



YOUR INVITATION



to join us in the fight against Cancer...

SPONSORSHIP PROPOSAL

Christmas in July Charity Ball 2019



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 5th 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)





PLATINUM SPONSOR



Platinum Level is the pinnacle partnership opportunity with Fight on the Beaches. A one-off cash contribution of \$36,000 will receive the following benefits:

DESIGNATION & EXCLUSIVITY

- Event Naming Rights, jointly shared with Fight for a Cure.
- Official designation as “Official Platinum Sponsor”.
- Company category exclusivity across all levels of sponsorship.

BRANDING

- Specially created FOTB sponsor composite logo for use.
- Logo presence on all official email correspondence and marketing collateral.
- Logo presence in all pre and post-event newsletters.

At Event

- Logo on front page of Charity Ball Event Program.
- Four (4) pull up banner signage locations at the event including one on stage (banners provided by sponsor).

PUBLICITY

- One (1) page company profile on the FOTB website.
- One (1) weekly promotion on FOTB social media channels – Facebook, Twitter and Instagram.
- Company profile in each monthly newsletter.
- Company logo and website link promoted on the Fight for a Cure website.
- A minimum of two (2) promotions across Macquarie University owned Facebook pages.

At Event

- Acknowledgement by MC during the evening.
- One (1) page AV presentation on screen.
- One (1) full page company profile in Event Program.

PROMOTION

- Keynote speaking opportunity at the Charity Ball.
- Opportunity to supply branded shirts for volunteers to wear at the event.
- Opportunity to supply branded pens for every guest on tables at the event.



PLATINUM SPONSOR



HOSPITALITY

At Event

- Twelve (12) complimentary tickets to the Charity Ball in a prime location.
- Invitation for twelve (12) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation for twelve (12) guests to attend the Post-Ball Celebration event.



OTHER BENEFITS

- Certificate of Appreciation.
- Opportunities to discuss cross promotional activities.
- Opportunity to provide a high value auction prize for inclusion in the Live Auction.
- A minimum of six (6) weeks of banner advertising across the Northern Beaches at high traffic volume site locations.
- Private Lab Tour for staff/clients at either one of our funded cancer research labs.





GOLD SPONSOR



1 available, Investment – \$15,000

Gold Sponsorship offers a vast array of benefits, which are enhanced by a unique offering of **exclusive rights as the Official Auction Partner for the Charity Ball**. As the highest grossing fundraising activity for Fight on the Beaches, the auction presents a fantastic opportunity for the Gold Sponsor to enhance their profile to a captured audience. A one-off cash contribution of \$15,000 will receive the following benefits:

DESIGNATION & EXCLUSIVITY

- Official designation as “Official Gold Sponsor”.
- Official designation as “Official Auction Partner” for the event.

AUCTION PARTNERSHIP

A unique benefit for the Gold Sponsor is having the official designation as “**Official Auction Partner**” for the live and online auction segments at the Charity Ball.

The auction generates in excess of \$120,000 on average and provides a wide reach of not only the 700+ attending guests but interested parties through the online component – in 2018 there were 400 registered bidders online.

BRANDING

- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

At Event

- Logo in prime location on Live Auction pages of the Charity Ball Event Program.
- Logo presence on the online Auction Bidding Site.
- Two (2) pull up banner signage locations at the event including one on stage during the Live Auction (banners provided by sponsor).
- Private Lab Tour for your colleagues and clients at one of our funded research labs.



GOLD SPONSOR



PUBLICITY

- Half 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 selected Macquarie University owned Facebook pages.

At Event

- Acknowledgement by MC during the evening.
- Acknowledgement by Celebrity Auctioneer during Live Auction segment.
- Half page AV presentation on screen.
- Logo presence on Live Auction AV presentation on screen on the night.
- Half page company profile in Event Program.

HOSPITALITY

At Event

- Complimentary eight (8) tickets to the Charity Ball.
- Invitation for eight (8) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.

OTHER BENEFITS

- Certificate of Appreciation.
- Opportunities to discuss cross promotional activities.
- B2B networking opportunities.
- Private Lab Tour for staff/clients at either one of our funded cancer research labs.





SILVER SPONSOR



5 available, Investment – \$5,500

Silver Sponsorship is a popular level of sponsorship providing true value with excellent promotion and social media coverage. It is a fantastic opportunity if your business is looking to build customer or client base on the Northern Beaches or North Shore. A one-off cash contribution of \$5,500 will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Official Silver Sponsor”.
- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

At Event

- One (1) pull up banner signage location at the event (banner to be provided by sponsor).

PUBLICITY

- 1/4 page company profile on the FOTB website.
- One (1) monthly promotion on FOTB social media channels – Facebook, Twitter and Instagram.

At Event

- Acknowledgement by MC during the evening.
- 1/4 page AV presentation on screen.
- 1/4 page company profile in Event Program.

HOSPITALITY

At Event

- Complimentary four (4) tickets to the Charity Ball.
- Invitation for four (4) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.

OTHER BENEFITS

- Certificate of Appreciation.
- Opportunities to discuss cross promotional activities.



BRONZE SPONSOR



Unlimited available, Investment – \$2,500

Bronze Sponsorship provides the perfect opportunity for businesses with smaller budgets to gain great exposure before, during and after the event. A one-off cash contribution of \$2,500 will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Official Bronze Sponsor”.
- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

PUBLICITY

At Event

- Acknowledgement by MC during the evening.
- Logo on AV presentation on screen.
- Two lined company introduction in Event Program.

Other

- Two lined company introduction on the FOTB website.
- Minimum two (2) promotions on FOTB social media channels – Facebook, Twitter and Instagram.

HOSPITALITY

At Event

- Complimentary two (2) tickets to the Charity Ball.
- Invitation for two (2) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.

OTHER BENEFITS

- Certificate of Appreciation.



FOTB SUPPORTER



Unlimited available, Investment – \$1,000

A new level sponsorship introduced for those that are budget conscious but still want to support Fight on the Beaches. A one-off cash contribution of \$1,000 will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Supporter of Fight on the Beaches”.
- Logo presence in one (1) pre-event newsletter.



PUBLICITY

- Company name in Sponsorship section of the FOTB website.
- One (1) promotion prior to event on FOTB social media channels – Facebook, Twitter and Instagram.

At Event

- Logo on AV presentation on screen.
- Name in Event Program.

OTHER BENEFITS

- Invitation to attend Post Ball Celebration
- Certificate of Appreciation.



CATEGORY PACKAGES



*Exclusive partnership rights of a segment or activity at the
Fight on the Beaches Charity Ball*



JEWELLERY PARTNER



As the Jewellery Partner of Fight on the Beaches you will have the opportunity to showcase your brand and jewellery pieces through a dedicated Jewellery Raffle at the Charity Ball. A donation of three (3) one of a kind jewellery pieces (minimum total value of \$7,000) will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Official Jewellery Partner”.
- Naming Rights partner for the Jewellery Draw at the Charity Ball.
- Logo presence in all pre and post-event newsletters.

At Event

- One (1) pull up banner signage location positioned next to the jewellery pieces on display at the event (banner provided by sponsor).



PUBLICITY

- 1/4 page company profile on the FOTB website.
- Minimum of five (5) promotions on FOTB social media channels – Facebook, Twitter and Instagram – publicising the donation and company profile.

At Event

- Acknowledgement by MC during the evening in front of VIPs, corporate sponsors, 700+ guests and 100+ volunteers.
- Opportunity to play a short promotional video on screen prior to the Jewellery Draw.
- Opportunity to have a representative present the Jewellery prize on stage.
- Full page advertisement in Event Program promoting the prize and your company profile.
- Logo on AV presentation on screen.
- Opportunity to provide a promotional flyer in the exclusive jewellery raffle gift bags given to guests who purchase a ticket.



JEWELLERY PARTNER



HOSPITALITY

At Event

- Complimentary four (4) tickets to the Charity Ball.
- Invitation for four (4) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

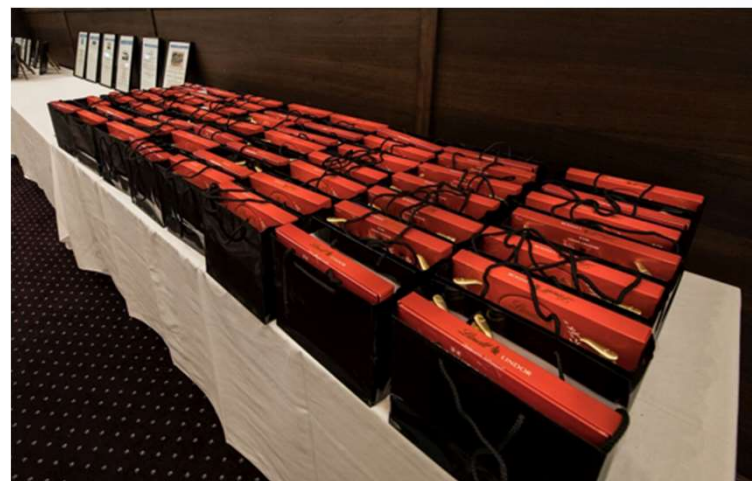
Other

- Invitation to attend the Post-Ball Celebration event.



OTHER BENEFITS

- B2B opportunities via the FOTB network.
- Certificate of appreciation.



Exclusive Jewellery Raffle gift bags filled with wonderful products for guests who purchased a raffle ticket.



WELCOME DRINKS SPONSOR



1 available, Investment – \$4,500

The Official Welcome Drinks event is held immediately prior to the Charity Ball commencement and provides an exclusive event and social networking platform for those invited – guest speakers, sponsors, FOTB VIP guests. As Welcome Drinks Sponsor, a one-off cash contribution of \$4,500 will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Official Welcome Drinks Sponsor” for the exclusive pre-ball Sponsor and VIP Welcome.
- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

At Event

- Three (3) pull up banner signage locations at the Welcome Drinks event, including one in the foyer and two on display inside the room (banners provided by sponsor).



PUBLICITY

- 1/4 page company introduction on the FOTB website.
- Minimum three (3) promotions on FOTB social media channels – Facebook, Twitter and Instagram.

At Event

- Speaking opportunity at the Welcome Drinks.
- Acknowledgement by MC during the evening.
- Introduction by MC of company representative to draw the FOTB raffle on stage at the event.
- Logo on AV presentation on screen on the night.
- 1/4 page company introduction in Event Program.

HOSPITALITY

At Event

- Complimentary four (4) tickets to the Charity Ball.
- Invitation for four (4) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.



PHOTO BOOTH SPONSOR



2 available, Investment – \$1,500

As Photo Booth Partner you will provide guests with an opportunity to take a memento home with them of a wonderful night! A one-off cash contribution of \$1,500 will receive the following benefits:

DESIGNATION & BRANDING

- Official designation as “Official Photo Booth Partner” for one (1) Photo Booth location at the Charity Ball.
- Logo presence in all pre and post-event newsletters.

At Event

- One (1) pull up banner sign at the photo booth location at the event (banner provided by sponsor).



PUBLICITY

- One (1) promotion on FOTB social media channels – Facebook, Twitter and Instagram.

At Event

- Logo on AV presentation on screen on the night.
- Logo presence in Event Program.

HOSPITALITY

At Event

- Complimentary ticket to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.

OTHER BENEFITS

- Certificate of Appreciation.



TRAVEL SPONSOR



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.

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