



CURE CYSTIC FIBROSIS
GALA BALL

Sponsorship Prospectus



Dear Sir/Madam,

We would like to invite you to be one of our valued, partnered sponsors of the 'Cure Cystic Fibrosis Gala Ball' to be held at **Higher Mark, GMHBA stadium Geelong, on Saturday the 27th July 2024.**

This is an amazing opportunity to align your business with a reputable fundraising organisation that is striving to find a cure for a disease that impacts over 45 Geelong families, 3500 Australian children and adults and 75,000 people worldwide.

Cystic Fibrosis is the most common life limiting genetic disease. Fifty percent of people with this disease will die before their 45th birthday. The aim of our event is to raise awareness of this genetic disease and raise money to fund research for a cure.

\$48 buys one hour of research. More research leads to a faster pathway to a Cure.

We are very proud that here in Geelong, we had been able to contribute \$420,000 or 8940 hours towards research for a cure. It is not enough!

Until a cure is a reality, we need to continue to fund scientists and their research. Our children's lives depend on it!

The Cystic Fibrosis Gala Ball was first held in 2016. It has grown to become one of the largest and most prestigious charity events on the Geelong calendar. Last year it sold out at 610 guests. Aligning your business with our fundraising initiative is a wonderful way to achieve the following for your business:

- It is a perfect vehicle to promote your business with a captive audience of over 600 guests and support vital research.
- Through being part of our charity, you can belong to a powerful network of likeminded people.
- Aligning to a reputable fundraising organisation adds to the ethical and trustworthiness of your brand.
- It's an opportunity to involve your employees through active fundraising activities or attendance to the event.

Please find attached a sponsorship package for your review and consideration.

We welcome you to join Cystic Fibrosis Geelong in our cause to make CF stand for CURE FOUND.

Yours Sincerely,

Leann Tremul
Committee Manager Cystic Fibrosis Geelong Inc
Ph: 0414 713 916
E: cfgeelong@gmail.com
W: www.cysticfibrosisgeelong.com





It is a night where over 600 people come together with a common and attainable goal of winning the fight against Cystic Fibrosis. It is a fabulous night with a sophisticated menu, fine wines, inspiring and passionate speakers and an exciting line up of live entertainment. There will be a Live Auction, silent auctions, raffles, prizes and lots more.

The Cure Cystic Fibrosis Gala Ball tickets have consistently sold out with over 600 guests attending and we have so far raised almost \$420,000 for research.

The event is promoted through an extensive marketing and publicity campaign. This includes social media, articles in all the regional newspapers, including the Geelong Advertiser. Posters and flyers are displayed throughout the Geelong region and Real estate billboards in prominent locations. Sponsors have the opportunity to profile their business logos on all publicity material.

The Committee

The Committee is made up of volunteers whose family or friends have been directly affected by Cystic Fibrosis. All committee members are non-paid volunteers. Therefore, you can be assured that every cent raised on the night will go directly to research.

All committee members are passionate about raising awareness of Cystic Fibrosis and are united with a common goal of improving and extending the lives of those living with Cystic Fibrosis.

All believe a Cure is possible.

We are committed to supporting quality Australian Cystic Fibrosis research that will help lead to a Cure or life extending therapies. We will continue this support until the fight is won and Cystic Fibrosis is cured.

Committee members:

Leann Tremul
Trudy Allen
Bronwen Fomin
Kelly Collins
Peter Baxter
Belinda Narwar
Jennifer Jury
Caroline Byrne
Jared Tremul





CURE CYSTIC FIBROSIS GALA BALL



Why research for Cystic Fibrosis?

Cystic Fibrosis is the most common life limiting inherited disease affecting the developed world, with one in every 2,500 children affected. It is a multi-organ disease affecting the lungs, gut, liver, pancreas and reproductive tissues. While every person with CF has a different experience, average life expectancy remains under 40 years – approximately 42 years less than the Australian average. From birth, every day is a relentless struggle to stay healthy and CF impacts the whole family.

One in 25 Australians carry a defective CF gene. A baby is born every 4 days with CF. They can expect to take 40 tablets a day to digest food and fight infections. They will have up to two hours of physiotherapy every day to clear mucus from their lungs. They will nebulise drugs multiple times a day. They will have regular long hospital admissions every year. They will have a high risk of developing early onset osteoporosis, CF related diabetes, liver problems and infertility.

This baby will never know what it is like to have a normal life.

In the 1960's a baby born with CF would normally die before the age of 6. It is only because of research that life expectancy is now closer to 40 and it will only be because of research that this life expectancy will continue to rise.

We are grateful that Research has led to life extending gene modulator drugs becoming available in the last few years.

However, there is 10% of people with CF that do not carry a gene suitable for these drugs and the side effects have meant that some people have been unable to continue this treatment.

Sadly, there is still no cure for Cystic Fibrosis and we are fighting to change that.

As a 100% volunteer organisation with no salary or administration costs we are able to channel every cent of the money raised to quality Australian Cystic Fibrosis research.

Supporting Research is the key to a CURE.

Where the money goes:

Our aim this year is to raise **\$150,000**. \$120,000 will go to the **Australian Cystic Fibrosis Research Trust (ACFRT)**. The Trust is administered by Cystic Fibrosis Australia which means every cent that is donated to the trust goes directly to research with no administration fees. ACFRT seeks to allocate funds for high quality research at a national level.

The Trust will only support research that has been assessed and recommended by the scientific community. For more information on the [work of the Trust please visit this link https:// www.cysticfibrosis.org.au/research](https://www.cysticfibrosis.org.au/research)

If this research leads to a CURE for Cystic Fibrosis, it will save the lives of over 3500 Australians and 80,000 people worldwide.

\$30,000 will be directed to [Cystic Fibrosis Community Care](#) to set up a Grant to enable those living in Victoria to have more affordable access to Mental health care.





Sponsorship categories

NAMING RIGHTS SPONSORSHIP

- Exclusive naming rights to one of the largest social events on the Geelong calendar
- Industry exclusive sponsorship
- Inclusion of your brand across all marketing material (eg. social platforms, website banner, print material)
- Exposure for your brand at the event, including allocated slot for a 5 minute speech delivered by the CEO or other representative, MC announcements throughout the night, invitation to draw one of the nights major prizes, logo printed on Media wall at entrance, collateral, banner exposure at main stage, logo placement on continuous rolling presentation and opportunity to distribute promotional material on guests tables
- VIP Table at the event for up to 20 guests (front and centre allocation)
- Invitation for early entry to the event and VIP networking session.

PLATINUM SPONSORSHIP

- Industry exclusive sponsorship to one of the largest social events on the Geelong calendar
- Inclusion of your brand across all marketing material (eg. social platforms, website banner, print material)
- Exposure for your brand at the event, including MC announcements throughout the night, invitation to draw one of the nights major prizes, collateral, banner exposure at main stage, logo placement on continuous rolling presentation and opportunity to distribute promotional material on guests tables
- VIP Table at the event for up to 10 guests (front and centre allocation)
- Invitation for early entry to the event and VIP networking session.

GOLD SPONSORSHIP

- Inclusion of your brand across all marketing material (eg. social platforms, website banner, print material)
- Exposure for your brand at the event, invitation to draw one of the nights prizes, collateral, banner exposure at main stage, logo placement on continuous rolling presentation and opportunity to distribute promotional material on guests tables
- VIP Table at the event for up to 6 guests
- Invitation for early entry to the event and VIP networking session.



SILVER SPONSORSHIP

- Inclusion of your brand across all marketing material (eg. social platforms, website banner, print material)
- Exposure for your brand at the event, collateral, logo placement on continuous rolling presentation and opportunity to distribute promotional material on guests tables
- VIP Table at the event for up to 4 guests
- Invitation for early entry to the event and VIP networking session.

BRONZE SPONSORSHIP

- Inclusion of your brand across all marketing material (eg. social platforms, website banner, print material)
- Exposure for your brand at the event, collateral, logo placement on continuous rolling presentation and opportunity to distribute promotional material on guests tables
- VIP Table at the event for up to 2 guests
- Invitation for early entry to the event and VIP networking session.

Cure Cystic Fibrosis Gala Ball 2024 Sponsorship Packages

SPONSORSHIP PACKAGE	NAMING	PLATINUM	GOLD	SILVER	BRONZE
	\$POA	\$8,000	\$5000	\$3000	\$2000
Tickets to the Cure for Cystic Fibrosis Gala Ball (10 per table).	20 tickets included	10 tickets included	6 tickets included	4 tickets included	2 tickets included
Prominent table position	Front & centre allocation	Front & centre allocation	✓	✓	✓
High visibility audio visual display of logo/advertisement revolving throughout the evening.	8 slides	5 slides	3 slides	2 slides	1 slide
Recognition through name and logo displayed on media wall at entrance.	✓				
Allocated slot for a 5 minute speech delivered by the CEO or other representative.	✓				
Recognition through name and logo displayed at the table.	✓	✓	✓	✓	✓
Recognition through prominent acknowledgment by Master of Ceremonies.	✓	✓	✓	✓	✓
Logo displayed on banner at main stage	✓	✓	✓	✓	✓
Logo Recognition on promotional material (including flyers, posters, billboards, invitations & emails to database).	✓	✓	✓	✓	✓
Opportunity to distribute promotional material on guests table.	✓	✓			
Recognition in all media press releases.	✓	✓	✓	✓	✓
Recognition on social media.	✓	✓	✓	✓	✓
Recognition and display of logo on our website for 12 months.	✓	✓	✓	✓	✓
Recognition on stage through drawing of door prize, raffles, etc	✓	✓	✓	✓	✓
Tax deduction receipt available	✓	✓	✓	✓	✓

THANK YOU FOR YOUR SUPPORT