



17.10.11
Monday, 7pm
Grand Hyatt Singapore
Introducing the AWARE Awards

Sponsorship Package

Following the success of last year's sell-out Superwomen in Concert, AWARE is back with another exciting fun(d)! raising event! AWARE's Big Ball promises good food, great company and performances from some of Singapore's most beloved entertainers.

To celebrate its 26th year, we are proud to launch the inaugural AWARE Awards at this year's fundraising dinner. The AWARE Awards will recognise and honour the women and men who have defied gender barriers and made a difference by nurturing a culture of gender equality in Singapore. The three winners; a woman, a man and a young individual under 30 years old, will be unveiled at the dinner.

So mark your calendars for **October 17**, when we celebrate our achievements and the encouraging efforts by many others to improve gender equality in Singapore.

Association of Women for Action & Research
Blk 5 Dover Crescent, #01 - 22 Singapore 130005

Phone: 6779 7137
Helpline: 1800 774 5935
Web: www.aware.org.sg
Email: aware@aware.org.sg



17.10.11
Monday, 7pm
Grand Hyatt Singapore
Introducing the AWARE Awards

AWARE is proud to
invite sponsorship for

**AWARE's
Big Ball 2011**

**a unique
fundraiser
featuring the
AWARE Awards.**

This fund-raising dinner promises to be an exciting networking event, featuring fine food, great entertainment by some of Singapore's most popular performers and the launch of the inaugural AWARE Awards.

Come and be entertained by energetic rocker *Wendi Koh*, uber-talented singer-songwriter *Michaela Therese* and our favourite funny man-singer-actor, *Adrian Pang*. The evening will be hosted by popular actress and comedienne *Pam Oei*. Winners of the inaugural AWARE Awards will also be announced during the dinner.

This fund-raising event will be held at Grand Hyatt Singapore on October 17, 2011, Monday, and will bring together some 350 guests.

Individual dinner tickets are \$250 and a 10-seat table is \$2,500.



Introducing the inaugural

AWARE AWARDS

Is there a person who has inspired you by making women's lives better? Who has stood out by standing up for gender equality? Someone whose actions deserve attention and celebration?

To celebrate our 26th year, AWARE is celebrating the men and women who have defied gender barriers and made a difference by nurturing a culture of gender equality in Singapore.

Nominations for the inaugural AWARE Awards are open from now till August 31, 2011 for the following categories:

- The AWARE Award (female): AWARE Heroine 2011
- The AWARE Award (male): AWARE Hero 2011
- The AWARE Award (young person below 30 years of age): AWARE Young Wonder 2011

For those who prefer to see the glass as half-empty, nominations are also open for the **Alamak! Awards**. These tongue-in-cheek honours will be bestowed on people who have helped to cement gender stereotypes and who have delighted in sexist practices.

We will announce the winners at our fundraising gala event, AWARE's Big Ball 2011.



How Does Sponsorship Benefit You?

.... The presence of a full-house audience in the Esplanade Concert Hall with the Guest of Honour, Mrs Yu-Foo Yee Shoon, is a clear indication of the endorsement by the public of the Support Services of AWARE.

*- Mr Yap Kim Hao**

What a kickass concert! So much love in the theatre that night (and dancing!) My friends, mom and I thoroughly enjoyed ourselves & the performers were superspectacular.

*- Ms Tania Chew**

Following the success of last year's sell-out ***Superwomen in Concert***, AWARE is back with yet another *fun(d)!* raising event!

AWARE's Big Ball will generate considerable publicity and will be 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
- Committed to removing gender-based barriers, so as to allow individuals to develop their potential to the fullest.

By becoming a sponsor for the event, you will:

- Showcase your brand to a target audience of progressive and educated professionals
- 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.

*** Reviews from guests who attended the Superwomen in Concert in 2010.**

Sponsorship Packages

Platinum Sponsors: \$15,000

- Recognition as AWARE's Big Ball and AWARE Awards' **Platinum Sponsor** in all promotional materials (print and digital)
- Acknowledgement in pre-event press release
- Pre-dinner video advertisement slot (up to two minutes)
- Acknowledgement by emcee as **Platinum Sponsor** of the AWARE Awards during the award ceremony
- Logo placement with a write up (not more than 500 words) on AWARE's Big Ball webpage
- Full page (A5 and full colour) advertisement or write up in AWARE's Big Ball programme booklet
- Event Backdrop Acknowledgement (logo)
- 10 complimentary VIP seats *or* 1 complimentary VIP Table for 10
- The number of Platinum Sponsors for this event is limited to two.

We will be glad to customize the above package and work with your marketing department to suit our Platinum sponsors' needs.

AWARE is a charity with Institute of Public Character (IPC) status. Our Platinum sponsors are entitled to **2.5 times tax exemption benefit** for their donation.



Sponsorship Packages

Gold Sponsors: \$10,000

- Recognition as event's Gold sponsor in all promotional materials (print and digital).
- Acknowledgement in pre-event press release
- Acknowledgement by emcee as **Gold Sponsor** during dinner
- Logo placement with write up (not more than 200 words) on AWARE's Big Ball webpage
- Half page (A5) advertisement or write up in AWARE's Big Ball programme booklet
- Event Banner Acknowledgement (logo)
- 1 Complimentary Gold Table for 10 guests



Silver Sponsors: \$5,000



- Recognition as event's **Silver Sponsor** in all promotional materials (print and digital).
- Acknowledgement in pre-event press release
- Name placement in AWARE's Big Ball webpage
- Name placement in AWARE's Big Ball programme booklet
- Event Banner Acknowledgement (name)
- 1 Complimentary Silver Table for guests

AWARE is a charity with Institute of Public Character (IPC) status. Our Gold and Silver Sponsors are entitled to **2.5 times tax exemption benefit** for the donation.



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.

Where Does Your Money Go?

AWARE is a non-profit organisation that relies on a small team of 9 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
- Court Assistance 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.

For more information about our work and the services that we provide, please contact us at 6779 7137 or visit our website at www.aware.org.sg



Yes we would like to support AWARE and AWARE's Big Ball 2011.

We confirm our donation of*

- Platinum Sponsor - \$ 15,000
- Gold Sponsor - \$ 10,000
- Silver Sponsor - \$ 5,000
- Purchase a Table - \$ 2,500
- Purchase Seat (s) - ___ x \$250 each
- General Donation : \$ _____

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

DONOR

Name of Donor

Individual or Company : _____

Contact Person** : _____

Designation** : _____

Phone: _____ Mobile : _____

Email: _____

Please tick here if you wish to make donation anonymously.

*** for corporate donations only.*

TAX-DEDUCTIBLE RECEIPT

Name and NRIC/FIN or Registry of Company number (ROC)
is required for the issuance of a tax-exemption receipt.

Issue receipt in the name of: _____

NRIC/FIN/ROC: _____

Mailing Address: _____

Cheque Number: _____ Bank : _____

Amount: _____

Signature / Date: _____

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