



Variety Grand Final Lunch

2026 PARTNERSHIP OPPORTUNITIES

Variety Grand Final Lunch

SUPPORTING KIDS FOR 40 YEARS!

For more than 40 years, the Variety Grand Final Lunch has been a much-loved Melbourne institution.

Founded in 1985 by Variety Life Member Maureen Hafey OAM and her husband, AFL Hall of Fame Legend Tom Hafey, the event has raised more than \$3 million to support children living with disability, illness or disadvantage.

Held on the Wednesday before the AFL Grand Final, the Palladium at Crown Melbourne comes alive with football fever as 1,200 guests gather for one of the biggest lunches on the football calendar.

In 2026, we look forward to building on this strong legacy and growing our impact for kids, together.

Take a look at the energy and excitement from the 2025 event on the next slide.





2025 Variety Grand Final Lunch - Highlights
Variety - the Children's Charity of Victoria



Watch on YouTube

**SEE WHAT THE
VARIETY GRAND FINAL LUNCH IS ALL ABOUT!**

Impact in Action

MORE THAN \$1M RAISED AND 8 VARIETY SUNSHINE COACHES GRANTED SINCE 2022!

In recent years, the Variety Grand Final Lunch event has **raised more than \$1 million for Victorian kids**, helping fund **eight Variety Sunshine Coaches** for communities across the state, especially in regional areas.

Specially modified to support students living with disability, each coach can transport 12 to 20 passengers per trip. With an average lifespan of 30 years, every coach is expected to complete more than 6,000 trips.

By providing safe, reliable and accessible transport, these coaches help children get to school, participate in activities and connect with their communities.

They open up opportunities to learn, build confidence and experience the world in ways that might otherwise not be possible.

INCLUSION. CONNECTION. OPPORTUNITY



WE LOVE OUR BUS AND EVERYTHING IT HAS BROUGHT TO OUR STUDENTS. IT IS OUT AND ABOUT EVERY WEEK.

Principal, Heywood and District Secondary College

THE VARIETY BUS HAS ENABLED MY CLASS TO PARTICIPATE IN WEEKLY COMMUNITY ACCESS TRIPS AND IS JUST THE RIGHT SIZE THAT WE CAN PARK EASILY IN THE COMMUNITY.

Susan, Prep Teacher, Portland Bay School

IT WAS SO MUCH FUN TAKING THE VARIETY BUS TO CAMP.

Logan, Grade 4



Variety Sunshine Coach Presentation | Portland Bay School 2025 | Variety Victoria
Variety - the Children's Charity of Victoria



Watch on YouTube

**SHARE IN THE JOY AS PORTLAND BAY SCHOOL RECEIVE THEIR
VARIETY SUNSHINE COACH!**

Variety Freedom Grants

**EVERY CHILD DESERVES THE FREEDOM TO MOVE, LEARN,
CONNECT AND TAKE PART**

In 2026, funds raised at the Variety Grand Final Lunch will support Variety Freedom Grants, helping children across Victoria access the equipment, services and practical support they need to participate more fully in everyday life.

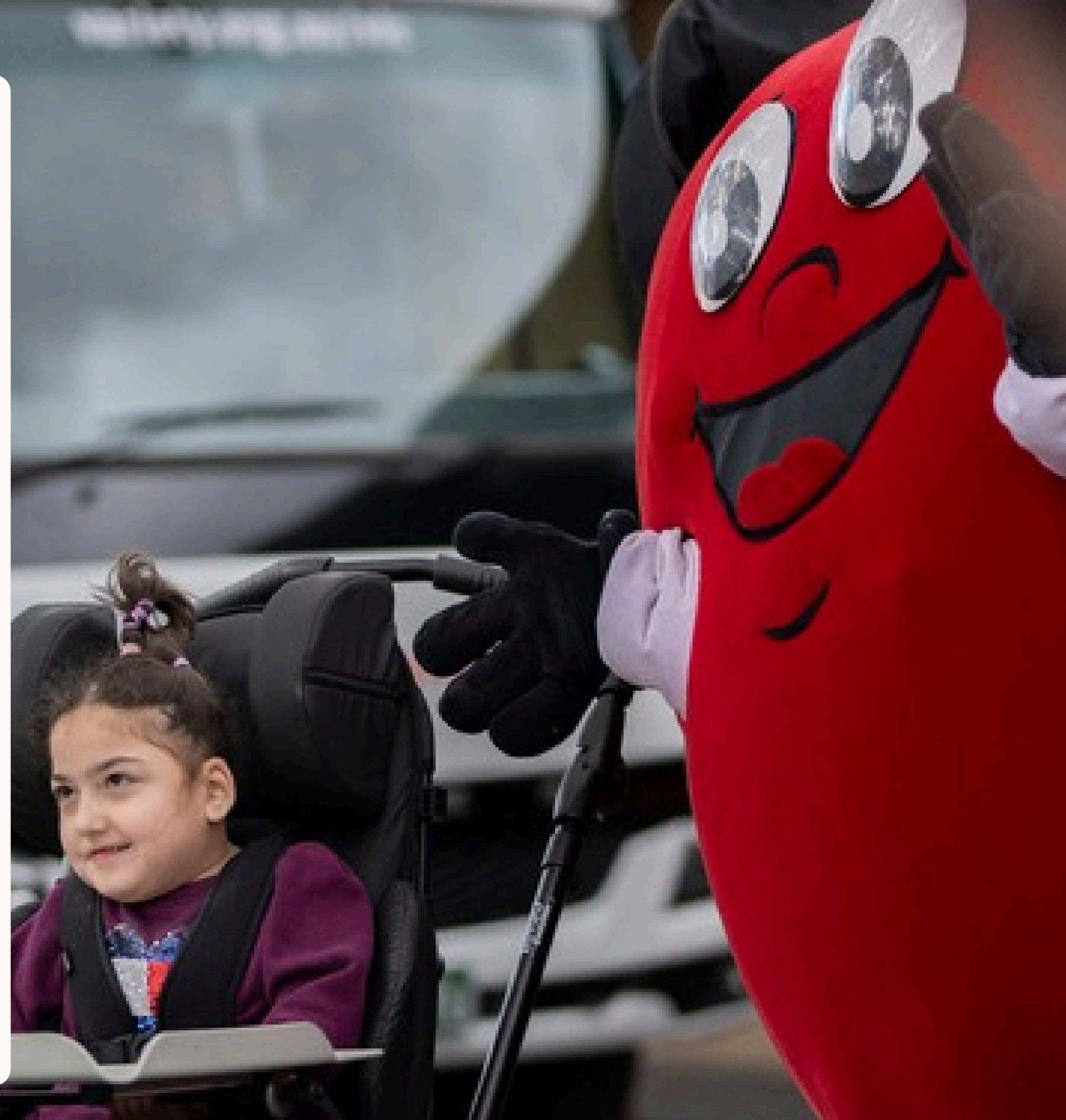
Freedom grants respond to the real and often immediate needs of children and families, funding items such as mobility and communication devices, therapy, educational resources and sensory supports.

By helping remove barriers to participation, Freedom Grants create greater independence, confidence and inclusion for children at home, at school and in their communities.

For families, this support can be life-changing. It can mean a child is better able to communicate, engage in learning, build social connections and experience the everyday opportunities every child deserves.

In 2026, our partners will help make that possible, turning generosity into practical support and meaningful outcomes for Victorian kids.

**PRACTICAL SUPPORT. MEANINGFUL IMPACT.
GREATER FREEDOM FOR KIDS.**



Partner with Purpose!

WHERE PROFILE MEETS IMPACT

The Variety Grand Final Lunch offers partners a rare combination of profile, audience and impact.

ALIGN WITH A TRUSTED CHARITY

Partner with one of Victoria's best-known children's charities and support practical outcomes for kids.

BUILD BRAND PRESENCE

Gain visibility before, during and after the event through recognition, hospitality and event-day exposure.

BE PART OF AN ICONIC MELBOURNE EVENT

Associate your brand with a premium AFL Grand Final week event with strong heritage and corporate appeal.

CREATE REAL IMPACT FOR KIDS

Help fund Variety Freedom Grants, providing practical support that removes barriers to participation.

REACH AN INFLUENTIAL AUDIENCE

Connect with business leaders, decision-makers, partners and community supporters in the room.

LEAD WITH PURPOSE

With the introduction of Impact Partners, there is a new opportunity to deepen involvement and show leadership through giving.

In 2026, partners can choose from profile, purpose and practical impact as a **Sponsor** or **Impact Partner**, delivering options for philanthropic and commercial outcomes



Two Ways to Partner in 2026

EVENT SPONSORSHIP *and* IMPACT PARTNERSHIP

In 2026, organisations can support the Variety Grand Final Lunch in two distinct ways: through sponsorship or as an Impact Partner.

While sponsorship delivers brand and event benefits, an Impact Partnership is a tax deductible donation pledge focused on helping more children and strengthening the event's fundraising success.

EVENT SPONSORSHIP

Commercial partnership

Brand, audience & event benefit

Hospitality & recognition included

Marketing-led decision

IMPACT PARTNERSHIP

Donation pledge
[Tax deductible]

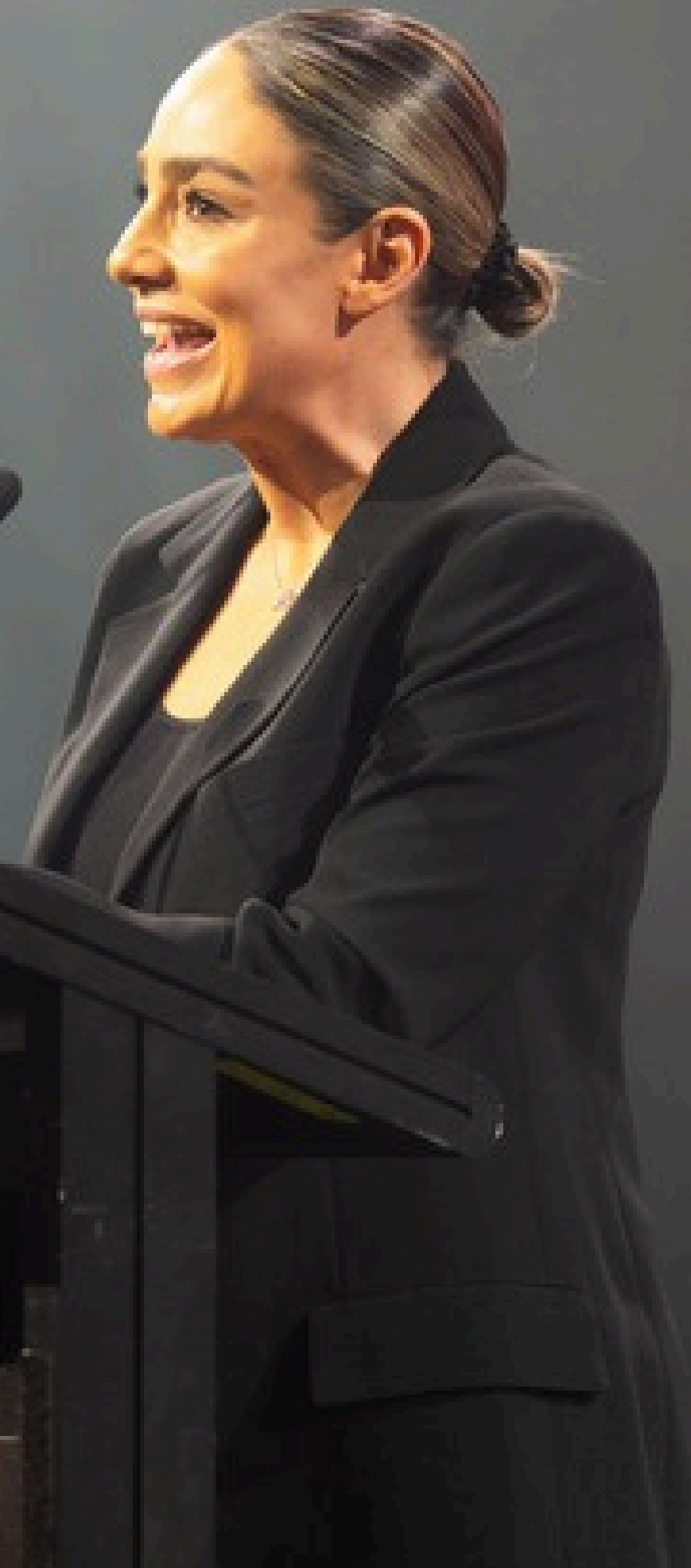
Impact-led support for kids

Recognition aligned to giving

Purpose & philanthropy-led decision

**EVENT SPONSORSHIP
OPPORTUNITIES**

FROM THE
Sheen
KEEPING YOU ON THE ROAD



Event Sponsorship Opportunities

CONNECT BRAND VISIBILITY WITH IMPACT

The Variety Grand Final Lunch offers a range of sponsorship levels to suit different objectives, with each package providing a clear mix of event presence, brand recognition and meaningful connection to the event's impact for kids.

Sponsorship packages are designed to connect brand visibility with meaningful impact

	LOGO ON EVENT MATERIAL	SEGMENT OWNERSHIP	LIVE INTERVIEW ON EVENT	BIG SCREEN TVC	BIG SCREEN GRAPHIC	TABLE/TICKETS	EVENT TABLE GIVEAWAY	ACTIVATION IN FOYER	PROVISION OF ITEMS FOR FUNDRAISING ACTIVATIONS	MENTION IN EVENT WRAP-UP AND IMPACT COMMS
PLATINUM HEART \$50,000 EX. GST	✓	✓	✓	30 seconds x4	✓	3 tables of 10	✓	✓	5	✓
GOLD HEART \$35,000 EX. GST	✓	✗	✗	30 seconds x2 or 15 seconds x4	✓	2 tables of 10	✗	✓	3	✓
SILVER HEART \$20,000 EX. GST	✓	✗	✗	15 seconds x2	Logo displayed on supporter graphic	1 tables of 10	✗	✓	2	✓
BRONZE HEART \$10,000 EX. GST	✓	✗	✗	15 seconds x1	Logo displayed on supporter graphic	6 tickets	✗	✗	1	✓

Please note: Platinum and Gold Heart opportunities must include 75% cash component

IMPACT PARTNERSHIPS

...the children's cho



WM WM WASTE MANAGEMENT SERVICES

PAY Variety Sunshine Coach Program

DATE 24/09/2025

THE SUM OF Sixty six thousand
 dollars

\$ 66,000

SIGNED [Signature]

Impact Partnerships

A NEW WAY TO LEAD WITH PURPOSE IN 2026

For the first time, the Variety Grand Final Lunch will offer Impact Partnerships: a dedicated opportunity for organisations and individuals to make a donation pledge that directly supports children and strengthens the fundraising success of the event.

Designed for those looking to go beyond traditional sponsorship, Impact Partnerships are focused on contribution to impact, helping more kids access the practical support they need through Variety Freedom Grants.

An Impact Partnership can stand alone or sit alongside a sponsorship package, offering a flexible way for supporters to deepen their involvement.

This model is particularly suited to philanthropy, including trusts, family foundations, major donors, purpose-led organisations and businesses seeking to make a meaningful and visible contribution to children's lives.

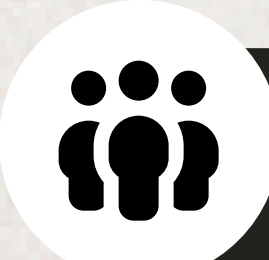
An impact partner is defined not by visibility alone, but by community impact.

	BRAND RECOGNITION	EVENT CHEQUE PRESENTATION	BIG SCREEN THANKS	INCLUSION IN POST-EVENT IMPACT COMMS	PLEDGE RECOGNITION AT EVENT	TAX DONATION RECEIPT
MAJOR IMPACT PARTNER \$50,000+	✓	✓	✓	✓	✓	✓
IMPACT PARTNER \$25,000	✓	✗	✓	✓	✓	✓
IMPACT SUPPORTER \$10,000	✓	✗	✓	✓	✓	✓

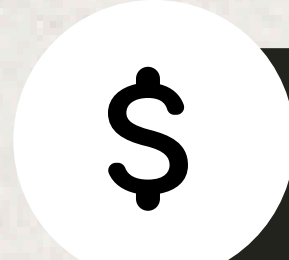
Please speak to our team about how an Impact Partnership can be tailored to meet your goals. You tax deductible receipt will be directly attributed to the Variety Freedom Grants program.

Variety Victoria Audience and Reach

YOUR BRAND IN FRONT OF A HIGHLY ENGAGED AND DIVERSE AUDIENCE



60,000
Individual
Supporters



Middle-high
net-worth
individuals



10,000+
Have attended
our events



30,000
e-news database for
newsletters &
activations



40,000+
Social Media
Followers



1,200
Variety Grand Final
Lunch Attendees



Attendees:
Corporate **60%**
Trade **30%**
Other **10%**



Attendees enjoy
travel, fine food
and having a
good time!



60% **40%**
Male Female



Let's Change Kids' Lives Together

*EVERY CHILD DESERVES THE FREEDOM TO MOVE, LEARN,
CONNECT AND TAKE PART*

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variety[®]
the children's charity