



# FIGHT ON THE BEACHES



*Supporting Australian Cancer Research*



**Fight on the Beaches** (FOTB) is a Northern Beaches based fundraising group dedicated to funding a cure for cancer through **funding Australian cancer researchers in the lab.**

For the past five years the Fight on the Beaches Executive Committee has hosted its signature annual **'Christmas in July' Charity Ball**, which has, thanks to the support of the local community, **raised in excess of \$1.5 MILLION** for Australian cancer research. So far, Fight on the Beaches has funded **ten research projects**, equating to **ten years of research.**

In 2019, the Christmas in July Charity Ball will be held on Friday 5<sup>th</sup> July at the Miramare Gardens, Terrey Hills. The goal is to raise another \$300,000 for cancer research and we invite you to join us in our mission.



*The FOTB Executive Committee with the  
2019 Christmas in July Charity Ball Emcee – Edwina Bartholomew*



*Santa and Mrs Claus post with guests at the  
2019 Christmas in July Charity Ball*



# WHY GET INVOLVED?



*Meaningful exposure through a meaningful local cause...*

The Christmas in July Charity Ball is a shining star on the Northern Beaches social calendar. Hosted within the grandeur of the Miramare Gardens' Ballroom, the event boasts in excess of 700 guests attending each year. If you are a business that services the Northern Beaches and North Shore area, then the Fight on the Beaches Charity Ball is the perfect avenue to engage with a dedicated audience whilst demonstrating your social responsibility!

## MEDIA & SOCIAL MEDIA

Fight on the Beaches utilises local media to create exposure for the event which in turn can assist with enhancing sponsor profiles as a supporter of a popular local community organisation. Strong and regular social media marketing across Facebook, Twitter and Instagram with a highly engaged following. Fight on the Beaches is committed to using these platforms to increase following and awareness, and promote your business.

## BRAND AWARENESS

Sponsors are provided with varying levels of branding and acknowledgement in the lead up to, during and after the event that enhance association with Fight on the Beaches and showcase the sponsor's social responsibility towards supporting a worthy cause.

## DEDICATED AUDIENCE

The Charity Ball attracts **700+ guests** including politicians, FOTB researchers, local business owners and high profile corporate personnel, not to mention the Northern Beaches community of family and friends that are the foundation of Fight on the Beaches. In addition, **100+ volunteers** give their time to assist at the event, acting as a moving advocate for not only the charity but for the sponsors that support the cause.

## B2B OPPORTUNITIES

Fight on the Beaches provides a collaborative, positive approach to sponsorship and welcomes open communication with sponsors. Fight on the Beaches is dedicated to creating networking opportunities for sponsors with the vision to connect likeminded people together through their mutual support of a worthy cause.



1,939 followers  
@FightontheBeaches

@FightforaCure  
303 followers



@FightontheBeach  
1,495 followers



@FightontheBeach  
988 followers





# HOW TO GET INVOLVED



Fight on the Beaches offers a range of sponsorship options for businesses and individuals wishing to support the Christmas in July Charity Ball. From tiered sponsorship packages to exclusive category arrangements; we provide fantastic opportunities that meet varying business objectives and budgets.

We welcome the opportunity to discuss the options available as well as tailoring a package to suit your objectives.

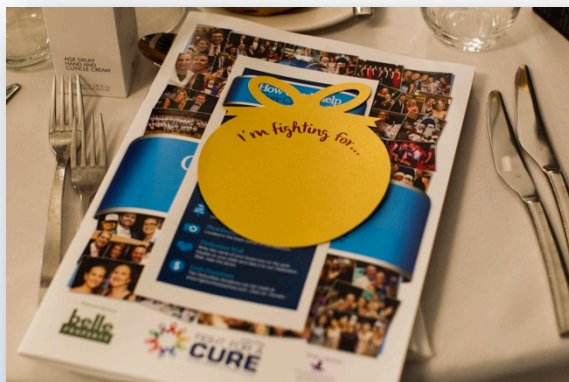
## TIERED SPONSORSHIP PACKAGES

Platinum	Under negotiation
Gold	1 available
Silver	5 available
Bronze	Unlimited available
FOTB Supporter	Unlimited available

## CATEGORY SPONSORSHIP PACKAGES

*Retain exclusive sponsorship rights of a specific segment or activity at the Charity Ball.*

- Jewellery Partner
- Welcome Drinks Sponsor
- Photo Booth Sponsor (2 available)
- Travel Sponsor (under negotiation)





# TRAVEL SPONSOR



*Exclusive partnership rights of the Travel Live Auction Segment at the  
Fight on the Beaches Charity Ball*



# TRAVEL SPONSOR

UNDER  
NEGOTIATION

Become the Official Travel Partner of Fight on the Beaches and assist us to raise funds through a major travel prize in the Charity Ball Live Auction. A minimum \$10,000 travel prize donation will receive the following benefits:

## DESIGNATION & BRANDING

- Official designation as “Official Travel Partner” for the ‘Travel Live Auction Prize’.
- Preferred Travel agent used by FOTB.
- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

### **At Event**

- Logo presence and company website link on the online Auction Bidding Site.
- Two (2) pull up banner signage locations at the event (one banner on stage during live auction; banner provided by sponsor).

## HOSPITALITY

### **At Event**

- Complimentary six (6) tickets to the Charity Ball.
- Invitation for six (6) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

### **Other**

- Invitation for six (6) guests to attend the Post-Ball Celebration event.

## PUBLICITY

- 1/2 page company profile on the FOTB website.
- One (1) fortnightly promotion on FOTB social media channels – Facebook, Twitter and Instagram.
- A minimum of one (1) promotion across Macquarie University owned Facebook pages.

### **At Event**

- Promotion of company and Travel Partner designation by Celebrity Auctioneer during the evening.
- Opportunity to play a promotional video (up to 2 minutes in duration) on screen prior to the travel prize being auctioned.
- Logo presence and profile on Live Auction segment AV presentation on screen on the night.
- Logo and company profile in Event Program.

## OTHER BENEFITS

- Certificate of Appreciation.
- B2B networking opportunities.



# THANK YOU

Thank you for taking the time to review our proposal and your consideration in joining us in the fight against cancer. For more information on any of the sponsorship packages or to discuss other opportunities, please don't hesitate to contact us.

KELLY EVANS

PHONE: 0402 857 091  
EMAIL: [kelevans75@hotmail.com](mailto:kelevans75@hotmail.com)

MICHELLE HEATON-ARMSTRONG

PHONE: 0405 699 140  
EMAIL: [fightonthebeaches@gmail.com](mailto:fightonthebeaches@gmail.com)