childhood cancer

GOLD RIBBON GALA

Saturday | September 2nd | 6:30pm
Adelaide Convention Centre

Sponsorship Prospectus

GOLD RIBBON GALA

ABOUT THE EVENT

Now in its third year, the Gold Ribbon Gala continues to have huge success raising vital funds for local children with cancer, and their families.

In 2022, for our 40th anniversary, we presented the Gold Ribbon Gala to a sold-out room of more than 760 supporters and together we raised a phenomenal $429,522!

Once again, we are inviting Adelaide's corporate and community leaders to join us on Saturday, 2nd September alongside the Childhood Cancer Association's supporters, board members and ambassadors as we come together to help the 400 families faced with childhood cancer every year.

Hosted by Hayley Pearson and Jarrod Walsh, tickets include a 3-course dinner and 4-hour drinks package as well as outstanding entertainment, raffle, live and silent auctions, a wine wall and more.

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

We hope you can join us and together we'll make a difference at the 2023 Gold Ribbon Gala.

Watch the highlights from the 2022 Gold Ribbon Gala

GOLD RIBBON GALA

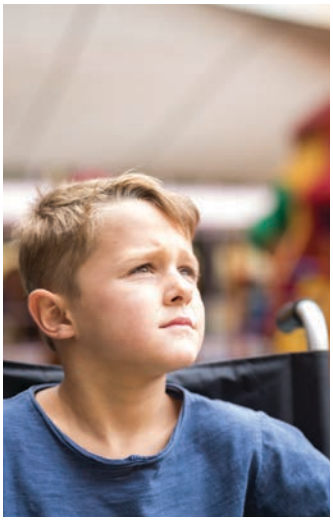
ABOUT THE CHILDHOOD CANCER ASSOCIATION

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

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

Since 1982, the Childhood Cancer Association has been providing practical, hands-on support to children with cancer, and their families. We do this without a dollar of ongoing public funding.

childhoodcancer.asn.au



PLATINUM SPONSOR PACKAGES

$15,000 EACH, ONLY 2 AVAILABLE

Platinum Sponsor, Official Welcome to the Gold Ribbon Gala - 1 available

- Honour to formally welcome guests and open the Gala Dinner alongside the MC.
- Align your corporate brand with the Childhood Cancer Association and share the role you play in the local community by delivering a speech or presenting your corporate video (total 3 mins) to the hundreds of guests in attendance.
- Verbal recognition of sponsorship by the MC during the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.
- Post-event promotional opportunity to share the Gala video and photos highlighting your involvement at the Gala Dinner.

Platinum Sponsor, Car Raffle - 1 available

- Display of your donated vehicle at the Gala Dinner with corporate branding opportunities.
- Draw the winner of the car raffle alongside the MC, live on stage during the Gala Dinner.
- Verbal recognition of sponsorship by the MC during the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Branding on the online raffle ticket website, and in all raffle promotions.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.
- Post-event promotional opportunity once car is delivered/ handed over to the raffle winner.

GOLD RIBBON GALA

GOLD SPONSOR PACKAGES

$10,000 EACH

Gold Sponsor, Wine Supplier - 1 available

- Exclusively showcase your brand through the supply of both red and white wine varieties for the Gala Dinner (valued at $10,000). Wines will be presented on each table and listed in the event program.
- Verbal recognition of sponsorship by the MC during the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Gold Sponsor, Wine Wall - 1 available

- Showcase your brand as the official Wine Wall sponsor at the Gala Dinner, with the opportunity to provide bags or stickers for bags and a pull up banner for display alongside the Wine Wall.
- Opportunity to provide up to six (6) volunteers to setup and manage the wine wall during the Gala Dinner.
- Verbal recognition of sponsorship by the MC during the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Gold Sponsors

- Showcase your brand at the Gala Dinner and know that your contribution will make an impact by delivering services directly to children with cancer, by keeping the event costs to a minimum.
- Verbal recognition of sponsorship by the MC during the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

SILVER SPONSOR PACKAGES

$6,000 EACH

Silver Sponsor, Live Auction – 1 available

- Highlight your brand as the official Live Auction sponsor at the Gala Dinner and facilitate the auction of sponsored items with a professional and experienced auctioneer, that is chosen in consultation with the Event Committee. *The Live Auction plays a vital role in the overall fundraising total for the evening.*
- Opportunity to provide spotters in the room to facilitate the live auction and assist the auctioneer to maximise donations.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Two (2) Gala Dinner tickets, valued at $390.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Silver Sponsor, Silent Auction – 1 available

- Highlight your brand as the official Silent Auction sponsor at the Gala Dinner, where your brand will be promoted on the silent auction website, which will be open a week before the event and is displayed on the large screen throughout the Gala Dinner.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Two (2) Gala Dinner tickets, valued at $390.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Silver Sponsor, Liquor Supplier – 3 available (Beer, Cider and Sparkling)

- Exclusively showcase your brand through the supply of liquor (beer, cider or sparkling) for the Gala Dinner (valued at $6,000). Liquor will be presented on each table and listed in the event program.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Two (2) Gala Dinner tickets, valued at $390.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Silver Sponsors

- Highlight your brand at the Gala Dinner and know that your contribution will make an impact by delivering services directly to children with cancer, by keeping the event costs to a minimum.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Two (2) Gala Dinner tickets, valued at $390.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

BRONZE SPONSOR PACKAGES

$2,500 EACH

Bronze Sponsor, Videographer – 1 available

- ◊ Attend and capture the Gold Ribbon Gala on film (services valued at $2,500).
- ◊ Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- ◊ Promotion on Childhood Cancer Association social media platforms & website.
- ◊ Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Bronze Sponsors

- ◊ Promote your brand at the Gala Dinner and know that your contribution will make an impact by delivering services directly to children with cancer, by keeping the event costs to a minimum.
- ◊ Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- ◊ Promotion on Childhood Cancer Association social media platforms & website.
- ◊ Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

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MEDIA SPONSOR PACKAGES

Donation of media packages to be used to raise vital funds through the Gala Dinner's live or silent auction, with the following benefits.

Gold Sponsor, Media $10,000 – 1 available

- ◊ Showcase your brand at the Gala Dinner and know that your contribution will raise vital funds for the delivery of support services to children with cancer, and their families.
- ◊ Mention by the MC/Auctioneer during the live auction.
- ◊ Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- ◊ Corporate logo featured in conjunction with the donated media package on the online auction website.
- ◊ One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- ◊ Promotion on Childhood Cancer Association social media platforms & website.
- ◊ Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Silver Sponsor, Media $5,000 each - 2 available

- ◊ Highlight your brand at the Gala Dinner and know that your contribution will raise vital funds for the delivery of support services to children with cancer, and their families.
- ◊ Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- ◊ Corporate logo featured in conjunction with the donated media package on the online auction website.
- ◊ Two (2) Gala Dinner tickets, valued at $390.
- ◊ Promotion on Childhood Cancer Association social media platforms & website.
- ◊ Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

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IN-KIND AUCTION ITEM DONATION

Donation of goods and/or services that can be used to raise vital funds through the Gala Dinner's live or silent auction. We will gratefully accept items of any value, but those valued at $2,500 or more, will also attract the following benefits.

Gold Sponsor

- Donate an item for the Live or Silent auction with a retail value more than $10,000.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Mention by the MC/Auctioneer during the live auction, if included.
- Corporate logo featured in conjunction with the donated item on the online auction website.
- One Gala Dinner table (10 tickets) with premier placement, valued at $1,950.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Silver Sponsor

- Donate an item for the Live or Silent auction with a retail value more than $5,000.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Mention by the MC/Auctioneer during the live auction, if included.
- Corporate logo featured in conjunction with the donated item on the online auction website.
- Two (2) Gala Dinner tickets, valued at $390.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

Bronze Sponsor

- Donate an item for the Silent Auction with a retail value more than $2,500.
- Corporate logo and sponsorship recognition on the night and in all event materials, both printed and electronic.
- Corporate logo featured in conjunction with the donated item on the online auction website.
- Promotion on Childhood Cancer Association social media platforms & website.
- Invitation to post Gala thank you event with Childhood Cancer Association Board and other event sponsors.

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To discuss these sponsorship opportunities please contact:

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Childhood Cancer Association
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Purchase tickets at
goldribbongala.com.au