



Sponsorship Opportunity



VARIETY TOYOTA AFL GRAND FINAL LUNCH

Wednesday 25 September 2019

PALLADIUM AT CROWN

Who are we?

We believe all kids deserve a fair go.

Our mission is to empower children who are facing challenges with sickness, disadvantage or through living with disability to reach their full potential and their dreams. We strive to support all children to attain their full potential, regardless of ability or background.

How we help Kids?

GRANTS

We grant a range of things to **provide practical help** to kids or schools and organisations in need.

PROGRAMS

We run programs to **educate & empower** kids in need.

SCHOLARSHIPS

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

KIDS EVENTS

We hold events to **bring joy & engage** kids in need and their families.

**SUPPORT
PILLARS**

INDIVIDUALS



Equipment
Grants



Supplies/
Therapy
Grants

SCHOOLS & ORGANISATIONS



Equipment
Grants



Program
Grants



Sunshine
Coach
Grants



**Variety
Programs**

Last year alone we provided \$1,666,468 in grants in Victoria impacting 12,290 Victorian children.



The Event

Variety along with Jason Dunstall and Danny Frawley want YOU at this Year's Footy Lunch with Heart!

Officially endorsed by the AFL, the **Variety Toyota AFL Grand Final Lunch** has been kicking goals for disadvantaged children for over 30 years. Through the support of the football community, this Melbourne institution has changed the lives of thousands of Aussie children and their families.

On the Wednesday before Grand Final, the Palladium at Crown 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. Event capacity is 1300, individual ticket is \$195pp, Table of 10 \$1950, includes:

- A three-course lunch and premium drinks package
- Live entertainment
- FUNraising – raffles, prizes, live and silent auction + loads more
- AFL/AFLW stars, AFL legends, AFL coaches, AFL Premiership Cup Ambassador on stage
- Presentation of the Tom Hafey Heart of Football and Young Sports Achiever Awards

The event is hosted by the voice of football Craig Willis and co-host Sharni Layton!

Who attends the Grand Final Lunch?

In 2018, 1212 people attended the Variety Toyota AFL Grand Final Lunch. 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%.

The following packages have been designed to provide optimal promotional opportunities—we are also happy to tailor a sponsorship package to suit your objectives and budget.



Platinum Sponsorship

As the Platinum and key Naming Rights partner for the Variety Toyota AFL Grand Final Lunch you will be strongly aligned with the event through the many opportunities for branding, networking and exposure before, during and after the lunch.

1. Brand Awareness

Recognised as the official naming rights partner of the 2019 Variety Toyota Grand Final Lunch.

Branding will feature across all:

- a) Event materials containing sponsor logos in the lead up to, during and after the event
- b) Web pages of the 2019 Variety Toyota Grand Final Lunch
- c) Event digital material containing sponsor logos in the lead up to and during the event
- d) Event program material (one-page advert)
- e) Other relevant collateral not outlined above where sponsor logos appear, such as menus, etc.

Other branding opportunities at the Event:

- a) Pre and post event activation in the Crown Palladium foyer
- b) Event table giveaway
- c) Exclusive digital event signage
- d) 30-second TVC or static slide throughout the event
- e) Representative to draw the major raffle
- f) Pre-event meet and greet with AFL celebrities and photo opportunity with the Premiership Cup
- g) Data sharing of attendees for business networking post event
- h) Connection to people of influence throughout the event

2. Media

Variety Victoria will feature the Platinum sponsor in all paid media, where appropriate as per the media schedule.

3. Communication benefits

- a) 2 x Variety paid social post pre and post event promotion the Platinum partner plus opportunity for social sharing
- b) 1 x feature in Variety Heartbeat monthly eNews

4. 2019 Variety Toyota Grand Final Lunch Ticketing

- a) Up to four (4) tables at the event.

Investment: \$50,000

Gold Sponsorship

As a Gold Partner for the Variety Toyota AFL Grand Final Lunch you will be strongly aligned with the event through the many opportunities for branding, networking and exposure before, during and after the lunch.

Partnership inclusions:

1. Brand Awareness

Branding will feature across all:

- a) Event materials containing sponsor logos in the lead up to, during and after the event
- b) Web pages of the 2019 Variety Toyota Grand Final Lunch
- c) Event digital material containing sponsor logos in the lead up to and during the event
- d) Event program advert (half page)
- e) Other relevant collateral not outlined above where sponsor logos appear, such as menus, etc.

Other branding opportunities at the Event:

- a) Pre event activation in the Crown Palladium foyer
- b) Event table collateral
- c) Cobranding on digital event signage
- d) 15-second TVC or static slide throughout the event
- e) Pre-event meet and greet with AFL celebrities and photo opportunity with the Premiership Cup

2. Media

Variety Victoria will feature the Gold sponsor in paid media, where appropriate as per the media schedule.

3. Communication benefits

- a) 2 x Variety paid social post pre and post event promotion plus opportunity for social sharing

4. 2019 Variety Toyota Grand Final Lunch Ticketing

- a) Up to two (2) tables at the event.

Investment: \$30,000

Silver Sponsorship

As a Silver partner for the Variety Toyota AFL Grand Final Lunch you will be strongly aligned with the event through the many opportunities for branding, networking and exposure before, during and after the lunch.

Partnership inclusions:

1. Brand Awareness

Branding will feature across all:

- a) Event materials containing sponsor logos in the lead up to, during and after the event
- b) Web pages of the 2019 Variety Toyota Grand Final Lunch
- c) Event digital material containing sponsor logos in the lead up to and during the event
- d) Other relevant collateral not outlined above where sponsor logos appear, such as menus, etc.

Other branding opportunities at the Event:

- a) Pre event activation in the Crown Palladium foyer
- b) Event table collateral
- c) Cobranding on digital event signage
- d) Pre-event meet and greet with AFL celebrities and photo opportunity with the Premiership Cup

2. Media

Variety Victoria will feature the Silver sponsor in paid media, where appropriate as per the media schedule.

3. Communication benefits

- a) 1 x Variety paid social post pre and post event promotion plus opportunity for social sharing

4. 2019 Variety Toyota Grand Final Lunch Ticketing

- a) one (1) table of 10 at the event.

Investment: \$20,000

Bronze Sponsorship

As a Bronze partner for the Variety Toyota AFL Grand Final Lunch you will be strongly aligned with the event through the many opportunities for branding, networking and exposure before, during and after the lunch.

Partnership inclusions:

1. Brand Awareness

Branding will feature across all:

- a) Event materials containing sponsor logos in the lead up to, during and after the event
- b) Web pages of the 2019 Variety Toyota Grand Final Lunch
- c) Event digital material containing cobranded sponsor logos in the lead up to and during the event
- d) Other relevant collateral not outlined above where sponsor logos appear, such as menus, etc.

Other branding opportunities at the Event:

- e) Cobranding on digital event signage
- f) Pre-event meet and greet with AFL celebrities and photo opportunity with the Premiership Cup

2. Communication benefits

- a) 1 x Variety paid social post pre and post event promotion plus opportunity for social sharing

3. 2019 Variety Toyota Grand Final Lunch Ticketing

- a) one (1) table of 10 at the event.

Investment: \$10,000



Additional Extras

Variety Tom Hafey Heart of Football Award (HOF)

The **Tom Hafey Heart of Football Award** to a person in the football fraternity who has displayed outstanding commitment to Australian children. The Award recognises a current AFL player who has inspired Variety through his or her selfless actions and dedication to children. Past recipients have been Scott Selwood, Xavier Clark, Andrew McLeod, Robert Harvey, Luke Power, Eddie Betts and Harry Taylor.

The Award along with \$2000 to be used to the players charity of choice, will be presented at the Variety AFL Great Grand Final Luncheon to the player who Variety has deemed to have displayed the most outstanding commitment to children in the community over the past 12 months.

Inclusions:

1. Brand Awareness

- a. A representative to present the award and prize money to the winner
- b. Company logo on the Award
- c. Logo recognition on screen and in the event program (awards)

2. 2019 Variety Toyota Grand Final Lunch Ticketing

- a. 4x tickets to the Variety Toyota AFL Grand Final Lunch

Investment: \$5,000



Variety Young Sports Achiever Award (YSA)

The **Variety Young Sports Achiever Award** to congratulate and honour a young person under the age of 18 who has overcome adversity to achieve an outstanding level of success in the sporting arena.

Along with this award the winner also receives a \$250 gift card to go towards equipment and clothing.

Inclusions:

1. Brand Awareness:

- a. A representative to present the award and prize money to the winner
- b. Company logo on the Award
- c. Logo recognition on screen and in the event program (awards)

2. 2019 Variety Toyota Grand Final Lunch Ticketing

- a. 4x tickets to the Variety Toyota AFL Grand Final Lunch

Investment: \$3,500



Let's meet!

We would love the opportunity to meet with you to discuss your specific business requirements and identify ways in which we can optimise your support of this iconic event.

Please call us to arrange a time to meet and allow us to design a package to suit your requirements.

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