



FIGHT ON THE BEACHES



Supporting Australian Cancer Research



Fight on the Beaches (FOTB) is a Northern Beaches based fundraising group dedicated to funding a cure for cancer through **funding Australian cancer researchers in the lab.**

For the past five years the Fight on the Beaches Executive Committee has hosted its signature annual **'Christmas in July' Charity Ball**, which has, thanks to the support of the local community, **raised in excess of \$1.5 MILLION** for Australian cancer research. So far, Fight on the Beaches has funded **ten research projects**, equating to **ten years of research.**

In 2019, the Christmas in July Charity Ball will be held on Friday 5th July at the Miramare Gardens, Terrey Hills. The goal is to raise another \$300,000 for cancer research and we invite you to join us in our mission.



*The FOTB Executive Committee with the
2019 Christmas in July Charity Ball Emcee – Edwina Bartholomew*



*Santa and Mrs Claus post with guests at the
2019 Christmas in July Charity Ball*



WHY GET INVOLVED?



Meaningful exposure through a meaningful local cause...

The Christmas in July Charity Ball is a shining star on the Northern Beaches social calendar. Hosted within the grandeur of the Miramare Gardens' Ballroom, the event boasts in excess of 700 guests attending each year. If you are a business that services the Northern Beaches and North Shore area, then the Fight on the Beaches Charity Ball is the perfect avenue to engage with a dedicated audience whilst demonstrating your social responsibility!

MEDIA & SOCIAL MEDIA

Fight on the Beaches utilises local media to create exposure for the event which in turn can assist with enhancing sponsor profiles as a supporter of a popular local community organisation. Strong and regular social media marketing across Facebook, Twitter and Instagram with a highly engaged following. Fight on the Beaches is committed to using these platforms to increase following and awareness, and promote your business.

BRAND AWARENESS

Sponsors are provided with varying levels of branding and acknowledgement in the lead up to, during and after the event that enhance association with Fight on the Beaches and showcase the sponsor's social responsibility towards supporting a worthy cause.

DEDICATED AUDIENCE

The Charity Ball attracts **700+ guests** including politicians, FOTB researchers, local business owners and high profile corporate personnel, not to mention the Northern Beaches community of family and friends that are the foundation of Fight on the Beaches. In addition, **100+ volunteers** give their time to assist at the event, acting as a moving advocate for not only the charity but for the sponsors that support the cause.

B2B OPPORTUNITIES

Fight on the Beaches provides a collaborative, positive approach to sponsorship and welcomes open communication with sponsors. Fight on the Beaches is dedicated to creating networking opportunities for sponsors with the vision to connect likeminded people together through their mutual support of a worthy cause.



1,939 followers
@FightontheBeaches

@FightforaCure
303 followers



@FightontheBeach
1,495 followers



@FightontheBeach
988 followers



HOW TO GET INVOLVED



Fight on the Beaches offers a range of sponsorship options for businesses and individuals wishing to support the Christmas in July Charity Ball. From tiered sponsorship packages to exclusive category arrangements; we provide fantastic opportunities that meet varying business objectives and budgets.

We welcome the opportunity to discuss the options available as well as tailoring a package to suit your objectives.

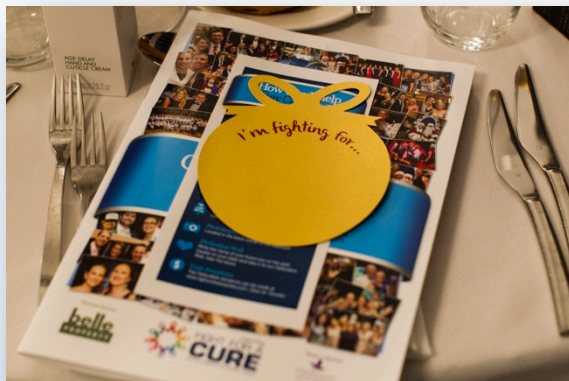
TIERED SPONSORSHIP PACKAGES

Platinum	Under negotiation
Gold	1 available
Silver	5 available
Bronze	Unlimited available
FOTB Supporter	Unlimited available

CATEGORY SPONSORSHIP PACKAGES

Retain exclusive sponsorship rights of a specific segment or activity at the Charity Ball.

- Jewellery Partner
- Welcome Drinks Sponsor
- Photo Booth Sponsor (2 available)
- Travel Sponsor (under negotiation)





GOLD SPONSOR



1 available, Investment – \$15,000

Gold Sponsorship offers a vast array of benefits, which are enhanced by a unique offering of **exclusive rights as the Official Auction Partner for the Charity Ball**. As the highest grossing fundraising activity for Fight on the Beaches, the auction presents a fantastic opportunity for the Gold Sponsor to enhance their profile to a captured audience. A one-off cash contribution of \$15,000 will receive the following benefits:

DESIGNATION & EXCLUSIVITY

- Official designation as “Official Gold Sponsor”.
- Official designation as “Official Auction Partner” for the event.

AUCTION PARTNERSHIP

A unique benefit for the Gold Sponsor is having the official designation as “**Official Auction Partner**” for the live and online auction segments at the Charity Ball.

The auction generates in excess of \$120,000 on average and provides a wide reach of not only the 700+ attending guests but interested parties through the online component – in 2018 there were 400 registered bidders online.

BRANDING

- Specially created FOTB sponsor composite logo for use.
- Logo presence in all pre and post-event newsletters.

At Event

- Logo in prime location on Live Auction pages of the Charity Ball Event Program.
- Logo presence on the online Auction Bidding Site.
- Two (2) pull up banner signage locations at the event including one on stage during the Live Auction (banners provided by sponsor).
- Private Lab Tour for your colleagues and clients at one of our funded research labs.



GOLD SPONSOR



PUBLICITY

- Half page company profile on the FOTB website.
- One (1) fortnightly promotion on FOTB social media channels – Facebook, Twitter and Instagram.
- A minimum of one (1) promotion across selected Macquarie University owned Facebook pages.

At Event

- Acknowledgement by MC during the evening.
- Acknowledgement by Celebrity Auctioneer during Live Auction segment.
- Half page AV presentation on screen.
- Logo presence on Live Auction AV presentation on screen on the night.
- Half page company profile in Event Program.

HOSPITALITY

At Event

- Complimentary eight (8) tickets to the Charity Ball.
- Invitation for eight (8) guests to attend Sponsor Welcome Drinks prior to the Charity Ball.

Other

- Invitation to attend the Post-Ball Celebration event.

OTHER BENEFITS

- Certificate of Appreciation.
- Opportunities to discuss cross promotional activities.
- B2B networking opportunities.
- Private Lab Tour for staff/clients at either one of our funded cancer research labs.





THANK YOU

Thank you for taking the time to review our proposal and your consideration in joining us in the fight against cancer. For more information on any of the sponsorship packages or to discuss other opportunities, please don't hesitate to contact us.

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