

## Sponsorship and Donations In Kind Proposal



### Event Overview

- Location: The Cape Ballroom, Sails Port Macquarie by Rydges
- Date: Saturday 20 June 2020
- Time: 6.00pm to 11.30pm
- Expected Attendance: 220 patrons
- Major fundraising event for the Hastings Cancer Trust.

## **Sponsor the 2020 Winter Glimmer Ball**

Becoming a sponsor of the 2020 Glimmer Ball is an excellent way to market your business to the local community of the Hastings/Macleay and Camden Haven region.

The HCT Glimmer Ball is a biennial fundraising event attracting successful businesses, individuals and millennials from across our local region with all proceeds donated to the Hastings Cancer Trust Annual Grants Program.

In 2018 our Glimmer Ball event contributed over \$50,000 to the Trust and for 2020 we are hoping to raise a similar amount.

To do so we are looking to partner with amazing sponsors for this major fundraising event of the Trust.

Sponsors benefit from an extensive suite of planned marketing and promotion activities for both pre and post event whilst further tailored exposure will also be delivered on the night through our MC and also via our tailored digital package.

Previous sponsors of our 2018 event included many well established and successful businesses in the region from the retail, banking, professional service and hospitality sectors.

Their feedback from the event was overwhelmingly positive about both the exposure provided on the night as well as the delivery by HCT of our sponsor commitments as part of the relevant sponsor package.

If your organisation is interested in a potential sponsorship opportunity, then please contact:

Steve Thomas on 0418 102 928 or Email: [friendsofhct@gmail.com](mailto:friendsofhct@gmail.com)

To find out more about the Trust, who we are and what we do then please visit our social media sites noted below, or if you prefer please continue to read this proposal.

W: [hastingscancertrust.org.au](http://hastingscancertrust.org.au)

Facebook: [HastingsCancerTrust](https://www.facebook.com/HastingsCancerTrust)



## About the Hastings Cancer Trust

Almost everyone has been touched by cancer in some way - either personally or through the experience of family or friends.

The **Hastings Cancer Trust** is a local not-for-profit organisation which provides funding to assist our region's cancer services and provide state-of-the-art treatment for people specifically in the Hastings / Macleay/Camden Haven regions who are battling cancer.

Funding is allocated through our annual Grants program which invites local cancer related organisations to apply directly to the Trust for funding. Successful recipients receive their award at our annual presentation evening where we also invite sponsors and fundraisers to take an active part in the presentation.

That way, you can see exactly where your funds are being used and the real and lasting benefit they will provide back to the community.

Over the last three years over \$200,000 has been awarded to grass roots local cancer related projects in our region. During this period our recipients have included:

- Hastings Home Hospice
- Kempsey District Hospital - Palliative Care Unit
- Macleay Valley Home Hospice
- Mid North Coast Cancer Institute
- Port Macquarie Base Hospital
- Port Macquarie-Hastings Breast Cancer Support Group
- Rotary Lodge
- Wauchope District Memorial Hospital – Palliative Care Unit

Operating entirely through volunteers and without premises or paid staff means that **every cent raised goes towards the express purpose for which it was donated.**

Most importantly and we get asked this all the time, all funds raised absolutely stay in this area to provide resources at a **local level**. Knowing this is a great comfort to our hardworking fundraising groups and business sponsors who are motivated to make a difference to our local community.

The Hastings Cancer Trust is a registered charity with the Australian Charities and Not for Profits Commission (ACNC) and an endorsed deductible Gift Recipient and Health Promotion Charity. All donations over \$2 are tax deductible in Australia.



# Sponsorship Packages Available

*Platinum Sponsorship: Investment \$4,000*

**Limited placements available**

**Benefits:**

## BRANDING

- Logo on all Marketing Material
- Logo on Auction Schedules
- Logo in all pre-event marketing and newsletters including focus and local press.
- Company Name and Logo on your table(s)

## PUBLICITY

- Acknowledgment by celebrity MC on the night
- 1-page AV presentation on the night
- 1-page Company profile on our website with website link and all contact details
- Eight promotions on our social media channels from 8 weeks prior to the event
- Provide your own pull up banners for publicity on the night. Two (2) banners in total with 1 located in the ballroom atrium and 1 in the ballroom itself.

## PROMOTION

- Opportunity to provide branded pens or other gifts for every table guest at the Ball

## HOSPITALITY

- Tickets available to be booked for a table (10 tickets) or seats in a preferential position in the Ballroom.
- Discount of 20% on ticket purchase up to a maximum of 10 tickets.

## OTHER BENEFITS

- Use of specially created Glimmer Ball Logo for your use
- Use of Hastings Cancer Trust Logo for 12 months after the Ball
- HCT to provide a free "Proud Supporter" pull up banner displaying both sponsors logo and by line plus the HCT logo. Banner for use by sponsor at place of business.
- Invitation to the 2020 HCT Grants Award Presentation Night and opportunity to present an award to one of the chosen recipients
- Multiple HCT window stickers provided for display at your business
- Framed Certificate of Appreciation



# Sponsorship Packages Available

*Gold Sponsorship: Investment \$3,000*

*Limited placements available*

## **Benefits:**

### **BRANDING**

- Logo included in all pre event marketing
- Company name and Logo on your own table

### **PUBLICITY**

- Acknowledgement by celebrity MC on the night
- ½ page AV presentation on the night
- ½ page Company Profile with website link on our website
- Five promotions on our social media channels 5 weeks prior to the event
- Provide your own pull up banner in the ballroom for publicity on the night.

### **HOSPITALITY**

- Tickets available to be booked for a table (10 tickets) or seats in a preferential position in the Ballroom.
- Discount of 15% on ticket purchase up to a maximum of 10 tickets.

### **OTHER BENEFITS**

- Use of specially created Glimmer Ball Logo for your use
- Use of Hastings Cancer Trust Logo for 6 months after the Ball
- HCT to provide a free "Proud Supporter" pull up banner displaying both sponsors logo and by line plus the HCT logo. Banner for use by sponsor at place of business.
- Invitation to the 2020 HCT Grants Award Presentation Night and opportunity to present an award to one of the chosen recipients
- Multiple HCT window stickers provided for display at your business
- Framed Certificate of Appreciation



# Sponsorship Packages Available

*Silver Sponsorship: Investment \$2,000*

*Unlimited Placements available*

## **Benefits:**

### **BRANDING**

- Logo included in all pre event marketing

### **PUBLICITY**

- Acknowledgement by celebrity MC on the night
- ¼ page AV presentation on the night
- ¼ page Company Profile with website link on our website
- ¼ page Company Profile in Event program with website details, phone and address
- Three promotions on our social media channels three weeks prior to the event
- Provide your own pull up banner in the ballroom for publicity on the night.

### **HOSPITALITY**

- Tickets available to be booked for a table (10 tickets) or seats in a preferential position in the Ballroom.
- Discount of 10% on ticket purchase up to a maximum of 10 tickets.

### **OTHER BENEFITS**

- Use of specially created Glimmer Ball Logo for your use
- Use of Hastings Cancer Trust Logo for 3 months after the Ball
- Invitation to the 2020 HCT Grants Award Presentation Night and opportunity to present an award to one of the chosen recipients
- Multiple HCT window stickers provided for display at your business
- Framed Certificate of Appreciation



# Sponsorship Packages Available

*Bronze Sponsorship: Investment \$1,000*

*Photo Booth or Glimmer Ball Band*

*2 slots available*

## **Benefits:**

### **BRANDING**

- Logo included in all pre event marketing
- Logo on photos for every customer using the Photo Booth.

### **PUBLICITY**

- Acknowledgement by celebrity MC on the night
- Logo on AV presentation on the night
- One (1) promotion on our social media channels
- Provide your own pull up banner in the ballroom for publicity on the night.
- Logo included in Event Program

### **OTHER BENEFITS**

- Framed Certificate of Appreciation
- Use of Hastings Cancer Trust Logo for 3 months after the Ball
- Invitation to the 2020 HCT Grants Award Presentation Night and opportunity to present an award to one of the chosen recipients



# In-kind Sponsorship and Donations

We also seek sponsors and donors who may wish to contribute a product or service as a contribution towards our fundraising auctions and raffles to be held on the night of the Glimmer Ball.

In return for any in kind donation we will provide the following benefits in return.

## PUBLICITY

- Exposure on the HCT facebook and website platforms acknowledging your support
- Acknowledgement by celebrity MC on the night
- Inclusion of business logo on looped slide deck AV presentation to be shown on the night
- For donations in excess of \$1,000, inclusion of business logo on table centrepiece

**Please note:** If the value of any In-kind sponsorship reaches the value of either the platinum, gold or silver sponsor packages, then the provider of the respective In-kind sponsorship will be noted as a sponsor at the relevant package level. In this case the same respective benefits of those packages will apply for the In-kind sponsor.





# Sponsorship / Donation Agreement

I/We agree to sponsor or donate to the following event:

**Glimmer Ball for the Hastings Cancer Trust – Saturday 20 June 2020 at Sails Resort by Rydges, Port Macquarie**

I/we wish to contribute the following Sponsorship Package or In-Kind donation. I have read and agree to the Terms and Conditions outlined in this proposal.

Sponsorship Package or In-Kind Donation:
Contact Name:
Contact Phone:
Business Name:
Business Address:
Email Address:

Authorised By - Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return your completed form to [friendsofhct@gmail.com](mailto:friendsofhct@gmail.com)

For all providers to enable inclusion and the early preparation of promotional material we request a high-resolution copy of your logo ASAP. Also our payment terms are payment within **30 days** of committing to your sponsorship / donation unless otherwise negotiated separately with Steve Thomas from HCT.

Payment Options for Sponsorship:

- In Person:  
Please contact Steve Thomas and he will make an appointment to visit and confirm our sponsorship commitments.  
A receipt will be provided for your payment.
- Direct Deposit:  
Regional Australia Bank  
BSB: 721 000  
RAB Account: 138074  
Account Name: Hastings Cancer Trust - General Account  
Reference: **"2020 Glimmer Ball+ <your name>"**

For further information please contact us by email: [friendsofhct@gmail.com](mailto:friendsofhct@gmail.com)



## Terms and Conditions

Applications for sponsorship are received and accepted on a first in, first served basis and must be made using the booking form shown below.

Please ensure your completed application arrives early to secure your choice of sponsorship.

Upon receipt of your booking form and payment you will receive written confirmation of your sponsorship and a receipt for the related sponsorship payment.

**We are happy to advise that payment terms are available for these sponsorship packages.**

Please talk to Steve Thomas from Hastings Cancer Trust to discuss this matter.

Steve can be contacted at:

E : [friendsofhct@gmail.com](mailto:friendsofhct@gmail.com)

M : 0418 102 298

Information is correct at the time of going to market.

Thank  
You



# Winter GLIMMER Ball

— To benefit the *Hastings Cancer Trust* —

Hosted by *Sails Port Macquarie by Rydges* in The Cape Ballroom

Saturday 20 June 2020 from 6.00pm to 11.30pm

*An evening of fine dining and dancing on the longest night of the year*

**\$130** *per person*  
includes

canapés | entrée | main | dessert  
glass of sparkling on arrival

---

Tickets available exclusively at [www.123tix.com.au/events/7966](http://www.123tix.com.au/events/7966)

---

Proudly Supported by

Forty Winks | John Oxley Motors | Optus

Angove Family Winemakers | First National Real Estate | Sails Port Macquarie by Rydges

Focus Magazine | Regional Australia Bank | Sunset Gallery and Framing

Donovan Oates Hannaford | Emma Lilly Production | Gilberts Legal | Jim Pearson Transport | Ryan Financial



**hastings  
cancer  
trust**

**Helping improve the quality of  
cancer care in the Hastings,  
Macleay and Camden Haven  
region since 2005.**

**Locals caring for locals**