



Sponsorship Package 2013



GREETINGS

AWARE is one of the most respected and effective civil society organisations in Singapore. It plays many roles in society:

- 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.

In recent years, we have increased our outreach and impact substantially. Last year alone, our programmes and services touched more than 8,000 people and their families.

In 2012:

- Our Helpline received more than 3,000 calls,
- Our lawyers, counsellors and befrienders provided advice and support for more than 1,000 client sessions,
- We started our SH.OUT (Sexual Harassment OUT) Campaign which resulted in changes to the national guidelines on workplace sexual harassment,
- We submitted 9 advocacy papers and engaged with policy makers on numerous issues including the National Budget, population, marriage and parenthood, trafficking and the Voluntary Sterilization Act.

Our annual Big Ball fundraiser is the most important fundraising event in our calendar. This year, our Big Ball takes on a red theme to reflect the dynamism of AWARE and the positive impact of its work on society. As we celebrate 28 years of breaking gender barriers, we are proud to invite you to be part of our annual signature fundraising event. AWARE's Big RED 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 aim 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,

A handwritten signature in black ink, appearing to read 'Corinna Lim'. The signature is stylized and includes a horizontal line underneath the name.

Corinna Lim
Executive Director
AWARE



Big RED Ball

16 SEPTEMBER 2013

GRAND COPTHORNE WATERFRONT HOTEL

This year's Big Ball event is themed as the Big RED Ball, to represent the red-hot energy & enthusiasm for transformation that AWARE aims to achieve in promoting gender equality in Singapore.

The Big RED 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 our tongue-in-cheek **ALAMAK! Award**, which is bestowed on those who have helped cement gender stereotypes.

We are delighted to announce that our hosts this year will be Petrina Kow and Joe Augustin, well known for their double-act on LUSH until the end of last year. We also welcome back the popular parody troupe Chestnuts, who will be introducing us to the award nominees again.

The event will be held at the Grand Copthorne Waterfront on Monday, 16 September 2013, and is expected to bring together over 400 guests, including some of the most influential women in Singapore.

For more information please contact the Big RED Ball **Sponsorship Team** at jesvinder@aware.org.sg or call Jesvinder Kaur 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.

Big RED 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 exciting event!
Here are the sponsorship packages that are available.

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

- Recognition as Big RED 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 Big RED Ball's microsite
- Full page (A4 full colour) advertisement on the back cover of Big RED 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 (Limited to Two)

- Recognition as Big RED 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 26.1cm) (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 Big RED Ball's microsite
- Full page (A4 full colour) advertisement or write up in Big RED 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 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 Big RED 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 Big RED Ball during dinner
- Logo placement with write up (not more than 200 words) on Big RED Ball's microsite
- Half page (A5) advertisement or write up in Big RED Ball's memento booklet
- Event Banner Acknowledgement (logo)
- 1 Complimentary Table for 10 guests

SILVER SPONSORS AT \$5,000

- Recognition as Big RED 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. We need to raise \$1 million annually for our services and programmes, which help more than 8,500 women every year:

Support Services

- Crisis Hotline and Counselling Services
- Legal Clinic
- 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 the



We confirm our donation of*:

- | | |
|---|--|
| <input type="checkbox"/> Diamond Sponsor - \$ 25,000 | <input type="checkbox"/> Purchase a Table - \$ 2,600 |
| <input type="checkbox"/> Platinum Sponsor - \$ 15,000 | <input type="checkbox"/> Purchase Seat (s) - ____ x \$260 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: _____

Mailing Address: _____

Contact Person**:

Designation**:

NRIC/FIN/ROC:

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 “**Big RED Ball**” on the back of your cheque. Please send this form together with your cheque to the following address:

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

For enquiries, please contact the Big RED Ball Sponsorship Team at
jelvinder@aware.org.sg or call Jesvinder Kaur at 6779 7137.