

A vibrant, multi-colored flower graphic with petals in shades of blue, orange, and purple, serving as a background for the event title.

# SAPPHIRE

## GALA BALL

**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  
INVOLVEMENT  
CAN HELP**



# YOUR TEAM WILL ENJOY



A fabulous evening of  
fine food, wine and  
entertainment



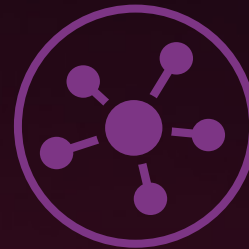
A shared experience  
with valued colleagues  
or clients



Alignment with a leading  
charity that provides  
life-saving services



Ongoing involvement with  
Lifeline and opportunities for  
staff volunteering and  
engagement



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



Mental health training  
aimed at empowering  
management and staff





**TOGETHER  
WE CAN  
SAVE LIVES**

**ANSWER MORE CALLS**

**REDUCE SUICIDE RATES**

**PROVIDE HOPE TO  
THOSE IN CRISIS**

## **WHY LIFELINE?**

### **A cry for help**

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

### **30 seconds**

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

### **1 million**

In 2024 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)

### **9/180**

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



# **SPONSORSHIP PACKAGES 2024**

## SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD
Cost	\$25,000	\$12,000	\$6,000
Sponsorship packages available	1	4	10
Corporate tables – tables of 10	3 x Tables of 10	2 x Tables of 10	1 x Tables 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	2	
Program acknowledgement	Logo on front	Half page	
Mental Health training session	2	1	1
Media wall branding	✓		
Logo and link on Lifeline H2HS website	✓	✓	✓
<b>Tax deductible donation included</b>	<b>\$16,150</b>	<b>\$6,100</b>	<b>\$3,050</b>

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Partner with Lifeline by sponsoring one of our exciting event features.

These can be an ADD-ON to your sponsor package, or a stand-alone opportunity for your brand to be involved in the 2024 Sapphire Gala Ball.

Contact the Lifeline team to tailor your Sponsorship package.



**Sponsor the photo booth**

**\$1,000**



**Sponsor the entertainment**

**\$3,000**



**Sponsor a table –  
pay it forward**

**\$2,500**

Lifeline H2HS to identify and invite  
our community heroes



**Sponsor the champagne bar**

**\$4,000**



## DIAMOND SPONSOR

### \$25,000

**Tax deduction: \$16,150**

#### 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, and 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 and 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 and by arrangement with Lifeline over the next 12 months
- 15% discount on additional tables purchased by staff

**SOLD**



# PLATINUM SPONSOR

## \$12,000

**Tax deduction: \$6,100**

<b>EVENT DETAILS</b>	<ul style="list-style-type: none"><li>• 2 x corporate tables at the Gala Ball (20 tickets)</li><li>• Logo on page 1 in the program, plus 1 x half-page advertisement in the catalogue</li><li>• Organisation recognised as a 'Platinum Sponsor of this event' by the Master of Ceremonies</li></ul>	<ul style="list-style-type: none"><li>• Table position: Dress circle</li><li>• Table signage</li><li>• Sponsor advert on screens</li><li>• 2 x complimentary parking passes</li></ul>
<b>MARKETING OPPORTUNITY</b>	<ul style="list-style-type: none"><li>• In-program branding: Logo on page 1, half-page sponsor advert</li><li>• Logo displayed on Lifeline H2HS website</li></ul>	<ul style="list-style-type: none"><li>• Promotion of sponsor's auction contribution in program and on social media (optional)</li><li>• Social media: Story of our partnership shared across all channels</li></ul>
<b>STAFF BENEFITS</b>	<ul style="list-style-type: none"><li>• 1 x Accidental Counsellor training session 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.</li></ul>	<ul style="list-style-type: none"><li>• Staff volunteer opportunities at the event and by arrangement with Lifeline over the next 12 months</li><li>• 10% discount on additional tables purchased by staff</li></ul>

# GOLD SPONSOR

## \$6,000

10 GOLD SPONSORSHIP PACKAGES AVAILABLE

**Tax deduction: \$3,050**

### 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 social media
- Prominent table position and 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

- 11 x Start the Conversation training session for your staff
- Staff volunteer opportunities at the event and by arrangement with Lifeline over the next 12 months
- 10% discount on additional tables purchased by staff

# MENTAL HEALTH TRAINING OPPORTUNITIES

Lifeline Harbour to Hawkesburys Sydney 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 and 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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