

SPONSORSHIP PROSPECTUS

GOLD RIBBON GALA



Saturday, 9th August 2025 | 6:30pm
Adelaide Convention Centre



**childhood
cancer**

helping families
just like yours

About the Childhood Cancer Association



A child's cancer diagnosis is devastating news for everyone.

Every week, a child from South Australia, the Northern Territory, regional Victoria or New South Wales is referred to us for support. While families can rely on medical treatment for their child, the critical support services for the whole family aren't provided by either state or federal government.

We provide the broadest service offerings in the country to ensure that children and their families receive the services they need, and when they need them, to address their social, emotional, financial and practical needs.

We do this with no government funding. We need your help to support kids with cancer.



In 2024, in South Australia

64 children

newly diagnosed with cancer, were referred to the Childhood Cancer Association

5 children

relapsed




5 children

sadly lost their battle to cancer

We are currently supporting more than **450 families**

30 services all free of charge, including:

-  Professional counselling
-  Daily hospital visits
-  Accommodation for country / interstate families
-  Respite accommodation for all families

-  Educational Support
-  Sibling Support
-  Bereavement Support
-  Survivorship Support

About the Gold Ribbon Gala



Raising vital funds to provide practical, hands-on support for children with cancer, and their families.

In 2024, a sold-out room of more than 720 supporters gathered together to **raise a phenomenal \$236,309.**

Over the last four years, more than 2,900 guests have helped us raise over \$870,000 – and every dollar of that money raised has gone directly towards giving our children a better future.

We are again inviting Adelaide's corporate and community leaders to join us on **Saturday, 9th August** alongside the Childhood Cancer Association's supporters, board members and ambassadors as we come together to help the 450 families faced with childhood cancer every year. With your help, we aim to raise over **\$250,000 at the 2025 Gold Ribbon Gala!**

Hosted by Hayley Pearson and Jarrod Walsh, tickets include a 3-course dinner and 5-hour drinks package as well as outstanding entertainment, raffles, live and silent auctions, a wine wall and more.

By purchasing a sponsorship package, not only will you receive great benefits and exposure for your business, you will also ensure that more funds go directly to support children with cancer, and their families.

Make a difference to the lives of children with cancer - become a sponsor today!



Watch the highlights from the 2024 Gold Ribbon Gala.

How your sponsorship supports our mission

- ✓ **Practical, hands-on support** for children with cancer, and their families
- ✓ Support of **more than 450 families** every year
- ✓ Team of 3 **psychologists** located across the road from the Women's and Children's Hospital
- ✓ Services accessible by families **within 48 hours**
- ✓ **Free services** for the entire family, from time of diagnosis, throughout treatment, into survivorship and bereavement

In the last 4 years



2,917 attendees



\$870K raised to directly support children with cancer, and their families

Platinum, Gold, Silver & Bronze

	Platinum (1 only)	Gold	Silver	Bronze
Event Marketing				
Logo on event webpage with hyperlink to your website	✓	✓	✓	✓
Event promotion emails include sponsor logos	✓	✓	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓	✓	✓
On the Night				
Open Gold Ribbon Gala and welcome guests, alongside MCs	✓	✗	✗	✗
3-minute speech or corporate video showcasing your support of the Childhood Cancer Association	✓	✗	✗	✗
Ticket on VIP table	1	✗	✗	✗
Complimentary tickets	10	10	4	2
Premium seating	✓	✓	✗	✗
Priority seating	✗	✗	✓	✓
Verbal recognition by MCs	✓	✓	✓	✓
Logo featured in event slide deck	✓	✓	✓	✓
Business promoted in the Program and Auction Catalogue	✓	✓	✓	✓
Post-Event				
20 x 30 second pre-recorded commercials on FIVEaa	✓	✓	✗	✗
Opportunity to share gala video and photos	✓	✗	✗	✗
Thank you event	✓	✓	✓	✓
Thank you certificate	✓	✓	✓	✓
Sponsor report	✓	✓	✓	✓
Your Investment	\$15,000	\$10,000	\$6,000	\$3,000

Car & Jewellery

EXCLUSIVE

	Car	Jewellery
Event Marketing		
Logo on event webpage with hyperlink to your website	✓	✓
Event promotion emails include sponsor logos	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓
Logo on raffle platform	✓	✗
On the Night		
Draw winning raffle ticket and announce winner on stage, together with MCs	✓	✓
Ticket on VIP table	1	1
Complimentary tickets	10	10
Premium seating	✓	✓
Verbal recognition by MCs	✓	✓
Logo featured in event slide deck	✓	✓
Pull-up banner or similar at raffle station (in consultation with Event Manager)	✓	✓
Logo on raffle platform	✓	✗
Logo on raffle tickets sold during the Gala	✗	✓
Business promoted in the Program and Auction Catalogue	✓	✓
Post-Event		
20 x 30 second pre-recorded commercials on FIVEaa	✓	✓
Opportunity to share gala video and photos	✓	✗
Thank you event	✓	✓
Thank you certificate	✓	✓
Sponsor report	✓	✓
Your Investment	\$15,000	\$10,000



Table Wines, Sparkling Wine, Beer & Juice

EXCLUSIVE

Beverages provided for the Gold Ribbon Gala for 720 guests



	Table Wine (red, white)	Sparkling Wine (pre-dinner)	Beer	Juice
Event Marketing				
Logo on event webpage with hyperlink to your website	✓	✓	✓	✓
Event promotion emails include sponsor logos	✓	✓	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓	✓	✓
On the Night				
Complimentary tickets	10	4	4	2
Premium seating	✓	✓	✓	x
Priority seating	x	x	x	✓
Verbal recognition by MCs	✓	✓	✓	✓
Logo featured in event slide deck	✓	✓	✓	✓
Business promoted in the Program and Auction Catalogue	✓	✓	✓	✓
Post-Event				
20 x 30 second pre-recorded commercials on FIVEaa	✓	x	x	x
Thank you event	✓	✓	✓	✓
Thank you certificate	✓	✓	✓	✓
Sponsor report	✓	✓	✓	✓
Your Investment	\$10,000	\$6,000	\$6,000	\$3,000

Wine Wall & Spirits Bar

EXCLUSIVE

Wine wall - provision of wines, wine bags, and up to 6 volunteers to set up and manage the wine wall.

Spirits bar – provision of 1 staff member, plus spirits, mixers and garnishes for 500 beverages. Additional staff, glassware and ice will be supplied by the Adelaide Convention Centre.

	Wine Wall	Spirits Bar
Event Marketing		
Logo on event webpage with hyperlink to your website	✓	✓
Event promotion emails include sponsor logos	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓
On the Night		
Complimentary tickets	10	2
Premium seating	✓	x
Priority seating	x	✓
Verbal recognition by MCs	✓	✓
Logo featured in event slide deck	✓	✓
Pull-up banner or similar (in consultation with Event Manager)	✓	✓
Branding (in consultation with Event Manager)	Wine Bags	Spirits Menu
Business promoted in the Program and Auction Catalogue	✓	✓
Post-Event		
20 x 30 second pre-recorded commercials on FIVEaa	✓	x
Thank you event	✓	✓
Thank you certificate	✓	✓
Sponsor report	✓	✓
Your Investment	\$10,000	\$3,000

Gold, Silver & Bronze

	Gold (1 only)	Silver (2 only)	Bronze
Event Marketing			
Logo on event webpage with hyperlink to your website	✓	✓	✓
Event promotion emails include sponsor logos	✓	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓	✓
On the Night			
Complimentary tickets	10	4	2
Premium seating	✓	✗	✗
Priority seating	✗	✓	✓
Verbal recognition by MCs	✓	✓	✓
Logo featured in event slide deck	✓	✓	✓
Business promoted in the Program and Auction Catalogue	✓	✗	✗
Post-Event			
20 x 30 second pre-recorded commercials on FIVEaa	✓	✗	✗
Thank you event	✓	✓	✓
Thank you certificate	✓	✓	✓
Sponsor report	✓	✓	✓
Your Investment	\$10,000	\$6,000	\$3,000

Graphic Design, Videography, & Photography

EXCLUSIVE

	Graphic Design	Videography	Photography
Event Marketing			
Logo on event webpage with hyperlink to your website	✓	✓	✓
Event promotion emails include sponsor logos	✓	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓	✓
On the Night			
Complimentary tickets	4	4	2
Priority seating	✓	✓	✓
Verbal recognition by MCs	✓	✓	✓
Logo featured in event slide deck	✓	✓	✓
Business promoted in the Program and Auction Catalogue	✓	✓	✓
Post-Event			
Thank you event	✓	✓	✓
Thank you certificate	✓	✓	✓
Sponsor report	✓	✓	✓
Your Investment	\$6,000	\$6,000	\$3,000

Live Auction & Silent Auction

EXCLUSIVE

Your professional auctioneer, selected in consultation with the Gold Ribbon Gala Board, to conduct the live auction of sponsored items. The **live auction** is crucial to the evening’s fundraising, and you have the option to provide spotters to assist the auctioneer to maximise donations on the night.

Showcase your brand as the official sponsor of the **silent auction** at the Gala dinner and on the silent auction website (open to the public 1 week prior to the event).



	Live Auction	Silent auction
Event Marketing		
Logo on event webpage with hyperlink to your website	✓	✓
Event promotion emails include sponsor logos	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓
Logo on silent auction platform	x	✓
On the Night		
Complimentary tickets	4	4
Premium seating	✓	✓
Verbal recognition by MCs	✓	✓
Logo featured in event slide deck	✓	✓
Logo featured on silent auction platform, live 1 week prior to Gala	x	✓
Business promoted in the Program and Auction Catalogue	✓	✓
Post-Event		
Thank you event	✓	✓
Thank you certificate	✓	✓
Sponsor report	✓	✓
Your Investment	\$6,000	\$6,000

Gold, Silver & Bronze

Donation of goods and/or services will play a key role in raising essential funds in the Gold Ribbon Gala’s live or silent auction. Items of any value are gratefully accepted, however, those valued at \$3,000 or more attract the benefits outlined below*.

	Gold (1 only)	Silver (2 only)	Bronze
Event Marketing			
Logo on event webpage with hyperlink to your website	✓	✓	✓
Event promotion emails include sponsor logos	✓	✓	✓
Acknowledgment on Facebook, Instagram, LinkedIn	✓	✓	✓
On the Night			
Item/s added to live auction bidding site, live 1 week prior to Gala	✓	✓	✓
Hyperlink from item on live auction bidding site to your website	✓	✓	✓
Complimentary tickets, if item received prior to 1 July 2025	10	4	2
Premium seating	✓	x	x
Priority seating	x	✓	✓
Verbal recognition by MCs	✓	✓	✓
Logo featured in event slide deck	✓	✓	✓
Business promoted in the Program and Auction Catalogue	✓	x	x
Post-Event			
Thank you event – items that raise more than \$3,000	✓	✓	✓
20 x 30 second pre-recorded commercials on FIVEaa	✓	x	x
Thank you certificate	✓	✓	✓
Sponsor report	✓	✓	✓
Your Investment	\$10,000	\$6,000	\$3,000

* At the discretion of the Gold Ribbon Gala Board, donated items for the silent and live auctions may be combined into a package to enhance the overall value for the winning bidder.

GOLD RIBBON GALA



childhood cancer

**To discuss these sponsorship
opportunities please contact:**

Kathryn Bothe

Events Manager - Gold Ribbon Gala

Childhood Cancer Association

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**Scan the QR Code below to
purchase tickets**

