends of the sport.

We loved the dynamism of his charity's name, so used it as the primary event brand and created the initial event promotional material, assisted by a generous contribution from production partner, Sense6.

As the event began to take shape, our social media and database communications evolved to build excitement in what would become the most unmissable social event of the GP.

An international list of motorsport legends shared the spotlight with Sir Jackie, including F1 supreme Stefano Domenicali, Red Bull CEO Christian Horner and former F1

drivers Mark Webber, Martin Brundle and David Coulthard.

Hosted by the Seven Network's Mark Beretta, the event was soon a sell-out, with people clamouring for tickets to this high-octane extravaganza of speed and glamour.

Working with the event committee of Chairman Craig Joel, DPR&Co's Phil Huzzard, Rennie De Maria, Natasha Oberoi, Mary Trantino, Alison Fairbairn, Mark Buckley, Jon Knight and Emmerson Wood, we played a major role in the planning and running of the event – from creating the event branding and collateral, co-developing event content, compiling and editing videos and the creation of presentations shown throughout the evening.



Our MC - the Seven Network's Mark Beretta



Red Bull F1 Team Principal, Christian Horner



Sir Jackie holds court with former F1 stars David Coulthard and Australia's own Mark Webber



Event promotional video
<https://vimeo.com/376708316>

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The result.

The event was a sell-out, with 800 people in attendance. Net proceeds of over \$600,000 from this event will be channelled through Dementia Australia to fund three PhD research fellowships.

Client	Race Against Dementia
Product	Tribute fundraising event
Audience	High net-worth Melburnians
Channels	Database/direct, social media, event media
Deliverables	Pro-bono event co-conceptualisation, branding, collateral, event creative and deployment
From brief to live	5 months
Performance	800 tickets sold (a sell-out). Net proceeds of \$600,000 all of which will fund three researchers in Australia to accelerate their research toward a cure for dementia.



Mark Webber demonstrates a hot lap of Albert Park



Sky Sport F1 host and former F1 star, Martin Brundle

