

aware



CRYSTAL BALL 2014

*Visions of Equality*

**Sponsorship** Package

# CRYSTAL BALL 2014

25th August 2014 | Regent Hotel

## Greetings

### Warm greetings from AWARE!

Join us for a spectacular **CRYSTAL BALL** as AWARE celebrates 29 years at the forefront of social change. From our services for women to our clarion calls for reform, with your support, we are bringing our vision of gender equality to life!

The last year has been an exciting time for women's rights. Our dedicated lobbying led to the passage of a new Protection from Harassment Act, providing more protection for sexual harassment and stalking. AWARE has placed violence against women on the map. The We Can! campaign has recruited over 1,000 We Can! Change Makers to take a stand against violence.

Our services have continued to help individual women overcome gender barriers in their lives.

- **Helpline** – last year we fielded 3221 calls for help
- **Sexual Assault Befrienders Service** – Attended to 192 sexual assault calls
- **Legal Clinic** – Provided legal advice for over 248 women at our Legal Clinics
- **Counseling** – Conducted 879 counseling sessions for individual women

Despite these gains, the work is not over, and we will need your support to keep driving change. In 2014, for our annual fundraising gala, the **CRYSTAL BALL** challenges us to look into the future to envision the changes we want to see in Singapore. We warmly invite you to participate in this wonderful evening—with good food and wine, great company and top entertainment—and help us make our aspirations for equality a reality.

Support for our event can come in many ways. Attached please find information on our attractive sponsorship packages starting from \$5,000. Please help the **CRYSTAL BALL** raise **\$250,000** to help fund our work for gender equality. No gift is too small, and there has never been a better time to support AWARE, with every dollar of your donations matched by the government under the Care & Share programme. If you are unable to sponsor, please consider joining us for dinner with your friends, or making a donation on behalf of a woman in your life. Your participation will allow us to continue to bring real and lasting change for the benefit of women and gender equality in Singapore. AWARE is most grateful for your support.

We look forward to seeing you at the **CRYSTAL BALL**.

Warmest wishes,  
2014 CRYSTAL BALL Committee



*Gaze* into our Crystal Ball at this year's gala event to look into a future where *gender equality* becomes a reality.

At the **CRYSTAL BALL** we will announce this year's AWARE Awards, celebrating those in Singapore—whatever their gender—who have defied gender barriers and made a difference by nurturing a culture of gender equality. Also back is our tongue-in-cheek ALAMAK! Award, bestowed on those who have helped cement sexism and gender stereotypes.

The vivacious Pam Oei and the ultra-cool singer/actor Benjamin Kheng will host the evening's festivities, including another appearance by the popular parody troupe the Chestnuts, who will introduce us to the ALAMAK! award nominees once again.

And this year, we are proud to feature the Sam Willows, currently one of Singapore's hottest and most exciting bands.

Held at the Regent Hotel on Monday, 25 August 2014, the event will bring together over 400 guests, including some of the most influential women in Singapore.

For more information, please contact the **CRYSTAL BALL** sponsorship team at [Crystalball@aware.org.sg](mailto:Crystalball@aware.org.sg) or call Jesvinder Kaur at 6779 7137.



How does *sponsorship* benefit you?

Last year's Big Red Ball generated considerable publicity for our sponsors. The event and award ceremony were featured in The Straits Times, The New Paper, Channel News Asia, Her World Plus, Diva Asia, Today, and the Sunday Times.

**CRYSTAL BALL** 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

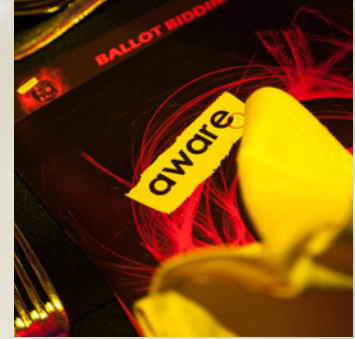
Our Audience comprises primarily:

- 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

By becoming a sponsor for the event, you will:

- Market your brand to a target audience of 400 women and men
- Reach out to discerning female consumers with growing purchasing power
- Benefit from the publicity generated by AWARE
- Showcase your brand to more than 7000 AWARE members and supporters.



Be part of this exciting event!

Here are the sponsorship packages that are available.

# Diamond

Sponsor at **\$ 25,000** (Limited to One)

- Recognition as Crystal Ball and AWARE Awards' Diamond Sponsor 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 three minutes)
- Acknowledgement by emcee as Diamond Sponsor of the AWARE Awards during the award ceremony
- 1 x Booth space at the event's cocktail reception
- Logo placement with a write up (not more than 750 words) on Crystal Ball's microsite
- Full page (A4 full colour) advertisement on the back cover of Crystal Ball's memento booklet
- Event Backdrop Acknowledgement (logo)
- A choice of 10 complimentary VIP seats or 1 complimentary VIP Table for 10



# Emerald

Sponsor at **\$ 15,000** (Limited to Two)

- Recognition as Crystal Ball and AWARE Awards' Emerald Sponsor 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 500 words) on Crystal Ball's microsite
- Full page (A4 full colour) advertisement or write up in Crystal Ball's memento booklet
- Event Backdrop Acknowledgement (logo)
- A choice of 10 complimentary VIP seats or 1 complimentary VIP Table for 10

**We will be happy to customise these packages to suit our Diamond and Emerald sponsors' needs. AWARE is a charity with Institute of Public Character (IPC) status. All donors of cash sponsorships are entitled to 2.5 times tax exemption benefit for their contribution.**



# Ruby

Sponsor at **\$ 10,000**

- Recognition as Crystal Ball and AWARE Awards' Ruby Sponsor in all promotional materials (print and digital) from the time of confirmation
- Acknowledgement by emcee as Ruby Sponsor for Crystal Ball during dinner
- Logo placement with write up (not more than 200 words) on Crystal Ball's microsite
- Half page (A5) advertisement or write up in Crystal Ball's memento booklet
- Event Banner Acknowledgement (logo)
- Complimentary Seats for 2 guests

# Sapphire

Sponsor at **\$ 5,000**

- Recognition as Crystal Ball and AWARE Awards' Sapphire Sponsor in all promotional materials (print and digital) from the time of confirmation
- Name placement in AWARE's Crystal Ball webpage
- Name placement in AWARE's Crystal Ball memento booklet
- Complimentary Seats for 2 guests



## Where does your money *go?*

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

AWARE is a non-profit organisation that relies on a small team of 17 staff members and a large team of dedicated volunteers. We are funded solely by donations, grants and members' subscriptions. We need to raise at least \$1 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:

- Helpline for women in crisis, counselling services and legal clinic
- A specialised Sexual Assault Care Centre – the only one of its kind in Singapore
- Unique programmes from the AWARE Training Institute, including discrimination and sexual harassment consultancy and training for organisations and media literacy, body image and self-esteem programme for girls.
- Rigorous research and well-coordinated advocacy promoting changes in laws, public policies and cultural attitudes to achieve gender equality.