

Lifeline Canberra

2024 Gala

*Come away
with us*

Sponsorship Proposal

Thank you for taking the time to consider partnering
with us to bring this incredible night to life.
Together we can save lives here in Canberra



PROUDLY PRESENTED BY
AUDI CENTRE CANBERRA

**NATIONAL
ARBORETUM
CANBERRA**

**MAY
10TH
2024**

**BLACK
TIE**

PRESENTING PARTNER



Audi Centre Canberra



Audi Centre Canberra has been the Presenting Partner of the Lifeline Canberra Gala for seven years.

Their invaluable support and friendship means the world to us.

Thank you!



SUPPORTING PARTNER

\$15,000

Suicide is the **15th** leading cause of death in Australia.

These funds will contribute 538 life-changing calls to the Canberra community. Roughly the same number of people who will attend to gala event.

For an investment of \$15,000 (excluding GST), your organisation will receive the following benefits:

-Prominent display of logo on all Lifeline Canberra 2024 Gala correspondence, as the Supporting Partner including:

- o Event Screens
- o Event Program
- o Event Signage
- o Lifeline Canberra Website
- o Lifeline Canberra Social Media Communications
- o Lifeline Canberra Email Communications
- o Advertising and marketing material for the 2024 Gala

-Continual verbal acknowledgement of your organisation throughout the evening

-Rights to use the Lifeline Canberra logo as the Supporting Partner for the period of sponsorship (from date of package payment to Gala conclusion)

-Exclusive advertising page in the event program

-Preferential seating

-Complimentary table for you and your guests (ten tickets)

-Prominent bespoke signage of your logo on your table

-Two chilled Moët Champagne bottles on the table on arrival

Exclusive rights to name the 2024 Gala Signature Cocktail:

-Your name and logo on the cocktail bar

-Cocktail given to all guests on arrival

-Your input on the flavour and style

ENTERTAINMENT PARTNERS

\$8,000

3 PACKAGES AVAILABLE

If all three of these packages sell, this will fund 930 life-changing calls.

Last financial year we took 930 calls from people experiencing present domestic violence situations which put them and their families at risk.

For an investment of \$8,000 (excluding GST), your organisation will receive the following benefits:

-Prominent display of logo on all Lifeline Canberra 2024 Gala correspondence, as the Entertainment Partner including:

- o Event Screens
- o Event Program
- o Event Signage
- o Lifeline Canberra Website
- o Lifeline Canberra Social Media Communications
- o Lifeline Canberra Email Communications
- o Advertising and marketing material for the 2024 Gala
- o Prominent bespoke signage at your table
- o Back of seat signage

-Preferential seating

-Complimentary table for you and your guests (ten tickets valued at \$3,500)

-Prominent bespoke signage of your logo on your table

-Two chilled Moet Champagne bottles on the table on arrival

-Recognition as Lifeline Canberra Gala sponsor:

- o Continual verbal acknowledgement of your organisation throughout the evening
- o Rights to use the Lifeline Canberra logo as the Entertainment Partner for the period of sponsorship (from date of package payment to Gala conclusion)

CORPORATE PACKAGES

\$6,000

Each of these packages will contribute 230 life-changing calls to the Canberra community.

This is the number of calls JUST ONE crisis support volunteer can take each year.

For an investment of \$6,000 (excluding GST), your organisation will receive the following benefits:

-Prominent display of logo on all Lifeline Canberra 2024 Gala correspondence, as the Corporate Partner including:

- o Event Screens
- o Event Program
- o Event Signage
- o Lifeline Canberra Website
- o Lifeline Canberra Social Media Communications
- o Lifeline Canberra Email Communications
- o Advertising and marketing material for the 2024 Gala
- o Prominent bespoke signage at your table

-Preferential seating

-Complimentary table for you and your guests (ten tickets valued at \$3,500)

-Prominent bespoke signage of your logo on your table

-Recognition as Lifeline Canberra Gala sponsor:

- o Continual verbal acknowledgement of your organisation throughout the evening
- o Rights to use the Lifeline Canberra logo as a Corporate Partner for the period of sponsorship (from date of package payment to Gala conclusion)

SPONSOR THE GALA

Each of these packages comes with unique benefits to you the sponsor and will fund an exciting aspect of the gala fundraiser

SPONSOR THE PROGRAM - \$500

This high-value item is a Gala staple!
Put your name to this essential asset
and receive:

- Your logo in the event program
- A half-page ad for your organisation in the program
- Recognition of your support throughout the event

SPONSOR THE PHOTO OP - \$800

Get ready to see a photo backdrop like no other!

Put your name to this hot ticket item
and receive:

- Your logo in the event program
- Your name and logo on event signage
- Recognition of your support throughout the event

SPONSOR THE SWEETS - \$1,500

The best things in life are sweet!
Put your name to this hot ticket item and
receive:

- Your logo in the event program
- Your name and logo on event signage
- Recognition of your support throughout the event

SPONSOR THE LATE NIGHT SNACK - \$2,000

Up all night!
Put your name to this hot ticket item
and receive:

- Your logo in the event program
- Your name and logo on event signage
- Recognition of your support throughout the event

SPONSOR THE GALA

Each of these packages comes with unique benefits to you the sponsor and will fund an exciting aspect of the gala fundraiser

SPONSOR THE MOËT & CHANDON BAR

\$3,000

In return for your sponsorship of the Moët & Chandon, your organisation will receive the following benefits:

Prominent display of logo on:

- o Event Screens, Event Program and Event Signage
- o Lifeline Canberra website
- o Lifeline Canberra Social Media Communications

Acknowledgment of your valued support throughout the event

SPONSOR THE VODKA BAR

\$2,500

In return for your sponsorship of the Vodka Bar, your organisation will receive the following benefits:

Prominent display of logo on:

- o Event Screens, Event Program and Event Signage
- o Lifeline Canberra website
- o Lifeline Canberra Social Media Communications

Acknowledgment of your valued support throughout the event

SPONSOR THE GIN BAR

\$2,500

In return for your sponsorship of the Gin Bar, your organisation will receive the following benefits:

Prominent display of logo on:

- o Event Screens, Event Program and Event Signage
- o Lifeline Canberra website
- o Lifeline Canberra Social Media Communications

Acknowledgment of your valued support throughout the event

CONTRIBUTION OPPORTUNITIES

Outside of sponsorship, there are several other ways you can support this event and our fundraising for crisis support here in Canberra. Get in touch with our team if you can support us in any of the following ways.

DONATE ITEMS, SERVICES OR VOUCHERS TO THE AUCTION

The live and silent auctions are a key component of fundraising on the night and in the days leading up to the event.

In addition to sponsorship packages, we are seeking donations of suitable auction items, gifts for speakers, and raffle prizes. Any suitable product would be appreciated. In return for your donated item, your organisation will receive the following benefits:

- Your logo and donated item printed in the event program
- Your logo and item displayed on the Allbids bidding webpage
- Acknowledgment of your valued support throughout the event

VOLUNTEER AT THE GALA

There are a range of roles for volunteers on the night of the Lifeline Canberra Gala. Our events team will work with you to decide which role is best, and ensure you are supported on the night to help you get the most out of your volunteer experience.

As a volunteer, you get the following benefits:

- Entrance to work at the event
- Volunteering Experience
- Connection to Lifeline Canberra Staff and fellow volunteers
- Supporting your community

OUR PEOPLE

Lifeline Canberra's CEO

Carrie-Ann Leeson

Lifeline Canberra's Patron

Dan Keighran VC

Lifeline Canberra's Board

Archie Tsirimokos, Board President - MV Law Canberra
Todd Wills, Vice President - EY Canberra
Jessica Mellor, Secretary - The Star Entertainment Group
Bruce Armstrong, Treasurer - Aspen Medical
Richard Rolfe AM, Director - Audi Centre Canberra
Cade Brown, Director - Callida Consulting
Kylie Dennis, Director - Civium Property Group
Marcus Mills-Smith, Director - Ginninderry
Warren Apps, Director - Supercurious

Lifeline Canberra's Ambassadors

Ben Farinazzo - Invictus Games gold medallist
Marianna Tolo - Basketball Player
Josh Illusions - Entertainer and Advocate
Sarah Walsh - Paralympian
Ange Reakes - Cricketer
Cameron Hill - Racing Driver
Josh Torney - Podcast Host
Ned Breward - Podcast Host
Michael Webb - Magician

Lifeline Canberra is backed by a workforce of 22 staff and over 500 volunteers. These people give their all to make our community stronger each and every day. Thank you for supporting them in our mission.

Meet the organisations who have already signed on to bring this event to life



HOW YOU REALLY BENEFIT

RECOGNITION

Put your organisation in the spotlight

EXPERIENCE

Experience the magic of the Lifeline Canberra gala,
connect with others, network

SUPPORT YOUR NEIGHBORS, FRIENDS, FAMILY AND LOCAL COMMUNITY

This event has only one goal; to prevent suicides in Canberra.
The funds raised at the Gala will support your community, your co-
workers, your friends and family.

PLEASE TAKE A MOMENT TO CONSIDER SUPPORTING US IN BRINGING THIS INCREDIBLE NIGHT TO LIFE

Lifeline Canberra exists to save lives and build resilience in our community. For over 50 years, Lifeline Canberra has provided Telephone Crisis Support (13 11 14) to the people of Canberra and the surrounding regions. This service is possible due to the dedication of 300 trained Telephone Crisis Support (TCS) local volunteers who fill shifts to ensure that the phones will be answered; 24 hours a day, 7 days a week, 365 days a year.

- Demand for our 13 11 14 telephone crisis service has never been higher.
- An estimated 1 in 3 Australians reported feeling lonely, Lifeline is here to listen.
- 8.6 Australians die every day by suicide. That's more than double the road toll.
- An unknown number of Australians attempt suicide every year, with some estimates suggesting this figure may be over 65,000.
- Suicide is the leading cause of death for Australians between the ages of 15 and 44.
- Beyond the tragic loss of the person, the impact of suicide deaths are felt by up to 135 people, including family members, work colleagues, friends, and first responders at the time of death.

Like many charities, we are involved in a wide range of community programs and research projects.

However, we are one of very few to provide a 24-hour crisis support and suicide prevention service to people in the community which delivers immediate, measurable results. It is proven that intervention at the time of crisis can prevent suicides.

Lifeline Canberra runs events and initiatives to raise awareness within the community and raise funds to continue to grow our operations, including recruitment, training, Bereaved by Suicide Support Group and ongoing support of our crisis support volunteers.

Lifeline Canberra relies on the generosity of the Canberra community and organisations as we receive minimal government funding. That is the beauty of Lifeline Canberra; while we are supporting the community, we can trust the community will be supporting us in return.

Thank you for taking the time to read our sponsorship opportunities for the 2024 Lifeline Canberra Gala. We cannot wait to celebrate the success of the night with you.

HOW TO SECURE YOUR SPONSORSHIP OPPORTUNITY

For more information or to secure your sponsorship, please contact Jenine Woodman
Director of Strategic Engagement & Communications

p: 02 6171 6303

m: 0434 324 903

e: jenine.woodman@act.lifeline.org.au

No matter how you choose to contribute to this event, what you provide is vital. **Thank you** for taking the time to read our sponsorship opportunities for the 2024 Lifeline Canberra Gala.

We can't wait to celebrate the success of the night with you.

BOOK YOUR TICKET TO THE GALA

Contact events@act.lifeline.org.au to secure tickets or tables.

· Single tickets, \$350 · Table of ten, \$3,500