



ITALIAN NATIONAL BALL 2021

Sponsorship Proposal

Saturday 29 May 2021
Hyatt Regency Sydney
Grand Ballroom





ITALIAN NATIONAL BALL 2021

This prestigious charity gala, organised under the auspices of the Italian Consulate in Sydney, will be held on Saturday 29 May 2021 at the Hyatt Regency Sydney. The Italian National Ball marks the festivities of *Festa della Repubblica*, Italian National Day, and celebrates our service to the Italian-Australian community. Prominent figures from Australian and Italian politics, business, media and community organisations regularly attend; with notable past guests including former Australian Prime Ministers Julia Gillard and John Howard.

The Hyatt Regency Sydney's Grand Ballroom is the location of this esteemed charity gala. The Grand Ballroom offers stunning panoramic views of Darling Harbour, which can be viewed through floor to ceiling windows. This sweeping backdrop creates the ultimate waterfront venue and an impressive space for this reputable event, which attracts more than 550 guests and is the largest Italian charity gala in NSW. The Italian National Ball is highly regarded as the most admired and respected event in the Italian-Australian calendar.

We invite you to join us at this high-status charity gala to celebrate Co.As.It., the leading Italian community organisation in Australia.

WHY SPONSOR THE EVENT?

Co.As.It. is a not-for-profit organisation that was established in 1968 to promote the Italian language and culture in NSW and to assist the growing number of migrants arriving from Italy. Co.As.It. has grown to offer language classes to adults and children as well as a range of community programs including aged care services. Co.As.It. also runs an independent primary school, the Italian Bilingual School, with the NSW curriculum delivered in Italian and English.

All proceeds from the Italian National Ball go towards supporting a worthy cause. Over the years Co.As.It. has raised funds to establish community programs to meet the needs of the Italian community. These programs include the Early Intervention Dementia Program, Social Isolation Program, Active Ageing Program, Carer Support Program, 10,000 Italian Roses Project and many more.

Co.As.It. has been serving the community for over 50 years, with your support we can continue to serve the community for many years to come.

HOW CAN YOU GET INVOLVED?

The objective of the Italian National Ball is to raise funds. Some of the ways you can get involved are:

- **Donate an item or an experience to one of our fundraising activities**
- **Offer a cash sponsorship to support our fundraising**
- **Provide a product or service for the night**
- **Make a tax deductible donation**
- **Purchase a table for the night**

LEVELS OF SPONSORSHIP

Co.As.It. is grateful for all the incredible support, sponsorship and donations we receive and we like to acknowledge and reward our sponsors.

Sponsorship Benefits	Gold \$20,000	Silver \$15,000	Bronze \$10,000	Event \$3000	Contributor Under \$2999
Marketing & Promotion					
Advertisement via Co.As.It. mailout or e-newsletter	✓				
Advertisement in Co.As.It. magazine In Contatto	2	1	1		
Event Night					
Complimentary tickets	20	15	10	10	
Preferential seating	✓	✓	✓		
Logo displayed prominently at your table	✓	✓	✓	✓	
Logo on event media wall	✓	✓	✓		
Logo on digital screens during the evening	✓	✓	✓	✓	✓
Logo in official event program	✓	✓	✓	✓	✓
Full page advertisement in event program	2	2	1	1	
Verbal recognition during Co.As.It. GM's address	✓	✓	✓		
Contribution to gift bags	✓	✓	✓		
Display additional signage at the event	✓	✓			
Short promotional video screened at the event	✓				
Post Event					
Complimentary tickets to sponsors networking cocktail party	10	8	6	4	2
Presentation at sponsors networking cocktail party	✓	✓	✓		
Display signage at sponsors networking cocktail party	✓	✓	✓		
One term of Italian classes for a staff member	6	4	2		
Featured in post event promotional video	✓	✓	✓		

Silent auction and raffle sponsors will also receive extra promotion in the official program pages that detail our silent auction and raffle items. Fulfilment of sponsor benefits depends on production timelines.



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