

BRAND *partnership*



share*the***dignity**

**HELP BRING OUR MISSION TO LIFE THROUGH A
MEANINGFUL BRAND PARTNERSHIP.**

THANK YOU FOR WANTING TO *partner* WITH US!

AT SHARE THE DIGNITY, WE WORK WITH INCREDIBLE BRANDS WHO SHARE OUR MISSION TO ENSURE THAT EVERYONE WHO MENSTRUATES HAS ACCESS TO THE PRODUCTS AND DIGNITY THEY DESERVE.

These campaigns have brought communities together, sparked important conversations and made a real difference.

As a brand partner, you have the power to connect your customers with a cause they care about, creating real-life impact while deepening your audience's connection with your brand.



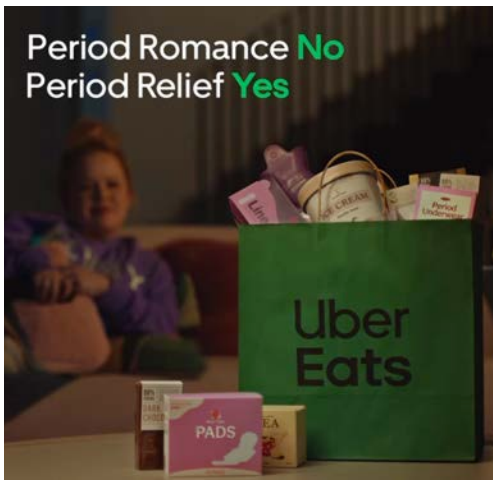
PARTNERSHIP *spotlight*

BRANDS THAT HAVE HELPED BRING OUR MISSION TO LIFE:



ORANGE SHERBET

'Limited 'Dignity Range' available in store and online with \$10 from each purchase donated to Share the Dignity.



UBER EATS

For every period product ordered through Uber eats during the campaign duration, the equivalent was donated to Share the dignity to provide period products to those in need.

NUTRIMETICS

Nutrimetics 'Care Packs' available for purchase online which were donated directly to Share the Dignity on the customers behalf.

BDYPOS

\$10 from every Tshirt purchased is donated directly to Share the Dignity



PIYAMA

During their Mother's Day campaign, Piyama donated \$5 from every order featuring a product from the Mother's Day Collection to Share the Dignity

ADORNE

100% of the proceeds from Adorne's limited 'Dignity Pouch' were donated to Share the Dignity.



AUSBUILD/ DOLPHINS

As Ausbuild charity match partner, Share the Dignity was gifted 130 tickets and a corporate box at the sold out Battle of Brisbane match. Sales and raffle tickets raised over \$10,000



LOUENHIDE

Louenhide donated 1,000 nappy bags to support Share the Dignity's goal to pack 1,000 Mum & Bub bags for Mothers Day 2025.

WESTFIELD

Hosted an International Women's Day event with 100% of tickets sales donated to Share the Dignity.

PARTNERSHIP *pathways*

WHETHER YOU WANT TO COLLABORATE FOR A WEEK, A SEASON, OR THE WHOLE YEAR, THERE ARE SEVERAL WAYS TO MAKE AN IMPACT:



PRODUCT COLLABORATIONS

Create a limited-edition item or range with a portion of sales donated to Share the Dignity.



EVENT PARTNERSHIPS

Host in-store or online events where a percentage of sales supports our work.



CAUSE MARKETING CAMPAIGNS

Align with our key campaigns (e.g. Dignity Drive, It's In The Bag) to boost impact and awareness.
#IWD #Mother'sDay



AWARENESS & ADVOCACY

Use your audience reach to share our message, drive donations, and inspire community action.



PROUDLY SUPPORTING
share^{the}dignity

BRAND *guidelines*

PROUDLY SUPPORTING BADGE

The badge must always be displayed in the circle shape, in either the hot pink, candy pink, white or black background options. The badge must always be circular, and resized in equal proportions. No use of a transparent background is permitted (IE text only badge).

PROUDLY SUPPORTING TEXT LOCKUP

While the badge format is preferred, a text lockup may be used instead. The text lockup must always be used as supplied, with no changes to wording, font, colour, text effects or proportions. It should be positioned clearly and respectfully within your design. Both an in-line version and stacked version are available.

MINIMUM SIZE

The proudly supporting badge should not appear smaller than 30mm in height or 85px @72dpi on screen. The text only supported by logo should not be smaller than 15mm in height or 40px @72dpi on screen.

PLEASE:

- ☐ Only use high-resolution 'Proudly Supporting' logos supplied directly by Share the Dignity.
- ☐ Do not alter the logo's colours, proportions, or arrangement.
- ☐ Always include clear space around the logo for visibility.
- ☐ Use our correct name: Share the Dignity (no abbreviations).
- ☐ Submit any co-branded materials for approval before publishing.

NEXT *steps*

1

SHARE YOUR IDEA

Tell us about your product,
event, or campaign
concept.

2

AGREE ON THE PLAN

Outline timelines, donation
structure, and how we'll
work together.

3

RECEIVE BRAND ASSETS

Official logo files, brand
guidelines, and key
messaging.

4

LAUNCH & SHARE

Activate your campaign and
let your audience know how
they're making a difference.

5

CELEBRATE THE IMPACT

We'll measure results
together and share the
story.

HAPPY TO ANSWER ANY QUESTIONS YOU MIGHT HAVE JUST REACH OUT
TO OUR PARTNERSHIPS TEAM!

PARTNERSHIPS@SHARETHEDIGNITY.ORG.AU