



Italian
**NATIONAL
BALL 2024**

**SPONSORSHIP
PROPOSAL**

THE FULLERTON HOTEL SYDNEY
SATURDAY 1 JUNE 2024



Italian NATIONAL BALL 2024

This prestigious charity gala will be held on Saturday 1 June 2024 at The Fullerton Hotel 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 Australian Prime Ministers Anthony Albanese and Julia Gillard.

Steeped in character and elegance, The Fullerton Hotel Sydney is a luxury five-star hotel located in the heart of Sydney's business and fashion district. Located within the historic General Post Office building in Sydney's CBD, the Heritage Ballroom is the largest pillarless hotel ballroom in Sydney. Feel the pulse of the Sydney CBD and enjoy the luxury and elegance of The Fullerton Hotel Sydney, an impressive space for this reputable event, which attracts more than 500 guests and is the largest Italian charity gala in NSW.

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, Active Ageing Program, 10,000 Italian Roses Project, Bowel Cancer Screening, in-language Mental Health Support and many more. Co.As.It. has been serving the community for over 50 years, and with your support we can continue to serve the community for many years to come.

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

HOW CAN YOU GET INVOLVED?

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

- **Offer a cash sponsorship to support our fundraising**
- **Donate an item or an experience to one of our fundraising activities**
- **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 \$3,500	Contributor Under \$3,499
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					
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.



CONTACT

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