

# — Sponsorship prospectus

Friday 14  
September 2018

Palladium at Crown  
Level 1 Crown Towers  
Crown Melbourne  
8 Whiteman Street  
Southbank

7:00pm - midnight

Black tie

## The Enchanted Ball



In the 28 years since the Financial Markets Foundation for Children (FMFC) was established by the Reserve Bank and Australia's leading commercial banks, the Foundation has funded pioneering research focused on improving the health, welfare and well-being of Australia's children. Your generosity has helped to raise more than \$20 million for 244 research projects. Many of these projects have broken new ground in treatment, changing the lives of children and their families for the better.

Join us at this year's Enchanted Ball and lend your support to this worthy cause. Enjoy the chance to promote your company to leading members of the Australian business community. All funds raised go to research - the FMFC operates on a zero-cost basis thanks to pro bono corporate support and volunteers from Australia's leading financial institutions.

We look forward to seeing you there!

**Financial Markets Foundation for Children**  
**Chairman: Philip Lowe**  
[foundationforchildren.com.au](http://foundationforchildren.com.au)

### Pippa Rea

In 2017 Dr. Misty Jenkins' research project 'Designing the perfect killer (CAR) T cell for paediatric brain cancers' received funding from the FMFC. Brain cancer kills more children than any other disease and children with high-grade glioma have a <10% survival rate at five years, with no major improvements in decades.

Dr. Jenkins, from the Walter and Eliza Hall Institute of Medical Research, has an approach that is on the cutting edge of much needed new and novel therapies. A form of immunotherapy, (a powerful new weapon against cancer with impressive clinical benefits) the project uses Chimeric Antigen Receptor (CAR) T cells, which are genetically engineered killer cells to target the tumour. In simple terms, the children's own white blood cells are used, which gives them the machinery they need to recognise their own tumour and kill it.

Dr Jenkins is working with paediatric neurooncologist Dr. Jordan Hansford. Jordan is on the front line seeing families with children diagnosed with these cancers and he currently has little to no 'good news' for them. One of Dr. Hansford's patients was the late Pippa Rea, who in 2015, aged 9, was diagnosed with an incurable brain stem tumour and passed away aged 11. Pippa's brave and inspirational mother Virginia Rea is working with Dr. Hansford to highlight the urgent need for research and funds into these types of devastating childhood brain cancers.



## How can you and your company support the Ball and children like Pippa Rea?



At this year's Ball we would once again like to raise more than \$1 million. Some of the ways you/your company can help us get there:

- Donate a product or experience to one of our fundraising activities
  - our live auction, silent auction or raffle
- Offer a cash sponsorship to support our fundraising
- Make a tax deductible donation
- Purchase a table for the night

## We are open to ideas!

To discuss and secure your involvement, please contact your Enchanted Ball committee representative or email:

[info@enchantedball.com.au](mailto:info@enchantedball.com.au)

The committee is very grateful for all the incredible support, sponsorship and donations we receive and we like to acknowledge and reward our sponsors:



Sponsorship benefits	Diamond over \$20,000	Gold \$10,000 to \$19,999	Silver \$3,000 to \$9,999	Contributor under \$2,999
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## Marketing & promotion

Logo on all print materials and communications, including the official colour program for all guests	★			
Logo on The Enchanted Ball website with URL link	★	★	★	★
Logo on (up to three) guest notifications in event lead up	★	★		

## Event night

Complimentary tickets	10	6	2	
Preferential seating	★			
Logo displayed prominently at your table	★			
Logo and message in official event program	★			
Logo in official event program	★	★	★	★
Logo on digital screens during the evening	★	★	★	
Verbal recognition during Westpac CEO's address	★	★		

Main auction, silent auction and raffle sponsors will also receive extra promotion in the official event program which will detail all our fundraising items.

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