



BUTTERFLY BALL

SPONSORSHIP PROPOSAL

6.30PM ON SATURDAY MAY 20, 2017
AT THE STAR, SYDNEY

CELEBRATING 10 YEARS OF INCLUSION
WITH A BIG KIDS BIRTHDAY PARTY

WHO IS TOUCHED BY OLIVIA?

In 2006, John and Justine Perkins, lost their baby daughter, Olivia, at just 8 months old, to a rare disease. In the darkest grief parents could experience, the Perkins felt compelled to transform their tragedy into a positive for others and create a lasting legacy in their daughter's memory. Six weeks later, Touched by Olivia Foundation was created.

During Olivia's sickness, the Perkins realised the blunt reality that many children, including children with disabilities, are not afforded a basic human right—the opportunity to play. They decided that the very cornerstone of Olivia's legacy must be born out of play for all, where everyone would belong, regardless of difference. It was clear to the Perkins that the perfect environment to fulfill their dream and be true to Olivia's memory, was through the creation of inclusive playspaces, called Livvi's Places.

Did you know?

- 1 in 100 children are on the Autism Spectrum
- 25% of Australian children are overweight
- 1 in 5 Australians have a disability
- Play is a fundamental social building block


The Touched by Olivia Family works hard to ensure that government, corporate and communities collaborate together to create inclusive playspaces. In less than 10 years, Touched by Olivia has spread its wings and opened 20 Livvi's Places across Australia. These playspaces are underpinned by the principles of universal design and reinforce the basic right that every child needs to play. Many more playspaces are planned to help Touched by Olivia reach its ultimate goal – to become redundant.

This will happen when every playspace in Australia considers the needs of all people.





AUDIENCE



23,234 FOLLOWERS ON FACEBOOK
+ TWITTER AND INSTAGRAM

20,000+ DATABASE

960 BALL ATTENDEES

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NOW IS THE TIME TO BECOME AN ESTEEMED
SPONSOR AND SUPPORTER OF THE TOUCHED
BY OLIVIA FOUNDATION BUTTERFLY BALL.

WE HAVE A NUMBER OF DIFFERENT
SPONSORSHIP LEVELS AND WAYS THAT YOUR
BUSINESS CAN HELP US IN 2017.

THE BENEFITS INCLUDE:

- THE OPPORTUNITY TO NETWORK AND SOCIALISE WITH HIGH NET-WORTH AND LIKEMINDED BUSINESS OWNERS
- DIRECTLY GAIN NATIONAL MEDIA EXPOSURE FOR YOUR BRAND AND BUSINESS
- DIRECTLY GAIN NATIONAL SOCIAL MEDIA EXPOSURE ACROSS A NUMBER OF PLATFORMS
- A SURE-FIRE WAY TO CREATE, DEVELOP AND ENHANCE YOUR BUSINESS' CREDIBILITY AND CORPORATE SOCIAL CONSCIENCE
- EFFECTIVE METHOD OF LEAD GENERATION
- EXTEND YOUR COMMUNITY INVOLVEMENT AND SOLIDIFY YOUR CORPORATE GENEROSITY
- FEEL SATISFACTION GAINED FROM GIVING BACK
- A GREAT WAY TO STIMULATE NEW BUSINESS AND COLLABORATIONS



PACKAGES

GOLD
\$20,000

LOGO ON WEBSITE, LOGO AND SHOUT OUT ON SOCIAL MEDIA, LOGO IN BUTTERFLY BALL EMAILS TO DATABASE, EMAILOUT FOR YOUR BRAND/ BUSINESS, 4 TABLES OF 10, LOGO SIGNAGE ON TABLE AT THE EVENT TICKETS FOR YOU AND YOUR GUESTS IN VIP LOUNGE, ACKNOWLEDGEMENT ON THE NIGHT BY MC, BRANDING INCLUDED IN ALL MARKETING MATERIALS INCLUDING AV

SILVER
\$10,000

LOGO ON WEBSITE, LOGO AND SHOUT OUT ON SOCIAL MEDIA, LOGO IN BUTTERFLY BALL EMAILS TO DATABASE, 2 TABLES OF 10, LOGO SIGNAGE ON TABLE AT THE EVENT TICKETS FOR YOU AND YOUR GUESTS IN VIP LOUNGE, ACKNOWLEDGEMENT ON THE NIGHT BY MC, BRANDING INCLUDED IN ALL MARKETING MATERIALS INCLUDING AV

BRONZE
\$5,000

LOGO ON WEBSITE, LOGO AND SHOUT OUT ON SOCIAL MEDIA, LOGO IN BUTTERFLY BALL EMAILS TO DATABASE, 1 TABLE OF 10, LOGO SIGNAGE ON TABLE AT THE EVENT, ACKNOWLEDGEMENT ON THE NIGHT BY MC, BRANDING INCLUDED IN ALL MARKETING MATERIALS INCLUDING AV



THE FUN STUFF

THEME

THE BUTTERFLY BALL WILL BE A CELEBRATION OF 10 YEARS OF INCLUSIVE PLAY. BIG KIDS BIRTHDAY PARTY IS A FITTING THEME! THINK DRESSED UP DRESS UPS, PARTY GAMES, PRIZES AND A WHOLE STACK OF FUN.

VENUE

BUTTERFLY BALL WILL BE HELD AT THE STAR EVENT CENTRE IN PYRMONT, SYDNEY. MAKE A WEEKEND OF IT AND TAKE UP A STAY AND PLAY ACCOMMODATION DEAL.

ENTERTAIN

OUR AMBASSADOR, JAY LAGA'AIA WILL GET THE PARTY STARTED. NON STOP FUN GUARANTEED WITH THE PAYBACK GETTING YOU UP AND DANCING.



BUTTERFLY BALL

BIG KIDS BIRTHDAY PARTY

LIMITED SPONSORSHIPS AVAILABLE
CONTACT US TODAY FOR FURTHER DETAILS
0408719560
SONJA SCREPIS
BUTTERFLYBALL@TOUCHEDBYOLIVIA.COM.AU

CELEBRATING 10 YEARS OF INCLUSION