



Veteran Brain Health Intensive

Sponsorship Prospectus



Supporting the Veteran Brain Health Intensive



The Veteran Brain Health Intensive (VBHI) is Aeternal Group's flagship veteran healthcare offering. It is a comprehensive clinical assessment program for veterans who may be living with blast-induced mild traumatic brain injury (mTBI) and it fills an unfunded gap in ADF veteran healthcare. While the need for action on blast-induced mTBI was recognised in the Royal Commission into Defence and Veteran Suicide, no dedicated, funded pathway exists in Australia to give veterans in need a comprehensive brain health assessment.

Over five days, a multidisciplinary team led by a general practitioner, a neurologist and a psychiatrist, and drawing on 15 healthcare professionals, assesses each veteran's brain health. It also separates the effects of brain injury from those of psychological trauma and gives the veteran a clear diagnosis and a plan. Families are part of the program. They live alongside the symptoms every day and they deserve answers too.

The program is adapted from ComBHAT, the Comprehensive Brain and HealthSpan Assessment program run by US Home Base in the United States. Home Base, a partnership of the Red Sox Foundation and Massachusetts General Hospital, has built one of the leading models of care for post-9/11 veterans with invisible wounds. Aeternal Group has adapted that proven model to Australian veterans and our health system.

Why it matters

Blast exposure is not confined to combat. It comes from explosive ordnance, breaching, artillery, heavy weapons and repeated training, across every service and every era of deployment. The resulting injury is often invisible. Its symptoms, including headaches, memory and concentration problems, poor sleep, irritability and changes in mood, overlap heavily with post-traumatic stress and are frequently misread or missed altogether.

The cost of that uncertainty is high. Veterans can spend years moving between treatments that do not address the underlying injury, while relationships, employment and wellbeing suffer. Families carry much of that burden. Blast-induced mTBI is a nationwide problem. Affected veterans live in every state and territory, in cities and in regional towns, and it requires a nationwide approach.

Why sponsor the VBHI

Sponsorship of the VBHI is your organisation's opportunity to stand up and support an assessment program that will give veterans who may be living with blast-induced mTBI, and their families, certainty about their future. It shows veterans that your organisation values them, their service and their sacrifice. It also shows your industry, and our Government, that you value the funding this important health issue and that all of us should also take more ownership of this program.

Your involvement would also allow crucial research to be undertaken in Australia. A funded program would build an Australian evidence base on blast-induced mTBI and allow Australia to contribute to the global research effort alongside leading institutions such as Home Base in the United States, while building the case for an Australian centre for brain health.

Donations to the VBHI are tax-deductable through our partner, Pillars for Pilgrims. We would welcome the chance to discuss a partnership that suits your requirements, from a one-off contribution to multi-year sponsorship.

Tiered Sponsorship Offerings

All donations to the Veteran Brain Health Intensive are valued and will result in better health outcomes for veterans in need. Tiered partnerships, from Bronze to Gold, can provide different levels of support to suit your organisation.

Gold Partner

Investment: \$110,000

Veterans Supported: Four (one full cohort)

Benefits:

Premium Branding

- Primary logo placement on all program marketing collateral
- Largest logo placement on website homepage and sponsor page
- Primary logo inclusion on all event signage and participant materials – pop-up banners and wayfinding signage at VBHI
- Primary branding incorporated into program videos and presentations

Website Exposure

- Gold Partner logo with profile
- Homepage recognition with clickable logo
- Feature video with sponsor spokesperson highlighting partnership and reason for support
- Inclusion in newsletters with logo and link

Social Media Benefits

- Minimum six dedicated sponsor recognition posts annually
- Sponsor featured in campaign launch announcement
- Co-branded social media graphics
- Executive interview/profile video promoted across channels
- Sponsor tagging in all major campaign milestones

Media & PR

- Inclusion in media releases to trade and tier 1 publications on program sponsorship
- Opportunity for spokesperson participation in media opportunities
- Inclusion in launch and milestone announcements

Content & Impact Reporting

- Comprehensive annual impact report
- Branded impact statistics and outcomes
- Unidentified patient case studies demonstrating social outcomes

Recognition

- Exclusive Gold Sponsor plaque
- Permanent recognition at Aeternal Group boardroom sponsors' wall



Tiered Sponsorship Offerings

Silver Partner

Investment: \$26,000

Veterans Supported: One

Benefits:

Branding

- Prominent logo placement on marketing materials
- Secondary logo placement on event signage
- Logo inclusion on all event signage and participant materials – pop-up banners and wayfinding signage at VBHI
- Prominent branding incorporated into program videos and presentations

Website Exposure

- Silver sponsor profile on website
- Logo and backlink on sponsor page
- Recognition in newsletters

Social Media Benefits

- Minimum four dedicated sponsor recognition posts annually
- Inclusion in campaign milestone posts
- Co-branded social media assets
- Sponsor tagged in selected campaign content

Media & PR

- Inclusion in media releases

Content & Reporting

- Mid-year and annual impact reports
- Social impact summary suitable for ESG reporting

Recognition

- Silver Sponsor certificate
- Permanent recognition at Aeternal Group boardroom sponsors' wall

Bronze Partner

Investment: \$ By negotiation

Veterans Supported: Shared coverage for one

Benefits:

Branding

- Logo included on program website
- Logo on sponsor signage
- Recognition in selected marketing materials

Website Exposure

- Sponsor listing with company profile
- Clickable logo on sponsor page

Social Media Benefits

- Minimum three dedicated sponsor recognition posts annually
- Inclusion in sponsor thank-you posts
- Tagging where appropriate

Content & Reporting

- Annual impact summary
- Access to approved campaign images

Recognition

- Bronze Sponsor certificate
- Permanent recognition at Aeternal Group boardroom sponsors' wall

The first of its kind in Australia, the VBHI is designed to diagnose clarify health needs and inform appropriate next steps for the estimated 3,000 - 6,000 veterans suffering from blast-induced brain injury from their service.

Aeternal Group is the veteran-led Australian parent company of Provocatus, DNH Logistics and Starlight Technology Solutions.



Our Vision

To provide exemplary clinical care, clinical products and support to veterans and first responders.

Our Mission

To establish sustainable and integrated business lines so that veterans and first responders are enabled and encouraged to live a healthy and rewarding life post service.

Aeternal Group is a profit-for-purpose entity. Donations to the Veteran Brain Health Intensive are funding the program only, no profit is derived from this initiative.

Our Companies:



Provocatus is an Australian health and pharmaceutical company that looks beyond traditional approaches to deliver holistic and long-term wellbeing for veterans and first responders. Our patient-centric approach sets the benchmark for veteran healthcare and delivers benefits beyond health restoration.



DNH Logistics is a veteran-led Australian logistics company providing secure, compliant, custody-assured storage and movement of regulated and high-value goods across healthcare, defence and other mission-critical sectors, helping customers reduce risk, maintain compliance and protect critical assets with confidence.



Starlight is the technology backbone for the Aeternal Group of companies. We deliver shared platforms, digital solutions, and technical expertise that enables each company to operate efficiently, innovate faster, and scale with confidence. Our role is to turn technology into a strategic advantage for each of the businesses we serve.



“We recognise the important role that our businesses play in making a lasting, positive impact on the lives of veterans and first-responders.”

— Kasey Mumford
CEO Aeternal Group



The Aeternal Group is proudly veteran owned.



Provocatus and DNH Logistics are both ISO 9001 certified.



Phone

1300 129 465

Email

info@aeternalgroup.com.au

Scan to visit:



Website

aeternalgroup.com.au
