



# Variety Toyota AFL Grand Final Lunch

2023 Partnership Opportunities





## We bridge the gaps that kids and communities face

Since 1975 we've been changing kids' lives to help them reach their full potential.

Our work allows kids to gain mobility, to get out in the community, to communicate, achieve independence and increase self-esteem.

We make sure that kids who may miss out – especially those living with disability, illness and disadvantage – can join in.

### Our Mission

To empower children who are sick, disadvantaged or have special needs, to live, laugh and learn

### Our Vision

For all children to attain their full potential, regardless of ability or background



**In 2022, we granted \$2,246,880 and impacted 10,854 kids in Victoria through:**



### **Grants**

We provide practical help to kids 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 engage & bring joy to kids in need & their families



## Our 2022 Impact in Victoria



**22 kids**  
received  
**Variety Heart  
Scholarships**



**206 kids**  
attended the  
**Variety Shine  
Program**



**4,200+ kids**  
received a toy



**2,135 kids**  
benefited from an  
individual or community  
**Variety grant**



**2,500 kids**  
attended the  
Variety day at  
**Melbourne Zoo**



**8 wigs**  
were granted via  
**Hair with Heart**



**187 bikes**  
were granted  
through  
**Bikes for Kids**



We impacted  
**157,312 kids**  
nationally



## 2023 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.**

Held on the Wednesday before the Toyota AFL Grand Final, the Crown Palladium in Melbourne 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.

**This year's event is on Wednesday 27  
September 2023.**





## Fundraising for a Lasting Legacy

**The 2023 Variety Toyota AFL Grand Final lunch will be raising funds to support two Variety Sunshine Coaches!**

Variety Sunshine Coach Program provides accessible mini-buses and coaches to schools catering to children living with disability, regional or social disadvantage in Melbourne and Regional Victoria.

Coaches are specially modified to cater to students with disabilities and can carry between 12 to 20 students per trip and has an average lifespan of 20 years. Over 20 years, each coach is likely to run over 6k tips!!

Our coaches provide an alternative pathway to education by opening accessible transportation to kids that may have otherwise missed out. Students experience a safe and reliable means of transportation and opportunities to learn new skills, connect with their community, join in extra-curricular activities, and develop experiences that will support in navigating the world.

**What a legacy!**



## Your brand in front of a highly engaged and diverse audience



**60,000+**  
individual  
supporters

gen-x  
and  
baby  
boomers

middle-high  
**net-worth**  
individuals



**10,000+**  
have  
attended  
our events  
hosted at  
premier  
locations

**\$2M**

secured annually  
in **pro-bono PR**  
& **media buying**  
activities



**40,000+**  
social media  
followers



1,200 Variety Toyota  
AFL Grand Final Lunch  
**attendees**



**attendees identify as:**  
trade professionals 50%  
corporates 40%  
other 10%



Enjoy travel,  
fine food and  
having a  
good time

**70%**  
male



**30%**  
female



# Activating your brand

Investment	Logo on Event Material <i>(where tier partner logos are displayed)</i>	Segment Ownership	Live Interview @ Event	Big Screen TVC	Big Screen Static Graphic	Table / Tickets	Event Table Giveaway <i>(right to provide)</i>	Activation <i>(Foyer Area subject to venue approval)</i>	Provision of items for fundraising activations <i>(Live/Silent auction, Raffle)</i>
<b>Platinum Heart</b> <b>\$50,000</b> Two available	✓	✓	✓	Allocation exhausted					5
<b>Gold Heart</b> <b>\$35,000</b> Two available	✓	✗	✗	15sec x 4 or 30sec x 2	✓	2 tables of 10	✗	✓	3
<b>Silver Heart</b> <b>\$20,000</b> Three available	✓	✗	✗	15sec x 2	Logo on supporter graphic	1 table of 10	✗	✓	2
<b>Bronze Heart</b> <b>\$10,000</b> Three available	✓	✗	✗	15sec x 1	Logo on supporter graphic	6 tickets	✗	✗	1



# Let's change kids' lives together!

We can't wait to work together to shape your support for kids in need.  
For further details please contact:



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**Let's go!**



[variety.org.au/vic](http://variety.org.au/vic)