

**BESTCARE**  
@ Benalla  
HEALTH

# WINTER BALL

*A touch of class*

Saturday August 3rd 2024  
Benalla Town Hall

**SPONSORSHIP  
PROPOSAL**

# INTRODUCTION

Benalla Health is pleased to invite you to become a major sponsor of the Best Care at Benalla Health Winter Ball, to be held on **Saturday 3 August 2024** at the **Benalla Town Hall**.

**This year's Winter Ball theme is 'A Touch of Class' and will showcase live music from Escape featuring the 70's, 80's & 90's stacked with energy, style, personality and fun.**

As we prepare for our Winter Ball, we are seeking visionary partners who understand the importance of investing in our community. Your support as a major sponsor would play a pivotal role in ensuring the success of our event and the fulfillment of our mission.

Our fundraising Ball serves as a vital platform for us to raise funds for a significant cause. Your company addresses a pressing need within our community. Your sponsorship would directly contribute to making this project a reality, impacting the lives of countless individuals for years to come.

In return for your generous sponsorship, we offer a range of benefits tailored to maximise your brand visibility and recognition. These include prominent placement of your logo on event materials, recognition in our press releases and promotional materials, exclusive branding opportunities at the

event venue, and more. Additionally, we are open to discussing customized sponsorship packages to ensure that your investment aligns with your strategic goals and objectives.

We firmly believe that partnerships like ours are mutually beneficial and contribute to the growth and prosperity of our community. By joining forces, you not only demonstrate your commitment to corporate social responsibility but also showcase your leadership in driving positive change.

I invite you to consider the impact your sponsorship could make and to join us in our purpose to care for our community by providing safe, high quality healthcare for everyone. Together, we can make a tangible difference in the lives of those we serve and create a lasting legacy of compassion and generosity.

Thank you for considering this opportunity to partner with us. I am eager to discuss how we can tailor a sponsorship package to meet your specific needs and objectives. Please feel free to contact myself or our event coordinator Lucy Mitchell-Long on 5761 4395 or [lucy.mitchell-long@benallahealth.org.au](mailto:lucy.mitchell-long@benallahealth.org.au) to further explore this exciting partnership opportunity.

Warm regards,



**Jackie Kelly**

Chief Executive Officer

**We hope you can join us.**





# EVENT OVERVIEW



## AIM

To celebrate Benalla Health's achievements whilst raising funds to support innovation and excellence in healthcare at Benalla Health.

## HOST

### **Jackie Kelly**

Chief Executive Officer Benalla Health

### **Lucy Mitchell-Long**

Chair, Benalla Health Special Events Committee & Diversity, Equity & Inclusion Advisor at Benalla Health



## MC

### **Anthony Putt**

Operational Director of Support Services  
Benalla Health

## DATE

Saturday 3 August 2024 from 6pm

## VENUE

Benalla Town Hall. 82-86 Nunn Street, Benalla

## DRESS

Cocktail & Beyond

## AUDIENCE

We welcome our great community of Benalla Health supporters including Benalla Health's corporate partners, and key stakeholders, alongside Benalla Health's doctors, clinicians, board members and executive.

## PROCEEDS

All funds raised will go towards a significant cause. Benalla Health prides itself on providing Best Care to all and this starts on the day you are born. We intend to purchase a new neonatal resuscitation cot, this cot provides intensive lifesaving care to newborns if they struggle with the transition from womb to life on the outside. This cot also allows our midwives and doctors to work with the best equipment to keep the babies born at Benalla Health safe through the unpredictability of child birth.



# SPONSORSHIP OPPORTUNITIES

## PLATINUM LIFESAVER SPONSORSHIP – \$30,000

1 package available

### Benefits

- **VIP Table Experience:** Table of 8, VIP service, including unlimited drinks & personal wait service
- **Roving Vox Pops:** We will interview you at your table, thank you & ask you questions relevant to showcasing your business
- Prominent name/logo recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release & recap
- Space to display your company banner at the event & promotional stand
- Full page acknowledgement in the event program
- Inclusion on sponsors acknowledgement banner/ signage at event
- Full page advertisement in event program on outside back cover (A5)
- Commemorative certificate
- Opportunity to include merchandise in event gift bags. Subject to event sponsorship
- Signature cocktail/mocktail named after your business
- **Interview:** 3 – 5 minute video interview on your business, content will be used for long & short form posts on all social platforms
- Exclusive opportunity for Executive Leader to provide message on stage (2 minutes)

## GOLD HEARTBEAT SPONSORSHIP – \$15,000

2 packages available

### Benefits

- 1 x Event Table (8 tickets) 1 x Drinks package to begin evening (3 bottles of wine & small selection of beer)
- **Roving Vox Pops:** We will interview you at your table, thank you & ask you questions relevant to showcasing your business
- Prominent name/logo recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release & recap
- Space to display your company banner at the event & promotional stand
- Half page acknowledgement in event program
- Inclusion on sponsors acknowledgement banner/ signage at event
- Half page add in the event program
- Commemorative certificate
- Opportunity to include merchandise in event gift bags. Subject to event sponsorship

## SILVER STETHOSCOPE SPONSORSHIP – \$7,500

5 packages available

### Benefits

- 6 Complimentary event tickets & 12 complimentary drinks
- Recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release, & recap
- Acknowledgement in event program
- Inclusion on sponsors acknowledgement banner/ signage at event
- ¼ page add in event program
- Commemorative certificate
- Opportunity to include merchandise in event gift bags. Subject to event sponsorship

# SPONSORSHIP OPPORTUNITIES

## BRONZE CAREGIVER SPONSORSHIP – \$5,000

Unlimited packages available

### Benefits

- 4 Complementary event tickets & 8 complimentary drinks
- Recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release & recap
- Acknowledgement in event program
- Inclusion on Sponsors Acknowledgement banner/ signage at event
- Commemorative certificate
- Opportunity to include merchandise in event gift bags. Subject to event sponsorship.

**Can't attend the ball? Donate a ticket to someone in need and support local community members to attend the gala?**

## SUPPORTER

Prize Donation or In Kind Support

In order to provide additional value to our event for the benefit of our ticket holders we are seeking the donation or support of In Kind items to use as Door Prizes, 'Best Dressed' Prize, Auction Items and/or Raffle Prizes.

### Options could include:

#### Vouchers such as:

- Photo shoot
- Restaurant/ Bar discounts
- Accommodation
- Cosmetics / beauty products
- Items of jewellery
- Candles, bath salts or any other form of aromatherapy or relaxation treatments
- Hair products / services

**Any other material items** your business can provide that you feel would be appropriate. If you wish to support our event with any other products or services that you feel would be appropriate please do not hesitate to contact us to arrange a suitable package.

**Cash donation** to be spent with local businesses for raffles and prize giveaways.

### Benefit to you:

- Acknowledgement in event program
- Commemorative certificate

By supporting Benalla Health you will be exposing your products and services to a new market. You will also be assisting a local hospital in staging a successful event to raise funds and awareness for a local health service. Benalla Health appreciates every level of support offered by individual local businesses and we aim to provide our supporters with maximum levels of exposure during our marketing stages and on the evening of our event.

By donating material items that are necessary to stage our event, you will be assisting us in lowering our expenses and allowing us to add maximum value to our event.





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HEALTH

## FURTHER INFORMATION

To discuss these sponsorship opportunities or  
for more information about the event please contact:

**Lucy Mitchell-Long**

Event Organiser

Benalla Health

Phone: (03) 5761 4222

Email: [lucy.mitchell-long@benallahealth.org.au](mailto:lucy.mitchell-long@benallahealth.org.au)