



*A Night  
for Nights*

THE OTIS FOUNDATION BALL  
SATURDAY 19 NOVEMBER 2022  
SOFITEL MELBOURNE ON COLLINS

SPONSORSHIP PROSPECTUS

# Introduction

## The Otis Foundation is pleased to invite you to become a valued Sponsor of The 2022 Otis Foundation Ball

The Otis Foundation Ball is our signature fundraising event and is run biennially. The vital funds raised from the ball go directly to our core program, helping those with Breast Cancer by gifting individuals and their families stays at retreats at no cost to them. This time away reduces the psychological impact of the disease by allowing them to relax, regroup, reconnect and create invaluable memories.

Otis provides thousands of retreat accommodation nights annually however, sadly, demand for Otis' service continues to grow.

*"This break has helped me to restore some balance to my life, bringing tranquility to my mind and joy to my heart."*

Barbara, Otis Guest

55

Australians diagnosed with Breast Cancer every day

1 in 7

Women are diagnosed with Breast Cancer

36%

The percentage increase of Breast Cancer diagnosis in the last 10 years



Barbara



Sara



Katie



# Otis Ball



## About

The Otis Ball is a prestigious charity event raising funds for The Otis Foundation. It provides a wonderful opportunity for you to partner with Otis in a meaningful way to help those with Breast Cancer.

## Date

Saturday 19 November 2022

## Venue

Sofitel Melbourne On Collins

## Experience

Guests will be treated to an exclusive night of fine dining with a three course meal, flowing beverages and unforgettable entertainment.

There will be opportunity to network, win great prizes, bid on a large array of high-quality items and experiences and, dance the night away.

## Dress

Black tie with a touch of gold

## Guests

500 business and community leaders, medical clinicians, Executive & Board, influential & affluent corporate leaders and high net-worth individuals.



[Click here to view the  
2019 Otis Ball showreel](#)



# Sponsorship Opportunities

This is a unique opportunity to support a national Brest Cancer charity, connect your brand with business and community leaders and increase brand awareness and visibility with positive brand association.



4,861



1,127



7,232



480  
per week

## SUMMARY OF SPONSORSHIPS

BENEFITS	PLATINUM	GOLD	SILVER	PHOTOBOOTH	MYSTERY WINE	MENU
	\$30,000	\$10,000	\$5,000	\$8,000	\$8,000	\$8,000
<b>PRE-EVENT</b>						
Logo on event collateral incl. electronic & printed	Most	Some	Event program	Event program & Guest photos	Event program & Wine bags	Event program & Menu
Logo & link on Otis' website	Logo, link & bio	Logo & link	Logo & link	Logo & link	Logo & link	Logo & link
Recognition on social media	Featured	5 posts	3 posts	3 posts	3 posts	3 posts
Ability to purchase additional tickets for \$275	●	●	●	●	●	●
Access to Otis Ball assets to market yourself as a Sponsor	●	●	●	●	●	●
Access to Otis' 'Proudly supporting' logo for 2022	●	●	●	●	●	●
<b>AT EVENT</b>						
Tickets	30	10	4	6	6	6
Table location	Preferential	Prominent	Favourable	Prominent	Prominent	Prominent
Logo on the media wall	●	●				
Opportunity to address our guests	●					
Advertisement in event program	Full page	Half page		Half page	Half page	Half page
Recognition on AV screens at event	Most prominent	Prominent	Significant	Significant	Significant	Significant
Verbal acknowledgement by MC & Hosts	●			MC	MC	MC
Banner display in foyer	●					
<b>POST EVENT</b>						
Recognition on social media	Featured	2 posts	2 posts	2 posts	2 posts	2 posts
Acknowledgement in Otis' newsletter	Profiled	●	●	●	●	●
Thank you	●	●	●	●	●	●
Media release mention	●	●				



# Platinum Partner

**\$30,000**

Gift 315 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on most Otis Foundation Ball collateral, both digital and print
- Your logo on The Otis Foundation website with a bio and link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn), featured in over 5 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as a Platinum Partner, including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as a Platinum Partner

### AT EVENT

- Three tables (30 tickets) to the Ball
- Preferential table seating
- Your logo on the media wall
- Opportunity to provide a two minute address to our guests
- Full page advertisement & logo in the Ball event program, provided to all guests
- Most prominent and regular logo recognition on the AV screens
- Verbal acknowledgement as Platinum Partner by both MC & Otis speaker
- Opportunity to display a pull up banner in the foyer

### POST EVENT

- Feature recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Profiled as Platinum Partner in Otis' newsletter
- Recognition award and personalised thank you video from Otis' CEO which can be distributed to your staff and utilised for marketing
- Acknowledgement of support as Platinum Partner in all media releases

Note: Brand placement will commence once sponsorship is formalised.

# Gold Sponsor

**\$10,000**

Gift 105 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on some Otis Foundation Ball collateral, both digital and print
- Your logo on The Otis Foundation website with a link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) over 5 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as a Gold Sponsor, including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as a Gold Sponsor

### AT EVENT

- A table (10 tickets) to the Ball
- Prominent table seating
- Your logo on the media wall
- A half page advertisement & logo in the Ball event program, provided to all guests
- Prominent logo recognition on the AV screens

### POST EVENT

- Recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Acknowledgement as a Gold Sponsor in Otis' newsletter
- Thank you certificate and personalised thank you video from Otis' CEO which can be distributed to your staff and utilised for marketing
- Acknowledgement of support as a Gold Sponsor in all media releases

Note: Brand placement will commence once sponsorship is formalised.



# Silver Sponsor

**\$5,000**

Gift 53 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on The Otis Foundation website with a link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) over 3 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as a Silver Sponsor, including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as a Silver Sponsor

### AT EVENT

- Four tickets to the Ball
- Favourable table seating
- Your logo in the event program, provided to all guests
- Significant logo recognition on the AV screens

### POST EVENT

- Recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Acknowledgement as a Silver Sponsor in Otis' newsletter
- Thank you certificate

Note: Brand placement will commence once sponsorship is formalised.





# Photobooth Sponsor

**\$8,000 - only 1 available**

Gift 84 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on The Otis Foundation website with a link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) over 3 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as the Photobooth Sponsor (or Speciality Sponsor), including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as the Photobooth Sponsor (or Speciality Sponsor)

### AT EVENT

- Six tickets to the Ball
- Prominent table seating
- Your logo on the Guest's photos alongside Otis' logo
- Verbal acknowledgement as the Photobooth Sponsor by the MC
- A half page advertisement & logo in the Ball event program, provided to all guests
- Significant logo recognition on the AV screens

### POST EVENT

- Recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Acknowledgement as the Photobooth Sponsor in Otis' newsletter
- Thank you certificate

Note: Brand placement will commence once sponsorship is formalised.





# Mystery Wine Sponsor

**\$8,000 - only 1 available**

Gift 84 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on The Otis Foundation website with a link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) over 3 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as the Mystery Wine Sponsor (or Speciality Sponsor), including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as the Mystery Wine Sponsor (or Speciality Sponsor)

### AT EVENT

- Six tickets to the Ball
- Prominent table seating
- Your logo on the Mystery Wine bags purchased by Guests
- Verbal acknowledgement as the Mystery Wine Sponsor by the MC
- A half page advertisement & logo in the Ball event program, provided to all guests
- Significant logo recognition on the AV screens

### POST EVENT

- Recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Acknowledgement as the Mystery Wine Sponsor in Otis' newsletter
- Thank you certificate

Note: Brand placement will commence once sponsorship is formalised.





# Menu Sponsor

**\$8,000 - only 1 available**

Gift 84 Guests & their loved ones time away at an Otis retreat

## Benefits

### PRE-EVENT

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your logo on The Otis Foundation website with a link to your website
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) over 3 posts
- Ability to purchase additional tickets to the Ball at a discounted rate of \$275
- Access to Otis Foundation Ball assets to market yourself as the Menu Sponsor (or speciality Sponsor), including social media tiles & an email signature
- Access to Otis' 'Proudly supporting' logo for 2022 to promote yourself as the Menu Sponsor (or speciality Sponsor)

### AT EVENT

- Six tickets to the Ball
- Prominent table seating
- Your logo on each Menu
- Verbal acknowledgement as the Menu Sponsor by the MC
- A half page advertisement & logo in the Ball event program, provided to all guests
- Significant logo recognition on the AV screens

### POST EVENT

- Recognition on Otis' social media platforms including Facebook, Instagram & LinkedIn and on The Otis Foundation website
- Acknowledgement as the Menu Sponsor in Otis' newsletter
- Thank you certificate

Note: Brand placement will commence once sponsorship is formalised.





# Donations

Your generously donated products or services will be promoted in the live auction, silent auction, as raffle prizes or other prizes at the Ball.

Monetary donations will go directly to providing retreat accommodation.

## Benefits - product & service donations

### LIVE AUCTION

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Recognition on Otis' social media platforms (Facebook, Instagram & LinkedIn) and on The Otis Foundation website
- Access to Otis' 'Proudly supporting' logo for 2022
- Verbally recognised by the MC or Auctioneer during the live auction
- Your logo or name with a photograph and description of the donated item in the event program (given to all guests) & on the AV screens during the live auction
- Your donated item, including photo & description on the Otis Ball auction website prior to and at the Ball
- Thank you certificate

### SILENT AUCTION

- Strategic alignment with a unique, national Breast Cancer charity
- Increased brand awareness and visibility with positive social impact
- Your donated item, including photo, description & donors name on the Otis Ball auction website prior to and at the Ball

### DONATIONS

For Every \$1 raised, Otis returns 81c directly to our guests.

All donations are very much appreciated and are critical to the longevity of The Otis Foundation. All donations over \$2 are tax deductible.

### OTHER SPONSORSHIP OPPORTUNITIES

Other sponsorship opportunities may be available. For further information, please contact us: [events@otisfoundation.org.au](mailto:events@otisfoundation.org.au)

Otis returns  
\$0.81 from  
every \$1 raised  
to our guests



# *How can you help?*

**Become a valued Partner or Sponsor**

**Host a table**

**Donate an item that can be used in fundraising**

**Make a monetary donation**

Thank you for taking the time to consider an alignment with The Otis Foundation Ball. We are grateful for all support, sponsorship and donations.

To secure your involvement or to discuss any aspect of this prospectus, please contact us.

## **CONTACT**

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