



Sapphire

GALA BALL
2023

Saturday, 9 September 2023

CORPORATE SPONSORSHIP

Your invitation to help save lives

Sponsored by

StanfordBrown

Private
Wealth



Provide 24-hour crisis support to people in crisis

Be there when other services are closed

Train more volunteers to be Telephone Crisis Supporters

Answer more calls

Bring **hope** to everyday Australians

Save lives from suicide



YOUR TEAM
WILL ENJOY



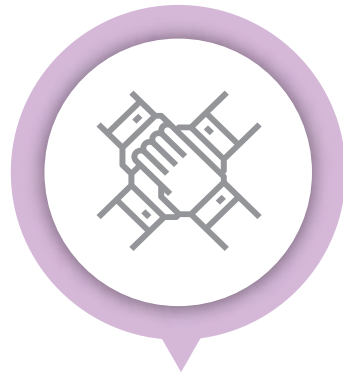
A fabulous evening
of fine food, wine
& entertainment



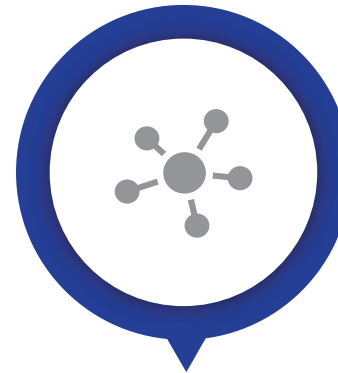
A shared experience
with valued
colleagues or clients



Alignment with a leading
charity that provides
life-saving services



Ongoing involvement
with Lifeline &
opportunities for
staff volunteering &
engagement



Broad-reaching
marketing opportunity to
share your involvement
with a nationally
recognised brand



Mental health training
aimed at empowering
management & staff

Why Lifeline?

Somewhere in Australia, there is a new call to Lifeline **EVERY 30 SECONDS**

In 2023 Lifeline expects to receive over 1 million calls to our Crisis Support Line

Suicide remains the leading cause of death for Australians aged 15-44 (ABS)

Every day 9 people die by suicide, and a further 180 attempt suicide

Lifeline services operate 24 hours a day, and every call has one thing in common: **it is a cry for help**



TOGETHER
WE CAN
CHANGE THE
STATS

ANSWER MORE CALLS

**REDUCE SUICIDE
RATES**

**PROVIDE HOPE TO
THOSE IN CRISIS**



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SPONSORSHIP PACKAGES



SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD	SILVER
Cost	\$25,000	\$10,500	\$5,500	\$3,500
Sponsorship packages available	1	4	10	Unlimited
Corporate tables	3 x Tables of 10	2 x Tables of 10	1 x Table of 10	1 x Table of 10
Prominent table position	VIP tables	Dress circle	✓	✓
MC acknowledgement	Plus invited on stage	✓	✓	
Table identification	✓	✓	✓	✓
Sponsor advert on screen	✓	✓		
Logo on screens	✓	✓	✓	✓
Complimentary event parking tickets	6	4	2	1
Program acknowledgement	Logo on front	Full page	Half page	Logo included
Mental Health training session	2	1	1	
Media wall branding	✓			
Logo & link on Lifeline H2HS website	✓	✓	✓	✓
Tax deductible donation included	\$18,400	\$6,100	\$3,300	\$1,300

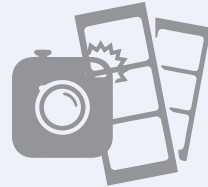
UNIQUE SPONSORSHIP

In return for your sponsored item, your organisation will receive the following benefits:

Logo displayed on event correspondence:

- Lifeline H2HS website event page
- Select event communications, advertising, and marketing material
- Event program and PowerPoint
- Opportunity to provide marketing material to event attendees
- Acknowledgment of your valued support throughout the event

SPONSOR THE PHOTO BOOTH



\$1,000

SPONSOR THE ENTERTAINMENT



\$3,000

SPONSOR A TABLE
- PAY IT FORWARD
Lifeline H2HS to identify &
invite our community heroes



\$2,500

SPONSOR THE CHAMPAGNE BAR



\$2,500

DIAMOND SPONSOR

\$25,000

Tax deduction: \$18,400

EVENT DETAILS

- Exclusive naming category – Lifeline Sapphire Gala Ball, Proudly Sponsored by YOUR ORGANISATION
- 3 x VIP tables at the Gala Ball (30 tickets)
- Your organisation will be introduced as 'The Diamond Sponsor of this event' by the Master of Ceremonies, and a representative of your organisation will be invited on stage to welcome guests to the event. On stage, the MC will interview your representative about your organisation, and what it means to be the Diamond Sponsor of this event
- Media wall branding: Logo displayed on the media wall on the arrivals red carpet
- Sponsor advert on screens during the event
- 6 x complimentary parking tickets

MARKETING OPPORTUNITY

- Co-ordinated marketing plan in event materials. Recognition on all print, media, website, & social platforms
- Logo on event invitation
- In-program branding: Logo on cover, full-page sponsor advert
- Promotion of sponsor's auction prize contribution in program & on social media (optional)
- Logo displayed on Lifeline H2HS website home page for a 12-month period
- Social media: Story of our partnership shared across all channels

STAFF BENEFITS

- 2 x *Accidental Counsellor* training sessions for your staff, provided by the dedicated Lifeline Training Team. These sessions aim to improve the wellbeing and culture of your organisation, and help to create a safe and resilient workforce.
- Staff volunteer opportunities at the event & by arrangement with Lifeline over the next 12 months
- 15% discount on additional tables purchased by staff



PLATINUM SPONSOR

\$10,500

4 PLATINUM SPONSORSHIP PACKAGES AVAILABLE

Tax deduction: \$6,100

EVENT DETAILS

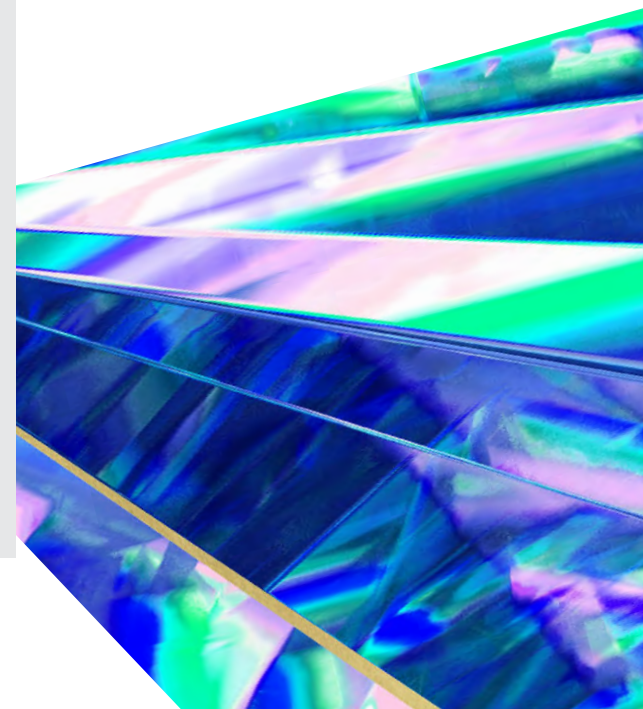
- 2 x corporate tables at the Gala Ball (20 tickets)
- Logo on page 1 in the program, plus 1 x full-page advertisement in the catalogue
- Organisation recognised as a 'Platinum Sponsor of this event' by the Master of Ceremonies
- Table position: Dress circle
- Table signage
- Sponsor advert on screens
- 4 x complimentary parking passes

MARKETING OPPORTUNITY

- In-program branding: Logo on page 1, full-page sponsor advert
- Logo displayed on Lifeline H2HS website
- Promotion of sponsor's auction contribution in program & on social media (optional)
- Social media: Story of our partnership shared across all channels

STAFF BENEFITS

- 1 x *Accidental Counsellor* training session for your staff for your staff, provided by the dedicated Lifeline Training Team. These sessions aim to improve the wellbeing and culture of your organisation, and help to create a safe and resilient workforce.
- Staff volunteer opportunities at the event & by arrangement with Lifeline over the next 12 months
- 15% discount on additional tables purchased by staff



GOLD SPONSOR

\$5,500

Tax deduction:
\$3,300

10 GOLD SPONSORSHIP PACKAGES AVAILABLE

EVENT DETAILS

- 1 x Corporate table at the Gala Ball (10 tickets)
- Corporate logo in the program
- Your organisation will be recognised as 'Gold Sponsor of this event' by the MC
- Social media: Welcome post on Lifeline H2HS Facebook
- Prominent table position & corporate signage with your company name on the table

MARKETING OPPORTUNITY

- In-program branding: Logo on page 1, half-page sponsor advert
- Logo displayed on Lifeline H2HS website
- Social media: Welcome post across all channels

STAFF BENEFITS

- 1 x *Start the Conversation* training session for your staff
- Staff volunteer opportunities at the event & by arrangement with Lifeline over the next 12 months
- 15% discount on additional tables purchased by staff

SILVER SPONSOR

\$3,500

Tax deduction:
\$1,300

UNLIMITED PACKAGES AVAILABLE

EVENT DETAILS

- 1 x Corporate table at the Gala Ball (10 tickets)
- Corporate logo in the program
- Your organisation will be recognised as 'Silver Sponsor of this event' by the MC
- Social media: Welcome post on Lifeline H2HS Facebook
- Prominent table position & corporate signage with your company name on the table

MARKETING OPPORTUNITY

- In-program branding: Logo on page 1
- Logo displayed on Lifeline H2HS website
- Social media: Welcome post across all channels

STAFF BENEFITS

- Staff volunteer opportunities at the event & by arrangement with Lifeline over the next 12 months
- 15% discount on additional tables purchased by staff



Mental health training opportunities

Lifeline Harbour to Hawkesbury's Training Team delivers a range of Mental Health courses to businesses and community groups. Our dedicated training programs are facilitated by accredited trainers who work with participants to promote an inclusive culture or workplace that destigmatises mental health issues and encourages help-seeking.

1.

ACCIDENTAL COUNSELLOR – SUPPORTING PEOPLE IN CRISIS

(4 HOURS)

In-house workshop for up to 20 people

Accidental Counsellor is an invaluable half day workshop that focuses on the basic skills required to support an individual experiencing, or affected by, crisis. Mental health, suicide, domestic violence and substance abuse are critical issues affecting wellbeing within the workplace. The Accidental Counsellor training aims to equip individuals with the ability and confidence to:

- **RECOGNISE** when a colleague, client, friend or family member is struggling;
- **RESPOND** in an appropriate and compassionate manner; and
- **REFER** to a suitable service for ongoing support.

2.

START THE CONVERSATION

(1 HOUR)

In-house workshop for up to 20 people

Start the Conversation is an exciting introduction to mental health and suicide prevention/awareness education.

This course aims to:

- Reduce the stigma of mental illness
- Build a more resilient & compassionate workforce

Staff will experience a 1 hour conversation-style presentation, which allows for participant interaction.

3.


DV AWARE

(2 HOURS)

In-house workshop for up to 20 people

This is an interactive 2-hour session that helps raise the awareness of the public around the issue of domestic and family violence. Topics discussed will include:

- What is domestic and family violence?
- Understanding domestic and family violence;
- Engaging with someone who is experiencing DV;
- Tools and references for support and referral.



Lifeline Harbour to Hawkesbury Sydney
looks forward to working with you.

To discuss this opportunity in
more detail , please contact:

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Fundraising Manager

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 **Lifeline** Saving
Lives
Crisis Support. Suicide Prevention.