

Dear

I hope this letter finds you well. In an effort to support mental health research, and minimise suicide in Australia, I have decided to dedicate our **2027 Calendar** **“Barkarazzi Black Dogs”** project to raise vital funds for Black Dog Institute - Australia’s only medical research institute dedicated to researching mental health for all ages.



Proudly supporting

**Black Dog  
Institute**

To make this project a great success, I am reaching out to **local businesses and community partners** like yourself, to see if you are able to support the efforts by purchasing an ad space within the calendar or by donating a raffle/auction prize to assist in production costs? We are seeking support from organizations like yours, who want to showcase their commitment to social responsibility and community involvement while making a difference.

I have chosen Black Dog Institute because not only do they offer free resources for assisting the wider population manage mental health, but I personally have found their work profoundly valuable in my own life as well as supporting others who I care deeply toward, in the journey to a mentally healthy future.

**From July 2026 till January 2027** I will be offering complimentary photoshoots with black dogs in hope of **raising over \$3,000** in calendar sales to be donated directly to the cause. We already have more than half our allocated black dog models ready to strut their stuff and several dog related events between now and January to take pre-orders - But we need help. Asking for help doesn't come naturally to me but in spirit of the cause, I'm asking for sponsorship to assist in production costs by offering Ad spaces in our calendar.

### **Are rising statistics for mental illness a serious concern we share?**

By working together, we can make a real impact to create better mental health for the **1 in 5 Australians who experience mental illness** in any given year. Your support enables Black Dog Institute to continue working to improve the lives of people impacted by mental illness through their ground-breaking research, national education programs and support services.

**In return for your generous support**, we will acknowledge your sponsorship by promoting your name and logo on social media and on marketing materials during the duration of sales, alongside other benefits! (See website below) As a local company your support will be recognised by our community as a generous and supportive initiative.

If you are interested in discussing any other potential ways to support our project, please do not hesitate to contact me at [lucinda@barkarazzi.com.au](mailto:lucinda@barkarazzi.com.au) or head to [www.barkarazzi.com.au/bdidogs](http://www.barkarazzi.com.au/bdidogs) for more information on the calendars current stage of development and more benefits of participating as a sponsor.

If you would like to know more about Black Dog Institute and how it is making a difference please visit <https://www.blackdoginstitute.org.au/> or contact me on the details below.

Thank you, we look forward to the possibility of partnering with you and together we can achieve better mental health for all.

Yours sincerely,

**Luci Walker**

*Barkarazzi, Owner & Photographer*

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B A R K A R A Z Z I

Have a Business? Planning an Event?  
We'd love to hear from you!

<https://www.bakarazzi.com.au/collaborations>