

An Enchanted Evening

SPONSORSHIP OPPORTUNITIES

Annual Gala Fundraising Dinner
Friday 5 August 2016
Doltone House Jones Bay Wharf

Be Centre is a registered charity CFN 12268
ABN 58 128 050 037

www.becentre.org.au

BE CENTRE
healing through play therapy

Be Centre

Be Centre is an emerging children's mental health charity providing one-to-one Play Therapy for kids aged 3–13 years. We are dedicated to early intervention, stopping cycles of harm and helping children heal from difficulties and trauma so they can thrive.

Established in 2008, Be Centre is the only centre of its kind in Australia providing effective and evidenced-based Play Therapy programs for disadvantaged and vulnerable children who otherwise could not access vital therapeutic support.

Our Play Therapists are among the most experienced in Australia and their work with children in trauma is ground breaking. We recently formed a research partnership with Deakin University in Victoria which will investigate the impact of Play Therapy on educational outcomes.

Amy's Story – not every child grows up in a happy and loving home

Amy is six years old and is in grade 1 at school. She has already faced many difficulties in her life.

Amy's father is an alcoholic who is often violent towards her mother and verbally abusive towards Amy and her sisters. During these incidents Amy and her sisters either hid under her bed, escaped through the window to a neighbour's house or hid in the garden until he went to sleep and the yelling stopped. Amy did not ever feel safe.

Amy, her mother and sisters recently went to live with her grandparents. The family is in a tough financial situation.

Amy's mother and grandmother were worried as Amy had recently started bed wetting and was anxious and withdrawn with trouble sleeping. She was also having problems at school and the welfare team there referred her to Be Centre.

We hope that at Be Centre Amy can make use of the safe space and emotional support available to help her develop skills to bounce forward and establish firm foundations for the bright happy future she deserves.

Mission: to provide hope and healing through Play Therapy and to empower children who are experiencing emotional, social or behavioural difficulties, or who have been traumatised, to be the best they can be.

Vision: resilient children reaching their full potential creating a brighter future for themselves, their family and the community.



Our event

Be Centre's Fundraising dinner is a prestigious annual gala ball and one of the highlights of the Sydney calendar. The 2016 dinner – themed 'An Enchanted Evening' – is our major fundraising event and now in its fourth year! It is a stellar evening attracting more than 400 of Sydney's social and business leaders as well as high profile celebrities who come together to ensure we can create brighter futures for vulnerable children and their families.

Highlights of the 2015 Be Centre 'Hamptons Beach Party' fundraising dinner:

more than \$40,000 raised to support our vital therapeutic program for children impacted by trauma such as domestic violence

hosted by Channel 7's Weekend Sunrise presenter Simon Reeve

support from celebrities including Wendy Harmer and Paralympian Louise Sauvage

performance by leading Sydney entertainers 'Harmony Lovegrove' and 'Jelly Bean Jam'

significant exposure across newspaper, radio and social media.

Online electronic bidding system allowed pre-bids on auction items to help increase fundraising return. Guests hotly contested more than 130 desirable live and silent auction items including:

signed, framed Wallabies jersey

luxury trip to Auckland with accommodation and gourmet food experience

Ferrari drive experience

ultimate Mercedes experience including use of convertible for weekend and luxury accommodation

original artworks

designer jewellery.

All items were donated, so 100 per cent of proceeds supported our work with the children.



Your invitation to sponsor

Be Centre is excited to present opportunities to sponsor our 2016 'An Enchanted Evening' Gala Fundraising Dinner and enhance your organisation's brand.

Your generous contribution to this stellar event will directly support our work assisting disadvantaged and vulnerable children and their families whose lives have been impacted by trauma such as domestic violence, abuse, bullying, impact of drugs and alcohol and family breakdown.

The need for our services is acute and increasing. We have outgrown our current space at Warriewood and urgently need to raise funds to relocate to a larger space. Our aim is to establish a centre of excellence in Play Therapy to meet the demand within the community and continue to facilitate positive outcomes for children facing serious life challenges.

We would be delighted if you would consider being a sponsor of this important event in 2016.

Benefits to your organisation of sponsorship include:

high level of exposure of your brand to our 400 event guests and our celebrity supporters

enhanced credibility through your commitment to creating brighter futures for at-risk children in Australia

creating company or product awareness with gift bag samples or auction prizes

hospitality opportunities to entertain and reward your valued clients and staff.

Please see sponsorship levels and details on the following pages. We are also happy to discuss creating a tailored sponsorship package for your organisation.

Past sponsors of the Gala Dinner include:

Audi Australia, Channel 7, Clubs NSW, Commonwealth Bank, Coty, Doltone House, Emirates, G Bros Mercedes, Merivale, Noritake, NSW Police, Opera Australia, Robert Oatley Wines and Rugby Australia.

Platinum, presenting sponsor (one available)

Investment: \$10,000

Pre-event:

your logo featured in all print and electronic event publicity (including invitations, tickets, newsletters and our website) with recognition as presenting sponsor

regular Facebook posts on our page with ability to share on feed

message of support on our website with link to your website

banner ad on our website with link to your website.

Event – experience:

logo included in scrolling AV presentation during event

logo featured on sponsors' page in event program

table for ten with premium food and beverages

tour product or and/or collateral in exclusive gift bags

verbal recognition of your contribution from event host

full page advertisement in event program (back cover)

one 30 second advertisement shown on the main event AV screen

banner display opportunity in pre-dinner drinks area/foyer

prime table positioning in the room on the night

your logo on the table.

Post-event:

logo placement on our website

article in post event newsletter

thank you certificate

professional photography of your guests and opportunities on the night with celebrity MC and special guests.

Gold sponsor (two available)

Investment: \$7,500

Pre-event:

your logo featured in all print and electronic event publicity (including invitations, tickets, newsletters and our website)
one Facebook post on our page with ability to share on feed
logo on our website with link to your website.

Event – experience:

logo included in scrolling AV presentation during event
logo featured on sponsors' page in event program
table for ten with premium food and beverages
your product or and/or collateral in exclusive gift bags
half page ad in event program
banner display opportunity in pre-dinner drinks area/foyer
your logo on the table.

Post-event:

logo placement on our website and post event newsletter
thank you certificate
professional photography of your guests and opportunities on the night with celebrity MC and special guests.

Silver sponsor (four available)

Investment: \$5,000

Pre-event:

your logo featured in all print and electronic event publicity (including invitations, tickets, newsletters and our website)

one Facebook post on our page with ability to share on feed

logo on website with link to your website.

Event – experience:

logo included in scrolling AV presentation during event

logo feature on sponsors' page in event program

table for ten with premium food and beverages

your product or and/or collateral in exclusive gift bags

1/3 page ad in event program

your logo on the table.

Post-event:

logo placement on our website and post event newsletter

thank you certificate

professional photography of your guests and opportunities on the night with celebrity MC and special guests.

Auction sponsor (one available)

Investment: \$5,000

Pre-event:

your logo featured in pre-event newsletter and publicity and our online events page

one Facebook post on our page with ability to share on feed

logo on website with link to your website

logo in key position on online auction bidding site (launched three weeks before event).

Event – experience:

logo included in scrolling AV presentation during event

logo on live auction slide presentation on night

live acknowledgment on night by auctioneer

logo feature on sponsors page in event program

table for ten with premium food and beverages

your product or and/or collateral in exclusive gift bags

1/3 page ad in event program

your logo on the table.

Post-event:

logo placement on our website and post event newsletter

thank you certificate

professional photography of your guests and opportunities on the night with celebrity MC and special guests.

Contributing to auctions and gift bags

Part of the glamour and fun of our 'An Enchanted Evening' gala dinner, is our guests enthusiastically making generous bids for our silent auction items and the exclusive gift bag that our 400 guests receive.

Live and silent auctions

We are seeking a variety of items ranging from gift vouchers and merchandise, through to holiday packages and once-in-a-lifetime experiences. Silent auction donors are recognised with logos and item photos and descriptions on our online bidding website (this allows bidding to start up to two weeks before the event to help increase income) as well as in our printed auction catalogue on the night. All items are displayed in the room on the night.

Exclusive gift bags

Providing product and/or collateral for our exclusive gift bags is a great opportunity to promote your organisation and show your support for Be Centre and the children we help.

These sought after bags are packed with high end items and are distributed to our guests on the night including all VIP and celebrity guests attending the event – an easy way for your organisation to be in the hands of influential Australians.

Thank you for considering supporting Be Centre through sponsorship of 'An Enchanted Evening' 2016 Fundraising Gala Dinner.

Your support will help us grow so we can continue to make a lifetime of difference to children in difficulty, helping them thrive and create a firm foundation for the happy, healthy future they deserve.

To discuss your involvement or for further information please contact:

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