

2010 BUTTERFLY CHARITY BALL SPONSORSHIP PACKAGES



Principal Partner

PRINCIPAL PARTNER – one sponsorship opportunity

Naming Rights – Event Partner - \$20,000 per year for a three year commitment - SOLD

The Principal Partner receives corporate naming rights for the ball and first right of refusal for this position in future years. The company name is attached to the headline of the Ball and all associated printed and electronic materials. Other benefits include:

- Maximum coverage in all marketing, media & advertising activities including newspaper & TV commercial
- Full page ad/editorial in event booklet about the company/business
- Full page on website with links
- Logo included with all press coverage at launch and Ball
- Prominent signage at the Ball and launch event
- 2 x VIP tables for 10 people to attend the Ball
- Limousine pick up from central point on night of the Ball
- Invitations to the cocktail party launch of the Ball
- VIP Recognition at the Ball
- Personalised invites with logo



Diamond Sponsors

DIAMOND SPONSOR – Six sponsorship opportunities

Premium Sponsor Level – Key Contributor to the Event - \$10,000 cash only or combination cash and in kind donation*

- Company logo included in media releases (television, newspaper, radio)
- Logo and company name in event booklet (1/2 Page)
- Logo with supporting information and links on website
- Signage at the Ball and launch event
- 1 x VIP table for 10 people to attend the Ball
- Invitations to the cocktail party launch of the Ball
- Table naming rights – logo/signage on the table
- Tickets to event to include company logo



Gold Sponsors

GOLD SPONSOR – Ten sponsorship opportunities

Patron Recognition Sponsorship - \$5,000 cash only or combination cash and in kind donation

- Logo and company name in event booklet (1/4 page)
- Logo with supporting information and links on website
- Invitations to the cocktail party launch of the Ball
- 1 x VIP table of 10 to attend the Ball
- Table naming rights



Silver Sponsors

SILVER SPONSOR – Ten sponsorship opportunities

Advertising Recognition Sponsorship - \$3,000

- Logo and Company name in event booklet
- Logo with supporting information and links on website
- Invitations to the cocktail party launch of the Ball
- 1 x VIP table of 10 to attend the Ball



SUPPORTING SPONSOR – Unlimited sponsorship opportunities

Advertising Recognition Sponsorship - \$1,000

- Logo and Company name in event booklet
- Logo with supporting information and links on website
- Invitations to the cocktail party launch of the Ball

STANDARD TABLE

Table of 10 people - \$1950 or \$195 per ticket

(*in kind only donations will not receive free seating to the event – base table cost must be covered by a cash donation although a combination of cash and in kind will secure this full level package)

Supporting Sponsors



www.butterflyball.com.au