

A Monetary Affair 2010

Sponsorship Proposal



Presented by
The Financial Services Foundation

Thursday July 22nd
Peninsula at the Docklands

The Financial Services Foundation

Financial Services Foundation

ACN 108 403 701
www.theball.org.au

The Financial Services Foundation (FSF) was established in 2003 by a small group of stockbroking professionals, who shared a common goal to give something back to the community.

Thanks to the founding members, Michael Randall, Gary Suckling & Richard Symon, the FSF is continuing to gather support and endorsement from individuals and companies across various sectors of the financial services industry and is proudly responsible for Melbourne's charity ball, 'A Monetary Affair.'

'A Monetary Affair' is the signature fundraising event for the FSF. Driven by the events growing success, this gala evening is now in its 8th year and FSF hopes that it will be in a financial situation to donate its \$1 Millionth Dollar to children's charities.

Who we support

With additional support from Variety- the Children's Charity, all proceeds raised from 'A Monetary Affair' go to:

Cottage By The Sea, Queenscliff – a haven for emotionally, socially or physically disadvantaged children whose families may be undergoing some trauma;

TLC for kids – providing support and counseling to children dealing with the trauma of attending hospitals as inpatients or out-patients;

EPIC – specializes in teaching and therapy programs for young children with a range of development disabilities, such as Down syndrome and autism;

Camp Quality – providing support to children living with cancer and their families, through recreational, educational and financial support programs;

Able Australia (formerly the Deaf Blind Institute) – provides accommodation, help, support services, communication and recreational programs to people suffering multiple disabilities, deaf blindness or other sensory impairment;

Variety, the Children's Charity – dedicated to improving the quality of life for sick, socially disadvantaged and physically and intellectually disabled children in Victoria; and

Life Education Victoria (LEV) – is a community-based, independent organisation at the front line of positive and preventative drug and health education.

Each of these groups are dedicated to protecting and improving the quality of life of some of our most vulnerable members of the community; children. Without our support these charities receive little on-going or government funding.



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‘A Monetary Affair’

‘A Monetary Affair’ is a unique Melbourne event which has established itself as the key social date on the Financial Services industry calendar.

The event allows guests the opportunity to indulge in an evening of first class entertainment, fine food and unsurpassed networking opportunities against the stylish backdrop of Atlantic Group’s Peninsula at the Docklands.

Target Audience

Bringing together over 500 of Melbourne’s financial service industry elite, ‘A Monetary Affairs’ is a rare opportunity for this group to get together and enjoy an evening of glamour and entertainment.

Event Details

Thursday 22nd July, 2010

Peninsula at the Docklands

Central Pier, Harbour Esplanade, Docklands

Benefits to sponsors

‘A Monetary Affair’ is a golden opportunity for companies, to reach an exclusive, high-net-worth group of individuals.

Sponsors enjoy the rare chance to showcase their brands to over 500 guests with an estimated average income of \$200,000 pa, whilst lending their support to some of Australia’s most worthy charities.

For our 2010 function, we are offering 3 levels of sponsorship, gold, silver and bronze, highlighted below.

In addition to the benefits of aligning your brand with this prestigious event, we are attuned to meeting the marketing and promotional needs of sponsors and aim to provide high quality exposure in return for your support.

Opportunities include:

- Logo/tagline on the ball website, www.theball.org.au, flyers, program and other promotional material;
- Logo/tagline displayed on the multi-media loop to be played throughout the ball;
- Opportunity to include promotional materials on the evening;
- Opportunity to brand/merchandise or exclusive areas at the event; and
- Joint marketing initiatives to ensure the objectives of the sponsors needs are met.



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In addition, through our PR activity, we endeavor to maximise publicity in key publications, including The Age, Australian Financial Review and other industry publications.

Levels of Sponsorship

Gold

Investment - \$30,000 inclusive of GST

- 3 Complimentary tables of 10 at the event;
- Signage with sponsor company logo will be produced to be displayed in a prominent position on the night;
- Sponsor company logo will have major positioning on all event material i.e. invitation, program, website;
- Website link – to sponsor company’s website;
- Opportunity to display company products or brochures at the event;
- Inclusion in any media promotion;
- Multimedia Presentation – Sponsor logo to feature on opening of the multimedia presentation and on number one sponsor loop. The presentation is shown on large screens around the Peninsular room;
- Alignment with this high profile event, the financial sector and other associated industries; and
- An opportunity to align with Australian Children’s Charities.

Silver

Investment - \$20,000 inclusive of G.S.T

- 2 Complimentary tables of 10 at the event;
- Signage with sponsor company logo will be produced to be displayed on the night
- Company Logo will be positioned with other Silver level sponsors on all event material i.e. invitation, program & website;
- Website link to sponsor company website;
- Multimedia Presentation – Sponsor logo to feature in sponsor loop in presentation which is shown on large screens around the Peninsular room;
- Alignment with this high profile event, the financial sector and other associated industries; and
- An opportunity to align with Australian Children’s Charities.



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Bronze

Investment - \$10,000 inclusive of G.S.T

- 1 Complimentary table of 10 at the event;
- Signage with sponsor company logo will be produced to be displayed on the night;
- Company Logo will be positioned with other Bronze level Sponsors on invitation, program & website;
- Alignment with this high profile event, the financial sector and other associated industries; and
- An opportunity to align with Australian Children's Charities.

Thank you for reviewing this proposal, we welcome your call to discuss your company's requirements.

For further information, please contact:

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Kind regards,



Richard Symon
Chairman

