



Sponsorship Packages 2024

About the Halo Ball

In February 2015, a mother of three and a valued BaptistCare employee was the victim of a brutal incident of domestic violence. Her violent death sent shock waves through her family, friends, her local community and BaptistCare's workforce.

In response to her tragic death, calls for change became the inspiration for BaptistCare HopeStreet's Halo Ball.

Now in its eighth year, the Halo Ball raises vital funds for HopeStreet's essential support services for women and children escaping domestic and family violence.

Through the generosity of our sponsors, supporters, and guests, we have raised over \$1.2 million, and these vital funds have gone directly to our frontline services supporting women and children.

In 2024, with your help and generosity, we aim to raise over \$400,000 to help end the cycle of abuse and build safer families.

Thank you for being an agent of change.





Making a lasting difference

Empowering Families: Healing beyond crisis

At HopeStreet, we understand that escaping domestic and family violence is not just an isolated event, it signifies the start of a profound journey toward healing and recovery. Families who break free from violence often face a complex web of support services related to housing, legal matters, financial security, health, and government agencies. Navigating this intricate landscape can be overwhelming, especially for those who have recently endured significant trauma and may also encounter language or cultural barriers.

Our Commitment: Guiding families toward hope

HopeStreet offers a beacon of hope, delivering holistic support and empowering families to overcome the trauma of domestic violence, assisting people to rebuild their lives.

Lasting change and the impact of your support

The money raised from this year's Halo Ball will directly fund our Living Beyond Abuse and Brave Me programs for women and children. These programs offer long-term support, counselling, and empowerment to families as they rebuild their lives.

Join us in making a lasting difference

We invite you to be part of the Halo Ball and walk alongside us in creating a lasting difference in the lives of the women and children we support. Domestic violence leaves a lifelong imprint, and your support can play a pivotal role in helping women and children rebuild their lives.

You can help end the cycle of abuse and build safer families. Your support truly matters.

Your Support Changes Lives

The Halo Ball, with the support of our esteemed sponsors and guests, has successfully raised over **\$1.2 million** since its inception, a testament to the collective power of generosity.

This year, by sponsoring Halo Ball 2024, you can help us raise over **\$400,000**, which will fund our Brave Me and Living Beyond Abuse programs.

Reaching this goal helps provide:



360

A place on the Brave Me program for over 360 children. Your support can be a beacon of hope for these children, aged 8 to 12, who have endured life's harshest trials. Your sponsorship represents a commitment to nurturing resilience, celebrating the unique spirit of each child, and empowering them to face the future with newfound strength and confidence.



275

The opportunity for 275 extraordinary women to embark on the Living Beyond Abuse program. This initiative is a transformative journey, fostering healing, personal growth, and empowerment for survivors of domestic and family violence. Your sponsorship does more than open new avenues; it sows the seeds of enduring strength and celebrates the courageous steps towards a hopeful and resilient future.

Partnership Opportunities





Platinum \$20,000

Platinum Sponsorship

Our highest level of sponsorship, exclusively designed for two of our most impactful partners. Join us at this pinnacle level of support and be a catalyst for positive change.

Benefits

VIP treatment:

- Ten tickets to the Halo Ball
- Ten tickets to the VIP pre-dinner cocktail and canapé event
- Preferential VIP seating at dinner
- French Champagne served throughout the dinner.

Customised experiences:

- Branded photo booth in the pre-dinner cocktail event, with company banner displayed prominently (pull-up/freestanding banner supplied by sponsor)
- Three-minute combined video and presentation at the VIP event
- Opportunity to announce one major raffle prize at the event

- Exclusive networking lunch with the BaptistCare Board Chair, the BaptistCare CEO and appropriate General Manager
- Exclusive presentation, either at a HopeStreet site or your workplace, showcasing the positive impact of your corporate donation.

High-profile recognition:

- Extensive acknowledgement at the event, including verbal acknowledgement from the host.

Enhanced networking:

- Company banner displayed at the donor impact event, (pull-up/freestanding banner supplied by sponsor)
- Attendance at BaptistCare's exclusive donor impact event (post-event)
- Company logo on presentations at donor impact event (post-event).



Platinum \$20,000

Platinum Sponsorship

Benefits

Prominent brand exposure:

- Company banner displayed at the event (pull-up/freestanding banner supplied by sponsor)
- One full-page advertisement in the event program*
- Company logo printed on all Halo Ball VIP tickets*
- Prominent placement of the company logo in the event program* and displayed on screen throughout the event
- Prominent placement of the company logo on the Halo Ball website and a short company profile that links to the company's website
- Exclusive social media post announcing the company as a Platinum Sponsor and an option for a 60 second video message from the company CEO/Director
- A total of four social media posts acknowledging the partnership pre and post event across key social media platforms to an audience of over 23,000 followers
- Reference to photo booth included in two pre-event information emails, including company logo and mention of company name as Platinum Sponsor
- Recognition as the leading event sponsor in the print and digital HopeStreet newsletter with a reach of 120,000 people*
- Co-branded sponsorship of the VIP pre-dinner cocktail and canapé event
- Inclusion of company logo in the series of pre-event emails
- Company logo displayed on the media wall at the event*
- Tailored media toolkit, complete with branded assets, to amplify your support across social and media channels.

**Available for sponsors confirmed prior to the print/production deadline of 12th August 2024.*



Gold \$13,500

Early bird rate of \$12,500 until end of May**

Gold Sponsorship

Sponsorship designed for those with a strong commitment to supporting the Halo Ball.

Benefits

Prominent brand exposure:

- Company banner displayed at the event (pull-up/freestanding banner supplied by sponsor)
- Half-page advertisement in the event program*
- Inclusion of company logo in the event program* and displayed on screen throughout the event
- Inclusion of company logo on the Halo Ball website and a short company profile that links to the company's website
- A total of two social media posts acknowledging the partnership pre and post event across key social media platforms to an audience of over 23,000 followers
- Recognition in the print and digital HopeStreet newsletter with a reach of 120,000 people*
- Company logo displayed on the media wall at the event*
- Tailored media toolkit, complete with branded assets, to amplify your support across social and media channels.

Premium seating:

- Ten tickets to the Halo Ball
- Ten tickets to the VIP pre-dinner cocktail and canapé event
- Preferential VIP seating
- French Champagne served throughout the dinner.

Sponsorship recognition:

- Verbal acknowledgement during the event.

Enhanced networking:

- Attendance of BaptistCare's exclusive donor impact event (post-event)
- An online or onsite presentation from the HopeStreet team to the company's workplace to discuss HopeStreet's work and the impact of corporate donations.

* Available for sponsors confirmed prior to the print/production deadline of 12th August 2024.

** Early bird rate must be confirmed by 31st May 2024 and paid in full by 23rd August 2024.



Silver \$8,500

Silver Sponsorship

Our entry-level sponsorship tailored to those with a commitment to supporting our cause.

Benefits

Brand exposure:

- Company banner displayed at the event (pull-up/freestanding banner supplied by sponsor)
- Logo recognition in the event program* and displayed on screen throughout the event
- Company logo on the Halo Ball website and a short company profile that links to the company's website
- A total of two social media posts acknowledging the partnership pre and post event across key social media platforms to an audience of over 23,000 followers
- Company logo displayed on the media wall at the event*
- Tailored media toolkit, complete with branded assets, to amplify your support across social and media channels.

Premium seating:

- Ten tickets to the Halo Ball
- Ten tickets to the VIP pre-dinner cocktail and canapé event
- Preferential VIP seating
- Three bottles of French Champagne, served during dinner.

Sponsorship recognition:

- Verbal acknowledgement during the event.

**Available for sponsors confirmed prior to the print/production deadline of 12th August 2024*

Raise The Bar:

Maximise the event night splendour as a unique Halo Ball Experience Sponsor

Branding Extravaganza \$10,000

As our Champagne Raffle Sponsor, your brand will be prominently featured in both the pre-dinner cocktail event and the VIP pre-dinner cocktail and canapé events.

Benefits include:

- Your company logo elegantly displayed on the Champagne Raffle tickets
- Your company logo placed prominently on signage at the champagne raffle tables
- Mention as the Champagne Raffle Sponsor in the event program
- Mention as the Champagne Raffle Sponsor on the Halo Ball website
- Announcement of your company name during the draw of the Champagne Raffle winner and logo placed on screens behind the host
- Opportunity to place a company branded banner next to the Champagne Raffle table
- Opportunity to announce the Champagne Raffle prize winner.

Guests will associate your name with the excitement of winning a raffle prize, creating lasting memories.

Toast to Excellence \$10,000

As the Spirits Bar Sponsor in our exclusive VIP pre-dinner cocktail and canape event, your brand will be synonymous with sophistication.

Benefits include:

- Your logo featured prominently on the cocktail menu in the VIP cocktail event and the main event pre-drinks areas
- Mention as the Spirits Bar Sponsor in the event program*
- Mention as the Spirits Bar Sponsor on the Halo Ball website
- Branded hipflask prize draw: All VIP guests will receive a raffle ticket showcasing your logo for a chance to win a branded hipflask featuring your company name and a bottle of Talisker Distillers Edition (Limited Release) Single Malt Scotch Whisky
- Opportunity to place a company banner next to the Spirits Bar
- Bespoke branded company cocktail available for purchase by all guests, complete with your company name featured prominently in the cocktail title
- Opportunity to announce the winner of the branded hipflask prize draw in the VIP area.

VIP guests will raise their glasses to your generosity, and your brand will exude elegance like the finest Scotch whiskey.

Enchanting Ambiance

\$7,500

Our Theming Sponsor has the power to weave their narrative into the décor of the Halo Ball.

Benefits include:

- Theming Sponsor Surprise Giveaway: Opportunity to provide company branded merchandise as a prize giveaway for 5 lucky guests on the evening
- Your company logo displayed on the event screens during the Theming Sponsor Surprise Giveaway
- Mention as the Theming Sponsor in the event program*
- Mention as the Theming Sponsor on the Halo Ball website.

Guests will be captivated by the ambiance you create, leaving a lasting impression.

Tech Trailblazers

\$7,500

Take your Tech sponsorship to the forefront of innovation by sponsoring our silent auction electronic bidding system.

Benefits include:

- Your company's logo and name will grace the banner on the home screen of the silent auction platform
- Your company logo will be shown on the event screens during the silent auction updates displayed throughout the night
- Mentions throughout the night as the sponsor of the silent auction during announcements by the event host
- Your logo on the printed description next to each silent auction item at the event
- Opportunity to place a company banner next to the silent auction tables
- Mention as the Tech sponsor in the event program*
- Mention as the Tech sponsor on the Halo Ball website.

Imagine the buzz as guests bid on coveted items, all while associating your brand with innovation and efficiency.

Each of our Experience Sponsors will also get:

- Five tickets to the Halo Ball
- Five tickets to the VIP pre-dinner cocktail and canape event
- Company logo displayed on the media wall at the event*
- Inclusion of company logo in the event program* and displayed on screen throughout the event
- Tailored media toolkit, complete with branded assets, to amplify your support across social and media channels
- Inclusion of company logo on the Halo Ball website and a short company profile that links to the company's website.

Experiential sponsorship opportunities not only elevate your brand but also contribute to the success of our event. Let's create a memorable experience together!

**Available for sponsors confirmed prior to the print/production deadline of 12th August 2024.*



Elevate Your Impact: Product Donation Sponsorship

At the Halo Ball, we believe every contribution has the power to create lasting change. By donating a unique experience, holiday, sports item, lifestyle product, homewares, or electronic gift voucher, your company becomes a vital part of our mission to support families in need.

Benefits of product donation sponsorship:

- **Prominent recognition:** Your company logo will be featured in the event program and displayed on-screen at the event
- **Online visibility:** Your company logo on the Halo Ball website, along with a short company profile that links directly to your website
- **Pre-event exposure:** Your detailed prize description and acknowledgment will be included in the silent auction or raffle prize list, which will be emailed to guests prior to the event
- **On-Site Presence:** During the event, your prize description and logo will be showcased on the dedicated silent auction website and the raffle viewing table.



Friday, 20 September 2024

6:30pm to midnight

Hilton Sydney

488 George St

Sydney

Semi formal dress code



**To discuss sponsorship for the
Halo Ball 2024, please contact:**

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To book your tickets, visit our Halo Ball website
baptistcare.org.au/haloball

**For more information about the Halo Ball,
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