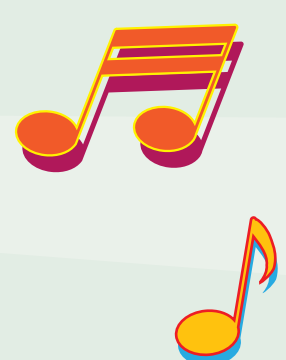


aware

LOVE BALL



SPONSORSHIP PACKAGE



Greetings from AWARE!

As one of the most respected and effective civil society organisations in Singapore, AWARE plays many roles:

- ♥ A lifeline for women in their darkest hours,
- ♥ A powerful advocate for gender equality and a safer and fairer society,
- ♥ A change agent empowering everyone to bring about positive change in their lives and organisations.



The Love Ball
8 September 2017 (Friday)
6.30pm
John Jacob Ballroom,
The St Regis

AWARE supports women through our Helpline, legal clinic, befriender service and counselling – assisting over 3,000 people and their families every year.

The annual Big Ball is our most important fundraising event. The **Love Ball 2017** will support all of AWARE's critical services and programmes.

We warmly invite you to participate in this wonderful evening at **The St Regis on 8 September at 6.30pm** – with good food and wine, great company and top entertainment.

We have put together some very attractive sponsorship packages, starting from \$5,000. I am pleased to enclose the full details with this booklet. Through this dinner, we aim to raise \$320,000 that will support all our programmes. For more information please contact the **Love Ball 2017** sponsorship team at fundraising@aware.org.sg or call Jesvinder Kaur at 6779 7137.

We look forward to receiving your valuable support.

Warmest wishes,

Love Ball 2017 Committee





How does sponsorship benefit you?

LAST YEAR'S WORLD BALL GENERATED CONSIDERABLE PUBLICITY FOR OUR SPONSORS. THE EVENT AND AWARD CEREMONY WERE FEATURED IN THE STRAITS TIMES, INDIA SE AND SINGAPORE TATLER.

The **Love Ball 2017** is a wonderful opportunity for you to position your brand as one that:

- ♥ respects and supports women and girls
- ♥ cares for social justice and gender equality
- ♥ is committed to removing gender-based barriers, so as to allow individuals to develop their potential to the fullest

Our audience comprises primarily:

- ♥ educated and progressive individuals with professional qualifications
- ♥ individuals between the ages of 30 and 50
- ♥ a large majority of successful and dynamic women
- ♥ professionals from the financial, law, bio-tech, communications and healthcare sectors

SPONSORSHIP DEADLINE: 24 JULY 2017





MARKET YOUR BRAND TO A TARGET AUDIENCE OF 400 HIGH-PROFILE WOMEN AND MEN

BENEFIT FROM THE PUBLICITY GENERATED BY AWARE



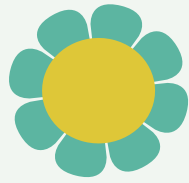
BY BECOMING A SPONSOR FOR THE EVENT, YOU WILL:

SHOWCASE YOUR BRAND TO MORE THAN 7,000 AWARE MEMBERS AND SUPPORTERS.



REACH OUT TO DISCERNING FEMALE CONSUMERS WITH GROWING PURCHASING POWER

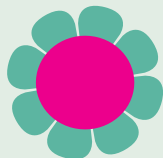




Be part of this exciting event!



HERE ARE THE SPONSORSHIP PACKAGES THAT ARE AVAILABLE.





Love Sponsor

(\$30,000)

- ♥ Love Sponsors would be featured prominently at the venue and all collaterals, customised to highlight sponsor's brand in line with event's theme and concept.
- ♥ Recognition as Love Ball 2017's Love Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- ♥ Acknowledgement in pre-event press release
- ♥ Pre-dinner video advertisement slot (up to one minute)
- ♥ 1 x Booth space at the event's cocktail reception
- ♥ Logo placement with a write up (not more than 750 words) on Love Ball 2017's microsite
- ♥ Full page (A4 full colour) advertisement on the back cover of Love Ball 2017's memento booklet
- ♥ Event Backdrop acknowledgement (logo)
- ♥ A choice of 10 complimentary VIP seats or 1 complimentary VIP table for 10





Wisdom Sponsor

(\$20,000)

- ♥ Recognition as Love Ball 2017's Wisdom Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- ♥ Acknowledgement in pre-event press release
- ♥ Pre-dinner video advertisement slot (up to one minute)
- ♥ 1 x Booth space at the event's cocktail reception
- ♥ Logo placement with a write up (not more than 500 words) on Love Ball 2017's microsite
- ♥ Full page (A4 full colour) advertisement on the inside back cover of Love Ball 2017's memento booklet
- ♥ Event Backdrop acknowledgement (logo)
- ♥ A choice of 10 complimentary VIP seats or 1 complimentary VIP table for 10



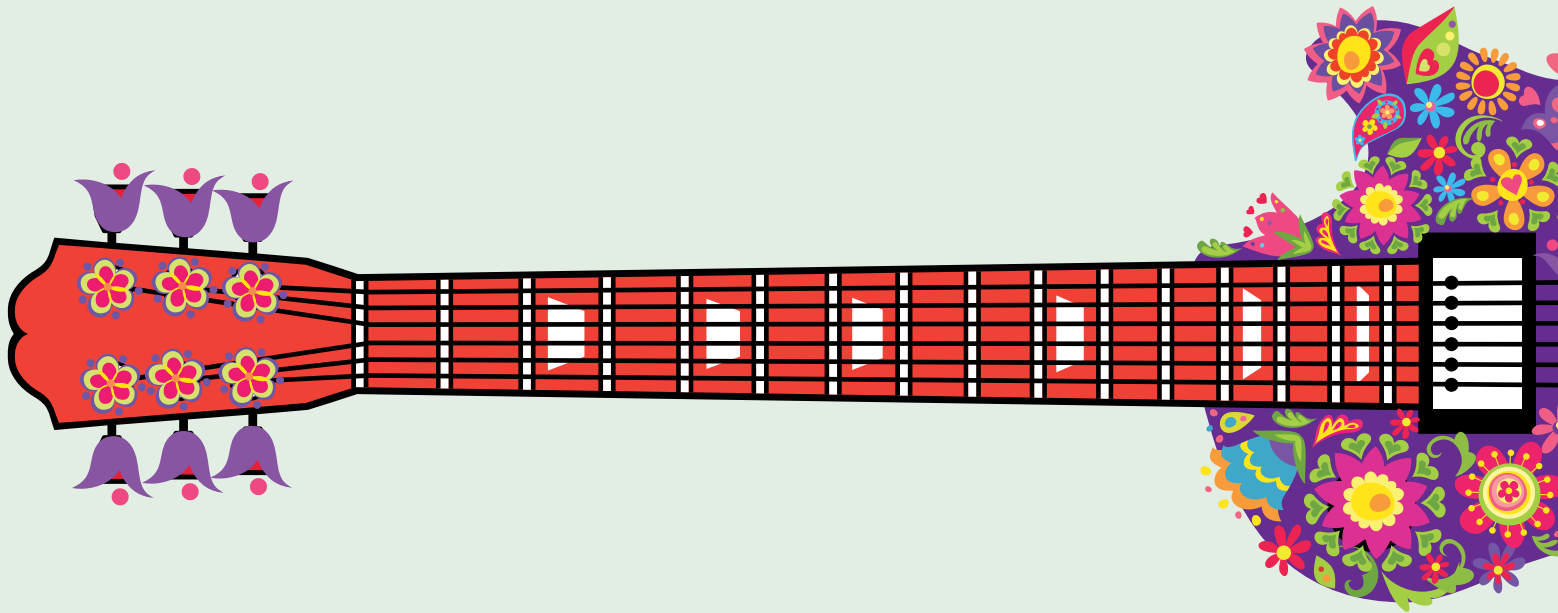


Peace Sponsor

(\$15,000)

- ♥ Recognition as Love Ball 2017 's Peace Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- ♥ Pre-dinner video advertisement slot (up to one minute)
- ♥ Logo placement with a write up (not more than 300 words) on Love Ball 2017's microsite
- ♥ Full page (A4 full colour) advertisement or write up in Love Ball 2017's memento booklet
- ♥ Event Backdrop acknowledgement (logo)
- ♥ A choice of 10 complimentary VIP seats or 1 complimentary VIP table for 10





Joy Sponsor

(\$10,000)

- ♥ Recognition as Love Ball 2017's Joy Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- ♥ Half page (A5) advertisement or write up Joy Sponsor in all promotional materials (print in Love Ball 2017's memento booklet and digital) from the time of confirmation
- ♥ Event Banner acknowledgement (logo)
- ♥ Acknowledgement by emcee as Joy Sponsor for Love Ball 2017 during dinner
- ♥ Logo placement with write up (not more than 200 words) on Love Ball 2017's microsite
- ♥ Complimentary seats for 5 guests

Freedom Sponsor

(\$5,000)

- ♥ Recognition as Love Ball 2017's Freedom Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- ♥ Name placement in AWARE's Love Ball 2017's webpage
- ♥ Complimentary seats for 2 guests



Where does your money go?

AWARE is Singapore's leading gender equality advocacy group. Since 1985, we have brought women's perspectives to national issues through public education, research and advocacy.

AWARE is a non-profit organisation that relies on a small team of 18 staff members and a large team of dedicated volunteers. We are funded solely by donations, grants and members' subscriptions. We need to raise \$1.5 million annually for our services and programmes, which provide direct assistance to thousands of women and girls every year, and help to create a better society for many more. In 2017, we will run:



- ♥ our regular Helpline for women in crisis, counselling services and legal clinic.
- ♥ support services as part of our specialised Sexual Assault Care Centre—the only one of its kind in Singapore.
- ♥ training programmes that empower young people, including workshops on consent, equal relationships and sexual health.
- ♥ a joint project with non-profit group Daughters of Tomorrow, “Building Dreams”, that aims to help lower-income women gain employment in the eldercare industry through back-to-work support, confidence building, skills training, job placements, mentorship, entrepreneurial support through collaborations with industry partners, and research.
- ♥ rigorous research and well-coordinated advocacy promoting changes in laws, public policies and cultural attitudes to achieve gender equality. Our focus this year includes pushing for more equality and support for single parents and their needs (e.g. housing access); and expanding on efforts to raise public awareness of violence against women (e.g. White Ribbon campaign).



Donation Form

YES! WE WOULD LIKE TO SUPPORT AWARE AND LOVE BALL 2017

We confirm our donation of:*

- | | |
|--|---|
| <input type="checkbox"/> Love Sponsor - \$30,000 | <input type="checkbox"/> Freedom Sponsor - \$5,000 |
| <input type="checkbox"/> Wisdom Sponsor - \$20,000 | <input type="checkbox"/> Purchase Table(s): ____ x \$3,000 each |
| <input type="checkbox"/> Peace Sponsor - \$15,000 | <input type="checkbox"/> Purchase Seat(s): ____ x \$300 each |
| <input type="checkbox"/> Joy Sponsor - \$10,000 | <input type="checkbox"/> General Donation: \$ _____ |

*if you are making donations for multiple packages, you may check more than one option

DONOR DETAILS

Name of Donor:

NRIC/FIN/ROC:

Mailing Address:

Contact Person**: Designation**:

Phone: Mobile:

Email:

Cheque Number: Bank:

Please tick here if you wish to make your donation anonymously

**for corporate donations only

Please make your cheque payable to **AWARE** and indicate "**Love Ball 2017**" on the back. Please send this form together with your cheque to the following address:

AWARE, Blk 5, Dover Crescent, #01-22, Singapore 130005

For enquiries, please contact Jesvinder at fundraising@aware.org.sg or call AWARE at **6779 7137**

