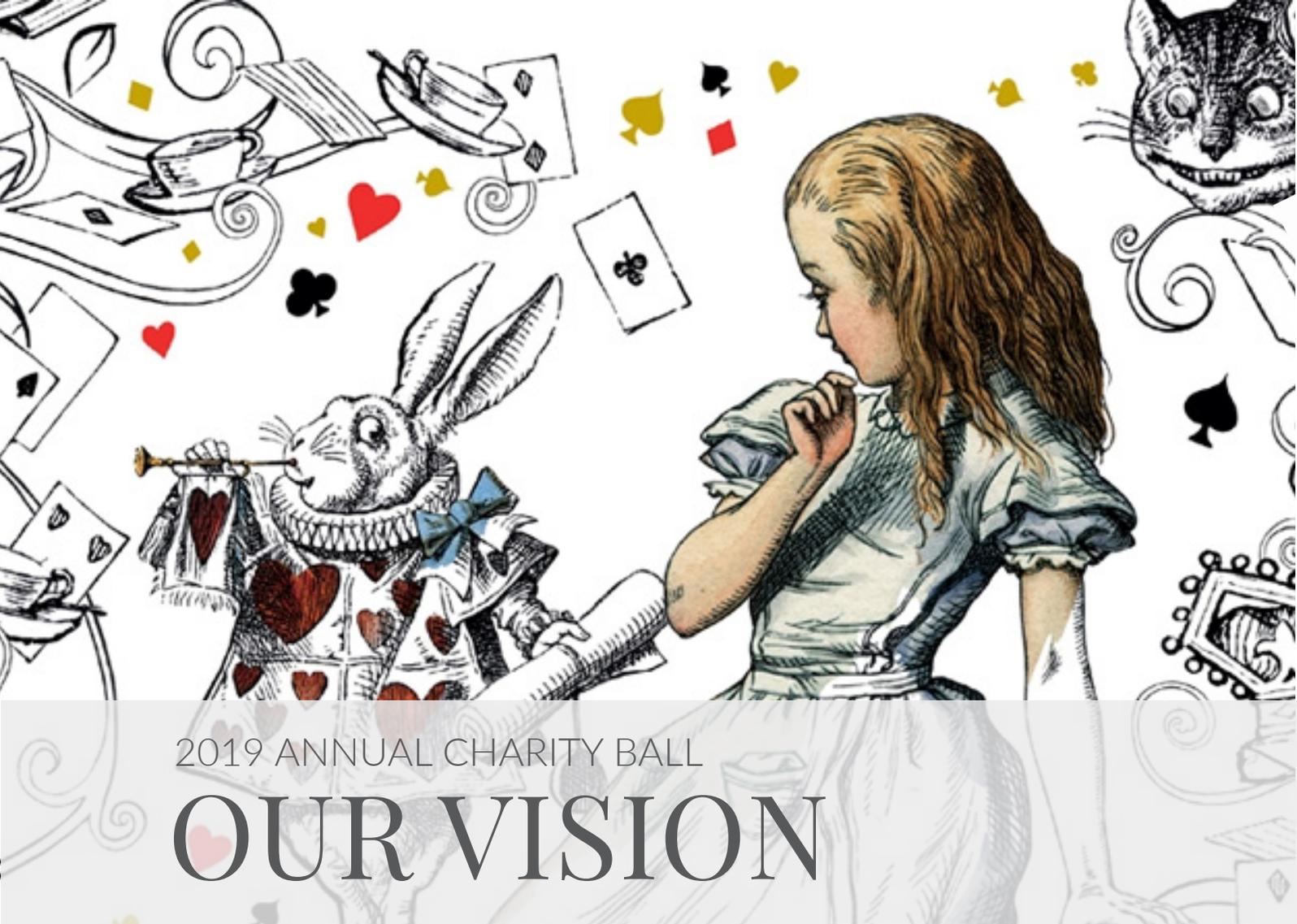




Ray White Charity Ball 2019

# SPONSORSHIP PROPOSAL



## 2019 ANNUAL CHARITY BALL

# OUR VISION

Our community contribution strategy is simple, to give back to those who make our business what it is today.

In 2018 we broke the stereotype of movie nights, golf days and the like to create the Ray White Charity Ball. In its inaugural year the event raised \$24,000 for WRAD's 'Lookout' project and featured local celebrities Tom Ballard and Dave 'Hughesy' Huges. Looking toward the future, we see the Ray White Charity Ball becoming an event which many local charities and organisations can benefit from, as we look to share the proceeds around each year.

As the Ray White Charity Ball becomes a staple event on the Warrnambool calendar, we see the inclusion of many local businesses vital to its longevity and success in years to come.



*"Every adventure requires a first step" - The Cheshire Cat*

Follow the white rabbit...

## OUR MISSION

At Ray White Warrnambool, we believe the charity ball will have a profound effect for the future of the Warrnambool community. While we have the resources to make the charity ball happen and the enthusiasm to make the event memorable, it will be the combined contribution of the Warrnambool community that will help our local charities benefit from it.

Along with our countless hours of work in preparation for the event, Ray White Warrnambool will contribute \$10,000 towards the beneficiary.



"Every adventure requires a first step" - The Cheshire Cat

RAY WHITE CHARITY BALL

# 2019 BENEFICIARY

A not for profit night, all proceeds will be donated to 'Standing Tall in Warrnambool.' Standing Tall is a school based mentoring program in Warrnambool that aims to provide an opportunity for every young person to feel a sense of belonging.



The Standing Tall Mentoring in-school program recruits and trains members of the community to become mentors to students in schools. It has shown that the relationships developed through mentoring can make a real difference to a student struggling to cope with a wide range of issues.

Mentors meet with their mentee during school hours for approximately 1 hour per week for twelve months and up to two years with the same student. The program does not run during school holidays and is flexible to mentors time commitments.



*"Every adventure requires a first step" - The Cheshire Cat*



We are driven by creating experiences that deliver results for the Warrnambool community.

# WE BUILD EXPERIENCES

## VENUE

The Ray White Charity Ball is held at the Emmanuel Centre, the newly built centre provides the size and facilities required to host such an event. We are budgeting for 400 guests on the night, based on the 2018 event we believe this to be very achievable. The capacity of the venue allows for additional tables if need be.

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## THEME

We are excited to announce a 'Down the Rabbit Hole' theme. As you may have noticed, the presentation of our 2018 'Winter Wonderland' event has set a very high benchmark for the design and presentation on the night. Our committee members are already working hard to make 2019 even more magical!

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## GUESTS

Our 2018 charity ball saw Tom Ballard host the event with special guest Dave 'Hughesy' Hughes. We hope to see Tom back again for 2019 and are a few weeks from announcing who our special guest will be. Our special guest will be relevant to our cause being a positive, influential and is driven person who aspires to see young people achieve through whatever they do.



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Follow the white rabbit...

2019 ANNUAL CHARITY BALL

# SPONSORSHIP

## MAJOR SPONSOR

\$5000 - LIMITED TO 5 SPOTS

- ♣ Align your brand with a highly regarded community event
- ♥ Logo placed on all marketing
- ♠ Shared logo on all digital marketing
- ♦ Marketing on radio advertising (shared between the 5 major sponsors)
- ♣ First hand access to all editorial material
- ♥ Banner and signage advertising at the entry of the event
- ♠ One table (10 seats) with priority seating

## MINOR SPONSOR

\$2500

- ♣ Align your brand with a highly regarded community event
- ♥ Logo placed on all marketing
- ♠ First hand access to all editorial material
- ♦ Banner advertising at the entry of the event
- ♣ One table (10 seats) with priority seating



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# MARKETING PLAN



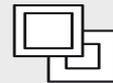
Shared Logo



Posters & Flyers



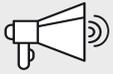
Newspaper Advertising



Signboards



Catering & Staff T-shirts



Radio



TV Advertising & Videos



Website



Social Media Advertising



Venue Advertising

## MAJOR SPONSOR MARKETING DETAILS



TV Advertising & Videos



Website



Social Media Advertising



Venue Advertising

## MINOR SPONSOR MARKETING DETAILS



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Proudly Supported by  
Ray White Warrnambool & Standing Tall in Warrnambool



**STANDING TALL**  
A SCHOOL BASED MENTORING PROGRAM