



RMHC[®]
South Australia

2024 *Gala Ball*

Join us in the magical forest for the
2024 Ronald McDonald House Charities SA Gala Ball

Saturday 22 June
Adelaide Convention Centre

Partnership Prospectus



Ronald McDonald
House Charities[®]
South Australia

ABOUT RONALD MCDONALD HOUSE CHARITIES SOUTH AUSTRALIA

For the past 24 years, Ronald McDonald House Charities SA has been dedicated to creating a "home away from home" for children and families who have to travel from regional South Australia for medical care. As a trusted and independent non-denominational organisation, Ronald McDonald House has deep roots in the community. We are the only organisation that provides safe, free accommodation to all regional families visiting the Women's and Children's Hospital.

We not only provide a comfortable place for families to stay but also offer various programs and services to support them during their difficult time. We offer a range of services such as meal programs, transport services, and counselling for families to help them cope with the stress and emotional toll of having a sick child. These services are vital for families who are often far away from their support network and are struggling with the financial burden of medical treatment.

The impact that Ronald McDonald House Charities SA has had on the lives of families is immeasurable. We have been a lifeline for many families who have had to endure the stress and uncertainty of having a sick child. By providing a "home away from home," Ronald McDonald House has created a sense of community and belonging for families who are going through a difficult time.

At Ronald McDonald House Charities SA, we're committed to ensuring every regional family has access to our essential services and programs when they need it most. However, we can't do it alone – we need your support to grow and continue providing a lifeline to families in need. Join us in our mission to make a difference in people's lives.

To find out more, click [here](#).



Ronald McDonald House Charities SA 2024 Gala Ball Partnership Prospectus



ABOUT THE EVENT

Following the successful relaunch of the Ronald McDonald House Charities SA Gala Ball in 2023 after a three year hiatus, we are back bigger than ever for 2024!

In 2023, the Shine Bright Gala Ball raised an impressive \$319,434 to support families in need.

We are inviting Adelaide's corporate and community leaders to join us on Saturday 22 June as we come together to raise money to support the hundreds of families we provide essential services for each year.

Aligning your business with RMHC SA is a great opportunity for your company to engage with one of South Australia's most loved charities and to celebrate the wonderful support we have provided to vulnerable families during our 24 year history.

By partnering with us for this year's Gala Ball, not only will you receive some great benefits and exposure for your business, but you will also ensure that more funds go directly to support the families of seriously ill and injured children.

We hope you can join us and together we'll make a difference at the 2024 RMHC SA Gala Ball.



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PLATINUM PARTNER PACKAGE

\$25,000

Exclusively yours

Platinum Partner Gala Ball Benefits

- » Align your brand with RMHC SA as our exclusive 2024 Gala Ball Platinum Partner, and know that your contribution will make a impact by helping us provide accommodation for families of seriously ill and injured children - when they need it most.
- » Logo placement on pre-event promotional collateral, including -
 - » Ticket sales website
 - » Social media promotional graphics acknowledging Platinum Partner status
- » Naming rights to the event Red Carpet at entry - including logo on red carpet media walls
- » Corporate logo and sponsorship recognition on the night and in all event materials, both digital and printed
- » Corporate logo displayed on table
- » Verbal recognition of partnership by the MC's during the dinner
- » Two tables of ten with premium placement, valued at \$7,000 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media



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GOLD PARTNER PACKAGES

\$17,500

Gold Partner Gala Ball Benefits

- » Showcase your brand at the Gala Ball and know that your contribution will make a impact by helping us provide accommodation for families of seriously ill and injured children - when they need it most.
- » Acknowledgement and logo placement on pre-event promotional collateral, including -
 - » Ticket sales website footer
 - » Social media promotional graphics - 1 x post acknowledging Gold Partners
- » Corporate logo and sponsorship recognition on the night and in all event materials, both digital and printed
- » Verbal recognition of partnership by the MC's during the dinner
- » Corporate logo displayed on table
- » One table of ten with premium placement, valued at \$3,500 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media

SILVER PARTNER PACKAGES

\$12,000

Silver Partner Gala Ball Benefits

- » Highlight your brand at the Gala Ball and know that your contribution will make a impact by helping us provide accommodation for families of seriously ill and injured children - when they need it most.
- » Acknowledgement and logo placement on pre-event promotional collateral, including -
 - » Social media promotional graphics - 1 x post acknowledging Silver Partners
- » Corporate logo and sponsorship recognition on the night and in all event materials, both digital and printed
- » Verbal recognition of partnership by the MC's during the dinner
- » One table of ten with premium placement, valued at \$3,500 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media

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BRONZE PARTNER PACKAGES

\$7,500

Bronze Partner Gala Ball Benefits

- » Promote your brand at the Gala Ball and know that your contribution will make a impact by helping us provide accommodation for families of seriously ill and injured children - when they need it most.
- » Acknowledgement and logo placement on pre-event promotional collateral, including -
 - » Social media promotional graphics - 1 x post acknowledging Bronze Partner
- » Corporate logo and sponsorship recognition on the night and in all event materials, both digital and printed
- » One table of ten with premium placement, valued at \$3,500 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media

CORPORATE TABLE PACKAGES

\$3,500

Corporate Table Gala Ball Benefits

- » One table of ten to the 2024 RMHC SA Gala Ball - with premium placement
- » Corporate Logo to be featured in event program
- » Post event recognition to RMHC SA database through EDM (approx 8k)



SUPPLY PARTNER PACKAGES

Available Table Wine Partnership Opportunities

- » Sparkling Wine Partner
- » White Wine Partner - allocated
- » Red Wine Partner - allocated
- » Beer Partner - allocated



Supply Partner Gala Ball Benefits

- » Exclusively showcase your brand through the supply of one (or more) wine category or beer at the Gala Ball for consumption at tables
- » Acknowledgement and logo placement on pre-event promotional collateral, including -
 - » Social media promotional graphics - 1 x post promoting supply
- » Corporate logo and sponsorship recognition on the night by MC's, and in all event materials, both digital and printed.
- » Tickets to the 2024 RMHC SA Gala Ball (valued at \$200 each) - *number to be determined based on value of product supplied*
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media channels



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ACTIVATION PARTNER PACKAGES

Partner with us to deliver fundraising activations at the event

Activation Partnership Opportunities

- » Wine Wall - allocated
- » Gin Bar - allocated
- » Champagne Bar

Activation Partner Gala Ball Benefits

- » Showcase your brand through the support of one of our fundraising activities on the night
- » Acknowledgement and logo placement on pre-event promotional collateral, including -
 - » Social media promotional graphics - 1 x post promoting activation
- » Co-branded logo placement at activation
- » Verbal recognition and acknowledgement by the MC's throughout the night through promotion of the activation
- » Corporate Logo and sponsorship recognition promoting the activation on the night in all event materials, both digital and printed
- » Tickets to the 2024 RMHC SA Gala Ball (valued at \$200 each) - *number to be determined based on value of product supplied*
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media





IN-KIND AUCTION ITEM DONATION PACKAGES

Donation of goods or services that can be used to raise vital funds for RMHC SA through the Live or Silent Auctions at the event.

We will gratefully accept any items of value, but those donating items valued at \$10,000 or more will be provided the following benefits at the Gala Ball

Silver Partner

- » Donate an item or voucher with a retail value more than \$15,000
- » Corporate Logo and sponsorship recognition on the night in all event materials, both digital and printed
- » Verbal recognition and acknowledgement by the MC's / Auctioneers during the Live Auction - if applicable
- » Corporate logo featured in conjunction with the donated item to be displayed on screen (if part of Live Auction), or online auction website
- » One table of ten with premium placement, valued at \$3,500 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media

Bronze Partner

- » Donate an item or voucher with a retail value more than \$10,000
- » Corporate Logo and sponsorship recognition on the night in all event materials, both digital and printed
- » Corporate logo featured in conjunction with the donated item to be displayed on screen (if part of Live Auction), or online auction website
- » One table of ten with premium placement, valued at \$3,500 (Corporate Table price)
- » Post event recognition to RMHC SA database through EDM (approx 8k) and social media

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PARTNERSHIP PACKAGES | SUMMARY

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE	SUPPLY PARTNER	ACTIVATION PARTNER
Co-branded logo placement on event promotional collateral, and mention in verbal promotions	X					
Logo featured on ticket sales website	X	X				
Social Media Acknowledgement	X	X	X	X	X	X
Naming rights and logo placement on red carpet wall - entry to venue (media wall)	X					
Logo placement on event collateral at event - booklet and screens	X	X	X	X	X	X
MC Acknowledgement in scripts	X	X	X		X	X
Organisation logo displayed on table	X	X				
Co-branded logo placement at activation						X
Logo placement in event booklet and screens at event - promoting activation						X
Event Tickets	20	10	10	10	TBD	TBD
Post-event acknowledgment via social media and EDM's	X	X	X	X	X	X
Corporate & Volunteering Opportunities	X	X	X	X	X	X





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South Australia

2024 Gala Ball

For more information, or to discuss partnership opportunities,
please contact -

chloe.watts@rmhc.org.au

Purchase tickets to the 2024 RMHC SA Gala Ball at -

rmhcsa.org.au