

aware



World Ball 2016

AROUND THE WORLD IN A DAY

SPONSORSHIP PACKAGE



Greetings!

WARM 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 women and men to bring about positive change in their lives and organisations.

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 WORLD Ball 2016 – Around the World in a Day will support all of AWARE's critical services and programmes.

We warmly invite you to participate in this wonderful evening – with good food and wine, great company and top entertainment.

We have put together some very attractive sponsorship packages, starting from \$5,000. We are pleased to enclose the full details with this booklet. Through this dinner, we aim to raise \$300,000 that will support all our programmes, particularly to expand our initiative to support lower income women to get back to work, realise their dreams and support their families.

For more information please contact the WOLRD Ball 2016 – Around the World in a Day sponsorship team at fundraising@aware.org.sg or call **Jesvinder Kaur at 6779 7137**.

We look forward to receiving your valuable support.

Warmest wishes,
WORLD Ball 2016 Committee

HOW DOES SPONSORSHIP BENEFIT YOU?

AWARE WORLD BALL 2016

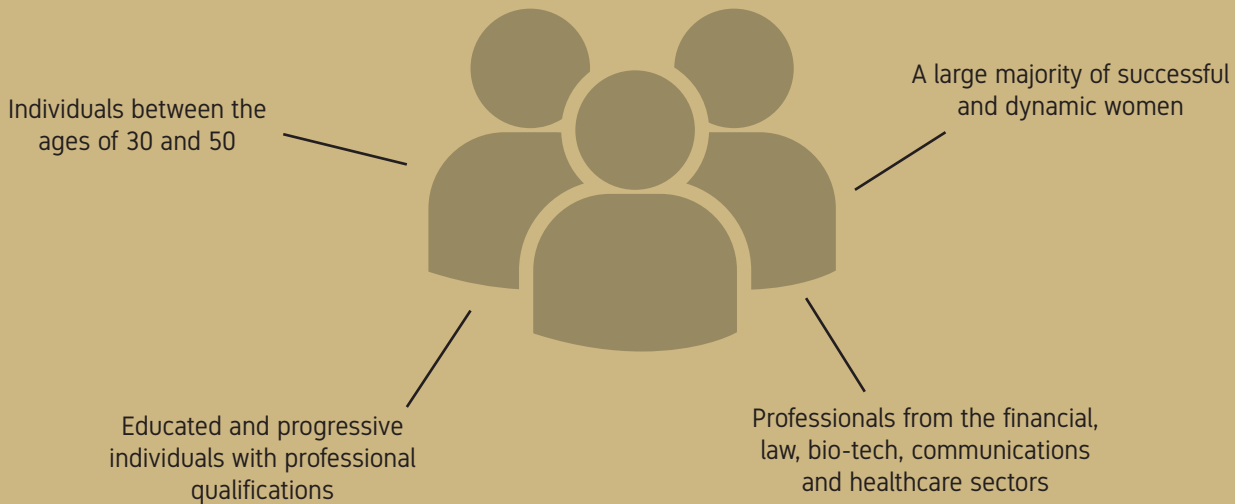
LAST YEAR'S BIG BIRTHDAY BALL GENERATED CONSIDERABLE PUBLICITY FOR OUR SPONSORS. THE EVENT AND AWARD CEREMONY WERE FEATURED IN THE STRAITS TIMES.

The WORLD Ball 2016 – Around the World in a Day is a wonderful opportunity for you to position your brand as one that:

AROUND THE WORLD IN A DAY



Our Audience comprises primarily:



SPONSORSHIP PACKAGE



By becoming a sponsor for the event, you will:

MARKET YOUR BRAND TO A TARGET AUDIENCE OF 380 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




Paris Sponsor

(\$30,000)

AWARE WORLD BALL 2016

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- 
- Paris sponsor 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 WORLD Ball 2016's Paris 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 WORLD Ball 2016's microsite
 - Full page (A4 full colour) advertisement on the back cover of WORLD Ball 2016's memento booklet
 - Event backdrop acknowledgement (logo)
 - A choice of 10 complimentary VIP seats or 1 complimentary VIP Table for 10

Shanghai Sponsor

(\$20,000)

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- Recognition as WORLD Ball 2016's Shanghai 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 WORLD Ball 2016's microsite
- Full page (A4 full colour) advertisement on the inside back cover of WORLD Ball 2016's memento booklet



New York Sponsor

(\$15,000)

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- Recognition as WORLD Ball 2016 's New York 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 WORLD Ball 2016's microsite
- Full page (A4 full colour) advertisement or write up in WORLD Ball 2016's memento booklet
- Event backdrop acknowledgement (logo)
- A choice of 10 complimentary VIP seats or 1 complimentary VIP Table for 10



London Sponsor

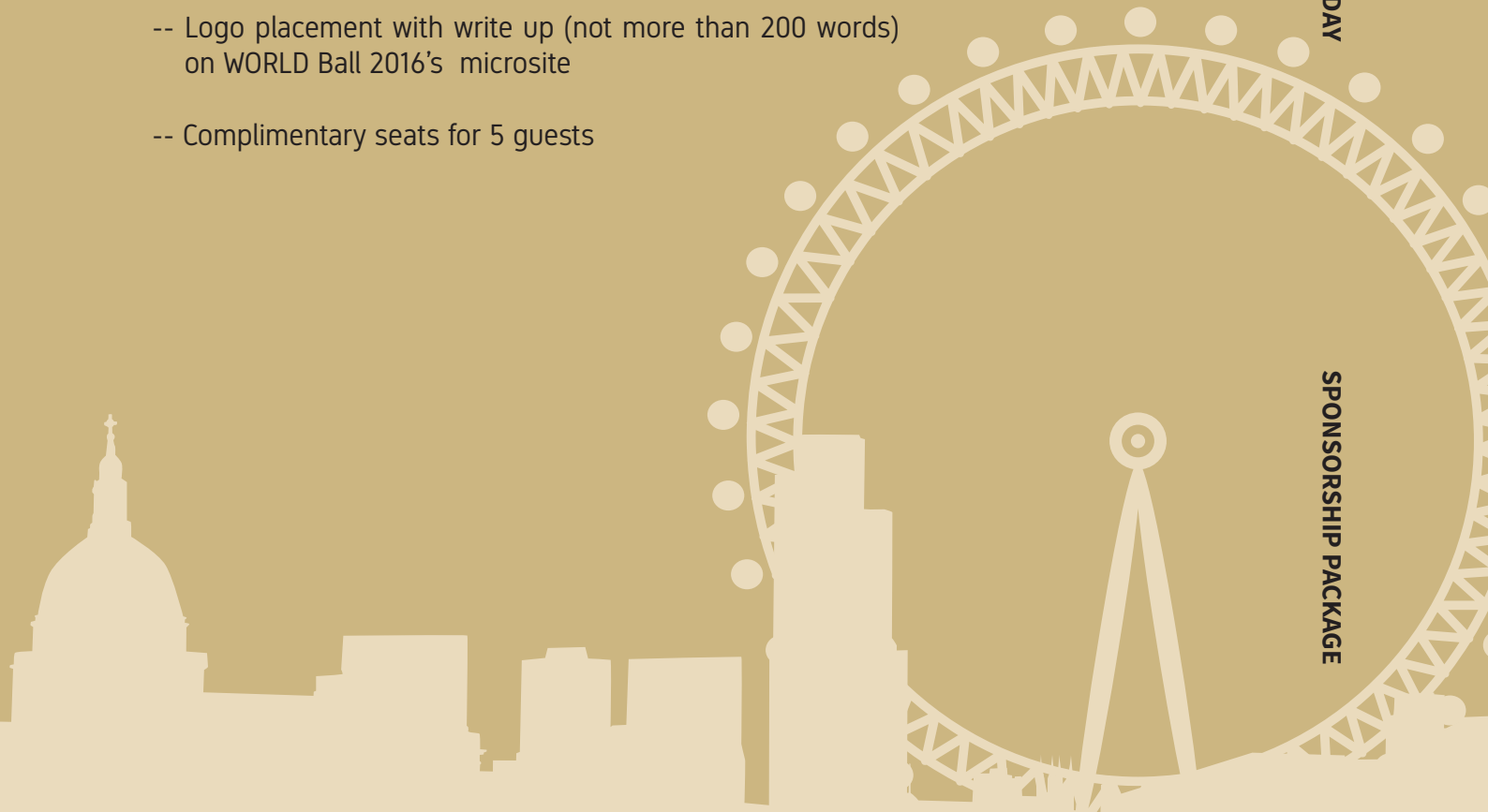
(\$10,000)

AWARE WORLD BALL 2016

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- Recognition as WORLD Ball 2016's London Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation
- Half page (A5) advertisement or write up London Sponsor in all promotional materials (print in WORLD Ball 2016's memento booklet and digital) from the time of confirmation
- Event banner acknowledgement (logo)
- Acknowledgement by emcee as London Sponsor for WORLD Ball 2016 during dinner
- Logo placement with write up (not more than 200 words) on WORLD Ball 2016's microsite
- Complimentary seats for 5 guests



Tokyo Sponsor

(\$5,000)

AWARE WORLD BALL 2016

-- Recognition as WORLD Ball 2016's Tokyo Sponsor (with logo) in all promotional materials (print and digital) from the time of confirmation

-- Name placement in AWARE's WORLD Ball 2016's webpage

-- Complimentary seats for 2 guests

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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 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:

Rigorous research and well-coordinated advocacy promoting changes in laws, public policies and cultural attitudes to achieve gender equality

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 Catalyse Consulting, including discrimination and sexual harassment consultancy and training

Training programmes that empower young people, including workshops on consent, equal relationships and sexual health.

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We hope to see you in this year's World Ball!



Big Birthday Ball 2015 - Blazing A Trail

Courtesy of Kelly Fan, principal photographer at StudioKel (www.studiokel.com)

Courtesy of Jacqueline Choo, principal photographer at Invertigo Studios (www.invertigo-studios.com)