

SPONSORSHIP PROPOSAL

BESTCARE  
@ Benalla  
HEALTH

# BENALLA MASQUERADE

Ball

SAT . AUG . 23  
BENALLA TOWN HALL

# INTRODUCTION

Benalla Health is pleased to invite you to become a major sponsor of the Best Care at Benalla Health Winter Ball, to be held on **Saturday 23 August 2025** at the **Benalla Town Hall**.

**This year's Winter Ball theme is 'Masquerade' and will showcase live music from Baker Boys Band promising high energy, fun, and a full dance floor. Enjoy exceptional food and drink as well as live and silent Auctions and much more.**

As we prepare for our Winter Ball, we are seeking visionary partners who understand the importance of investing in our community. Your support as a major sponsor would play a pivotal role in ensuring the success of our event and the fulfillment of our mission.

Our fundraising Ball serves as a vital platform for us to raise funds for a significant cause. Your sponsorship would directly contribute to making this project a reality, impacting the lives of countless individuals for years to come.

In return for your generous sponsorship, we offer a range of benefits tailored to maximise your brand visibility and recognition. These include prominent placement of your logo on event materials, recognition in our press releases and promotional materials, exclusive branding opportunities at the

event venue, and more. Additionally, we are open to discussing customized sponsorship packages to ensure that your investment aligns with your strategic goals and objectives.

We firmly believe that partnerships like ours are mutually beneficial and contribute to the growth and prosperity of our community. By joining forces, you not only demonstrate your commitment to corporate social responsibility but also showcase your leadership in driving positive change.

I invite you to consider the impact your sponsorship could make and to join us in our purpose to care for our community by providing safe, high quality healthcare for everyone. Together, we can make a tangible difference in the lives of those we serve and create a lasting legacy of compassion and generosity.

Thank you for considering this opportunity to partner with us. I am eager to discuss how we can tailor a sponsorship package to meet your specific needs and objectives. Please feel free to contact myself to further explore this exciting partnership opportunity or the Benalla Health Events Team on 5761 4222 or [executive@benallahealth.org.au](mailto:executive@benallahealth.org.au).

Warm regards,



**Jackie Kelly**  
Chief Executive Officer

**We hope you can join us.**

**BESTCARE**  
@ Benalla  
HEALTH



**BAKER BOYS BAND**  
EST. 2005

# EVENT OVERVIEW

## AIM

To celebrate Benalla Health's achievements whilst raising funds to support innovation and excellence in healthcare at Benalla Health.

## HOST

**Jackie Kelly**

Chief Executive Officer Benalla Health

**Benalla Health Events Team**

## DATE

Saturday 23 August 2025 from 6pm

## VENUE

Benalla Town Hall. 82-86 Nunn Street, Benalla

## DRESS

Masquerade / Cocktail

## AUDIENCE

We welcome our great community of Benalla Health supporters including Benalla Health's corporate partners, and key stakeholders, alongside Benalla Health's doctors, clinicians, board members and executive.

## PROCEEDS

We are thrilled to announce that funds raised will be dedicated to acquiring specialised surgical equipment that will revolutionize the way our surgeons perform laparoscopic surgery, also known as keyhole surgery. An absolute essential component of this minimally invasive surgical technique lies the insufflator, a vital piece of equipment that plays a pivotal role in ensuring the safety and efficiency of keyhole procedures. Additional equipment to support the insufflator includes specialized laparoscopic cameras, instruments, laparoscopes and ports.

The advantages of keyhole surgery are truly remarkable: from smaller incisions and minimal invasiveness to rapid recovery times, reduced infection risks, and decreased trauma leading to potentially less pain and bleeding. Our exceptional team of general and gynecological surgeons are buzzing with excitement at the opportunity to offer this advanced form of surgery right here in our community, eliminating the need for patients to travel for these procedures.

This groundbreaking initiative guarantees that our community will have access to the latest equipment and services, allowing us to consistently deliver top-tier care to each and every individual, without compromise. By investing in this state-of-the-art technology, we are committed to providing the best care possible, ensuring that every person receives the highest standard of treatment, every time.



# SPONSORSHIP OPPORTUNITIES

## GOLD HEARTBEAT SPONSORSHIP – \$10,000

### Benefits

- 8 Complimentary event tickets + 1 x Drinks package to begin evening (4 bottles of wine & small selection of beer)
- Prominent name/logo recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release & recap
- Space to display your company banner at the event & promotional stand
- Acknowledgement in event program
- Inclusion on sponsors acknowledgement banner/signage at event
- Full page add in the event program
- Commemorative certificate

## SILVER STETHOSCOPE SPONSORSHIP – \$5,000

### Benefits

- 4 Complimentary event tickets + 1 x Drinks package to begin evening (2 bottles of wine & small selection of beer)
- Recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release, & recap
- Acknowledgement in event program
- Inclusion on sponsors acknowledgement banner/signage at event
- 1/2 page add in event program
- Commemorative certificate

## BRONZE CAREGIVER SPONSORSHIP – \$2,500

### Benefits

- 2 Complimentary event tickets
- Recognition on all promotional material including save the date, invitation, event website, advertising, event signage, sponsor thank you video, press release & recap
- Acknowledgement in event program
- Inclusion on Sponsors Acknowledgement banner/signage at event
- Commemorative certificate



# SPONSORSHIP OPPORTUNITIES

Can't attend the ball? Donate a ticket to someone in need and support local community members to attend the gala?

## SUPPORTER

### Prize Donation or In Kind Support

In order to provide additional value to our event for the benefit of our ticket holders we are seeking the donation or support of In Kind items to use as Door Prizes, Auction Items and/or Raffle Prizes.

#### **Options could include:**

#### **Vouchers or items such as:**

- Photo shoot
- Restaurant/ Bar discounts
- Accommodation
- Cosmetics / beauty products
- Items of jewellery
- Event packages
- Garden / home improvement packages
- Health Club Membership
- Farm & stock feed
- Product & service vouchers

**Any other material items** your business can provide that you feel would be appropriate. If you wish to support our event with any other products or services please do not hesitate to contact us to arrange a suitable package.

#### **Benefit to you:**

- Acknowledgement in event program
- Commemorative certificate

By supporting Benalla Health you will be exposing your products and services to a new market. You will also be assisting a local hospital in staging a successful event to raise funds and awareness for a local health service. Benalla Health appreciates every level of support offered by individual local businesses and we aim to provide our supporters with maximum levels of exposure during our marketing stages and on the evening of our event.

By donating material items that are necessary to stage our event, you will be assisting us in lowering our expenses and allowing us to add maximum value to our event.



**BESTCARE**  
*@ Benalla*  
HEALTH

**FURTHER INFORMATION**

To discuss these sponsorship opportunities or for more information about the event please contact:

The Benalla Health Events Team on  
(03) 5761 4222 | [executive@benallahealth.org.au](mailto:executive@benallahealth.org.au)