



aware
Supersonic

aware
BigBall

aware Big Ball 2012
January 17, October 18, 2012
Grand Ballroom / Ballroom

Sponsorship Package 2012

aware
BigBall



GREETINGS

AWARE has grown from its humble beginnings, where meetings took place in volunteers' home and offices, and documents were kept in the boots of cars, to an active and vibrant organisation headed by experienced and dedicated staff and volunteers. Our programmes have also seen a substantial increase in outreach. In comparison to 2008, the number of calls to our Helpline has nearly doubled to about 3,400 calls in 2011; our counselling caseload has increased fivefold in the last few years.

This year, as we celebrate 27 years of breaking gender barriers, we are proud to invite you to be part of our annual signature fundraising event. AWARE's Supersonic Big Ball promises to be an exciting gala event, featuring good food, great company and performances from some of Singapore's most beloved entertainers.

We have put together some very attractive sponsorship packages, starting from \$5,000. I am pleased to enclose the full details of the sponsorship benefits with this booklet. Through this fundraising dinner, we hope to raise \$250,000 to help fund AWARE's programmes and services.

Your contribution to this cause will go a long way to helping women and promoting gender equality in Singapore.

I look forward to receiving your valuable support.

Sincerely,

Corinna Lim
Executive Director
AWARE



Supersonic Big Ball

10 SEPTEMBER 2012

GRAND COPTHORNE WATERFRONT HOTEL

This year's Big Ball event is themed as the Supersonic Big Ball, to represent the super transformation that AWARE hopes to achieve in promoting gender equality in Singapore.

The Supersonic Big Ball will feature the AWARE Awards, which celebrate the women and men who have defied gender barriers and made a difference by nurturing a culture of gender equality in Singapore. Also back is the tongue-in-cheek **ALAMAK! Award**. This award is bestowed on those who have helped cement gender stereotypes.

The event will be held at the Grand Copthorne Waterfront on Monday, 10 September 2012, and is expected bring together over 400 guests, including some of the most influential women in Singapore.

For more information please contact the Supersonic Big Ball **Sponsorship Team** at supersonic@aware.org.sg or call Evon Chua at 6779 7137.



HOW DOES SPONSORSHIP BENEFIT YOU?

Last year's Big Ball generated considerable publicity for our sponsors. The event and award ceremony were featured in The Straits Times, The New Paper, Today, Berita Harian, Razor TV, Public House and more.

Supersonic Big Ball is a wonderful opportunity for you to position your brand as one that:

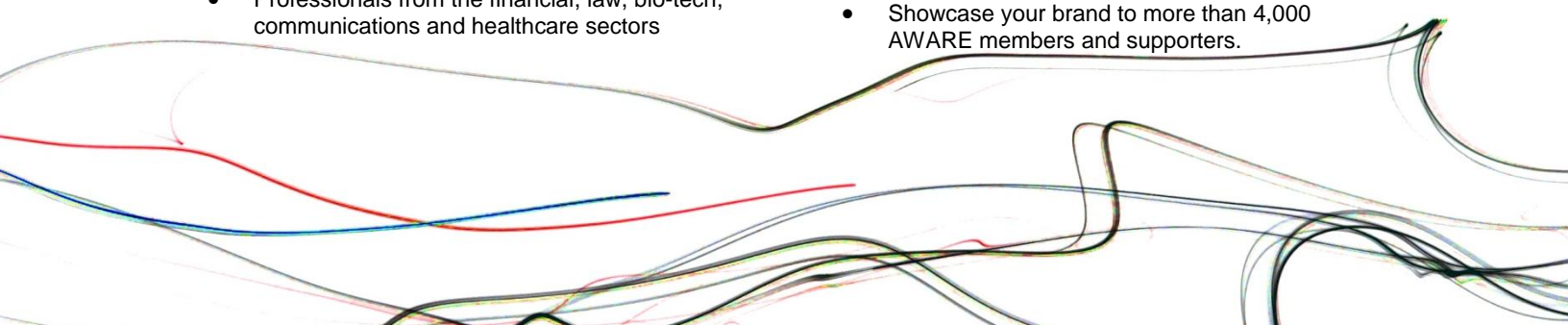
- Respects and supports females
- Cares for social justice and gender equality
- Is committed to removing gender-based barriers, so as to allow individuals to develop their potential to the fullest.

Our Audience comprises:

- 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 4,000 AWARE members and supporters.





Be part of this existing event!
 Here are the sponsorship packages that are available.

DIAMOND SPONSOR AT \$ 25,000 (Limited to one)

- Recognition as Supersonic Big Ball and AWARE Awards' Diamond Sponsor in all promotional materials (print and digital) from first announcement of the event.
- Recognition as AWARE Awards' Diamond Sponsor in a Congratulatory message published in TODAY after the event (horizontal half page advertisement: 16cm x 26.1cm) (Platinum sponsors will also be mentioned)
- Acknowledgement in pre-event press release
- Pre-dinner video advertisement slot (up to four minutes)
- 1 x Booth space at the event's cocktail reception
- Acknowledgement by emcee as Diamond Sponsor of the AWARE Awards during the award ceremony
- Logo placement with a write up (not more than 750 words) on Supersonic Big Ball's microsite
- Full page (A4 full colour) advertisement on the back cover of Supersonic Big Ball's memento booklet
- Event Backdrop Acknowledgement (logo)
- A choice of 10 complimentary VIP seats or 1 complimentary VIP Table for 10





PLATINUM SPONSOR AT \$15,000 EACH (Limited to Two)

- Recognition as Supersonic Big Ball and AWARE Awards' Platinum Sponsor in all promotional materials (print and digital) from 15 weeks prior to the event
- Recognition as AWARE Awards' Platinum Sponsor in a Paper Congratulatory message published in TODAY after the event (horizontal half page advertisement: 16cm x 26.1 cm) (Diamond sponsor will also be mentioned)
- Pre-dinner video advertisement slot (up to two minutes)
- Logo placement with a write up (not more than 500 words) on Supersonic Big Ball's microsite
- Full page (A4 full colour) advertisement or write up in Supersonic Big 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 glad to customise these package to suit our Diamond and Platinum 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.

GOLD SPONSORS AT \$10,000

- Recognition as Supersonic Big Ball's Gold sponsor in all promotional materials (print and digital) from 10 weeks prior to the event.
- Acknowledgement by emcee as Gold Sponsor for Supersonic Big Ball during dinner
- Logo placement with write up (not more than 200 words) on Supersonic Big Ball's microsite
- Half page (A5) advertisement or write up in Supersonic Big Ball's memento booklet
- Event Banner Acknowledgement (logo)
- 1 Complimentary Table for 10 guests

SILVER SPONSORS AT \$5,000

- Recognition as Supersonic Big Ball's Silver Sponsor in all promotional materials (print and digital) from 10 weeks prior to the event.
- Name placement in AWARE's Big Ball webpage
- Name placement in AWARE's Big Ball memento booklet
- 1 Complimentary Table for 10 guests



WHERE DOES YOUR MONEY GO?

AWARE is Singapore's leading advocacy group dedicated to promoting gender equality. Since its inception in 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 12 staff members and a large team of dedicated volunteers. We are funded solely by donations, grants and members' subscriptions. Our initiatives help more than 8,500 women every year. We need to raise \$1 million annually to fund the following services and programmes:

Support Services

- Crisis Hotline
- Legal Clinic
- Counselling Services
- Support for Victims of Sexual Assault

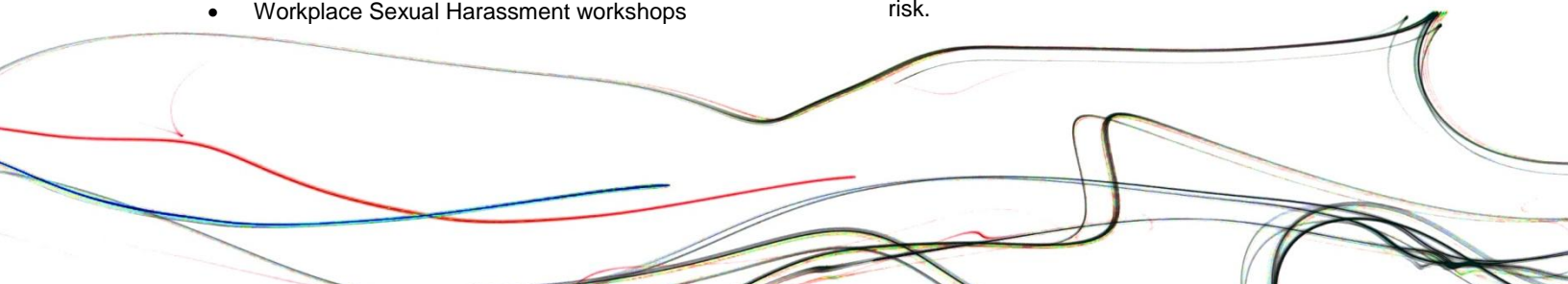
Training Programmes

- Workplace Sexual Harassment workshops

- Financial Literacy programmes
- Body Image and Self-Esteem workshops

Research Projects

- Advocating for changes in laws, public policies and cultural attitudes affecting women in Singapore who are disadvantaged or at risk.



Yes!

We would like to support AWARE and 

We confirm our donation of*

- | | |
|---|--|
| <input type="checkbox"/> Diamond Sponsor - \$ 25,000 | <input type="checkbox"/> Purchase a Table - \$ 2,500 |
| <input type="checkbox"/> Platinum Sponsor - \$ 15,000 | <input type="checkbox"/> Purchase Seat (s) - ____ x \$250 each |
| <input type="checkbox"/> Gold Sponsor - \$ 10,000 | <input type="checkbox"/> General Donation : \$ _____ |
| <input type="checkbox"/> Silver Sponsor - \$ 5,000 | |

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

DONOR DETAILS

Name of Donor

Individual or Company :

NRIC/FIN/ROC:

Mailing Address:

Contact Person** :

Designation**:

Phone:

Mobile :

Email:

Cheque Number:

Bank :

- Please tick here if you wish to make donation anonymously.

*** for corporate donations only.*

Please make your cheque payable to **AWARE** and indicate "**SUPERSONIC Big Ball**" on the back of your cheque. Please send this form together with your cheque the following address:
AWARE, Block 5 Dover Crescent, #01-22 Singapore 130005

For enquiries, please contact the **Supersonic Big Ball Sponsorship Team** at supersonic@aware.org.sg or call the AWARE Secretariat at 6779 7137.