

Variety Toyota AFL Grand Final Lunch

Partnership
Opportunities 2022



Overview

What Variety Does

Variety – the Children's Charity's important work allows children to gain mobility and freedom, get out and about in the community, communicate, achieve independence and increase self-esteem.

Our kids support framework aims to assist the 198,600 children living with disadvantage, 86,200 children living with disability and children living with chronic illness in Victoria in the following ways:

Grants: We grant a range of things to provide practical help to kids, schools & organisations in need. Grants are at the very core of what we do.

Programs: We fund programs to educate & empower children to realise their potential.

Scholarships: We give scholarships to encourage the talents of kids in need.

Experiences and Kids Events: We hold events to bring joy & engage kids in need and their families.



The Event

Variety Toyota AFL Grand Final Lunch

Officially endorsed by the AFL, the Variety Toyota AFL Grand Final Lunch has been kicking goals for children experiencing disadvantage for over 30 years and has changed the lives of thousands of children and their families.

On the Wednesday before the Toyota AFL Grand Final, the Crown Palladium is transformed by football mania as media, celebrities, the football fraternity and eager lunch-goers all converge to make this the football lunch of the year.

Variety offers the opportunity to come on as an event sponsor delivering brand exposure to 1,200 plus attendees. The demographic of people that attend the event are 70% males (aged 20 – 50+) and 30% females (aged 30 -50), target audience includes trades 50%, corporates 40%, other 10%.



Activating Your Brand

Variety Toyota AFL Grand Final Lunch



Investment	Logo on Event Material <small>(where partner logos are displayed)</small>	Event Program Advert	Segment Ownership	Live Interview @ Event	TVC	Static Graphic	Table / Tickets	Event Table Giveaway <small>(right to provide)</small>	Event Table Collateral <small>(right to provide)</small>	Activation <small>(Foyer Area subject to venue approval)</small>
\$50,000	Tier 1	<i>Tier 1 Allocation Exhausted</i>								
\$35,000	Tier 2	1/4 page	✓	✕	15sec x 4 or 30sec x 2	✓	2 tables of 10	✕	✓	✓
\$20,000	Tier 3	1/8 page	✕	✕	15sec x 2	Logo on supporter graphic	1 table of 10	✕	✕	✓
\$10,000	Tier 4	Logo on supporter page	✕	✕	15sec x 1	Logo on supporter graphic	4 tickets	✕	✕	✓

Let's do something amazing together!



For further information, please contact:

Jodie Carmody
Events & Community Engagement Manager
Variety – the Children's Charity
jodiecarmody@varietyvic.org.au
03 8698 3900