

ADELAIDE UNIVERSITY  
SPORT AND FITNESS

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# 125 Year Gala Dinner

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ADELAIDE  
UNIVERSITY  
SPORT

SPONSORSHIP  
OPPORTUNITIES

2021

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# Overview



At Adelaide University Sport and Fitness (AUSF) we are celebrating 125 years of rich and successful sporting history in 2021. Established in 1896, we are directly affiliated with the University of Adelaide and have been incorporated in our own right since 1979. At AUSF we assist students and the wider community to access an extensive range of sporting facilities both on and off campus and an eclectic mix of almost 40 sporting clubs and three gyms on campus.

As a part of our 125 year celebration we will be hosting a Gala Dinner on Friday the 20th of August 2021 at Adelaide Oval. The Gala Dinner will focus on celebrating our rich and successful sporting history with past and present players, University alumni, our elite sportspeople including past and present Olympians and Paralympians and key influencers of sport in Australia.

Hosted by Channel 9's Tom Rehn as MC, our 125 year gala dinner aims to secure much needed funds for the redevelopment of our ageing facilities at Waite and North Adelaide (Park 12) to ensure they offer unisex change rooms and accessible clubrooms for members and the wider sporting community.

**Date:** Friday 20<sup>th</sup> August 2021

**Time:** 6:30pm – 11:30pm

**Location:** Ian McLachlan Room, Adelaide Oval, War Memorial Drive, North Adelaide, 5006.

**Event Type:** Banquet

**Dress Code:** Black Tie

**Audience:** Adelaide University Sport and Fitness are looking to form long term partnerships with our sponsors which will include promotional access to a number of programs. We offer a diverse audience through our club membership and our school holiday sports program, elite sports clinics (boat and cricket) and elite athlete programs (women's rugby 7s) as well as brand new state of the art facilities at West Beach and a redevelopment of our Waite and North Adelaide facilities.

The Adelaide University Sport and Fitness audience includes members of almost 40 clubs, alumni, elite athletes, sports administrators, coaches and officials, local and state government staff and the wider community. With over 4,500 active members, both adult and junior, and a social media following of approximately 7,000 we have an audience that is ready to see your products. The AUSF team are happy to discuss ways in which our brands can work together.

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# Sponsorship opportunities

## Platinum Sponsorship – Tier One (\$10,000 excluding GST)

One PLATINUM Sponsorship package available and will include the following benefits:

- Acknowledgement as a Platinum Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Linked social media posts for your business for all posts promoting the event to our social media audience of approximately 7,000.
- Primary logo recognition on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- Opportunity for a 5-minute speech and introduction of the keynote speaker for the event.
- Opportunity to attend this historic event with ten (10) complimentary tickets valued at 1,800.
- Prime position signage on the speaker's lectern.
- Two (2) banners at the event.
- Listing as a major sponsor in the 2021 Adelaide University Sport and Fitness Annual Report.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests.



## Gold Sponsorship – Tier Two (\$7,500 excluding GST)

Two GOLD sponsorship packages available and will include the following benefits:

- Acknowledgement as a Gold Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Opportunity to attend this historic event with six (6) complimentary tickets valued at \$1080.
- Minimum of five (5) social media posts linked to your business promoting the event to our social media and membership audience of approximately 7,000.
- Logo on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- One (1) banner at the event.
- Listing as a major sponsor in the 2021 Adelaide University Sport and Fitness Annual Report.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests.

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## **Silver Sponsorship – Tier Three (\$5,000 excluding GST)**

**Three SILVER** sponsorship packages available and will include the following benefits:

- Acknowledgement as a Silver Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Opportunity to attend this historic event with four (4) complimentary tickets valued over \$720.
- Minimum of five (5) social media posts linked to your business promoting the event to our social media and membership audience of approximately 7,000.
- Logo on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- One (1) banner present at the event.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests

## **Bronze Sponsorship – Tier Four (\$2,500 excluding GST)**

**Five BRONZE** sponsorship packages available and will include the following benefits:

- Acknowledgement as a Bronze Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Opportunity to attend this historic event with two (2) complimentary ticket valued over \$360.
- Minimum of three (3) social media posts linked to your business promoting the event to our social media and membership audience of approximately 7,000.
- Logo on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- One (1) banner present at the event.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests.



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## **Wine Sponsor (Red, White & Sparkling)**

The Wine Sponsor provides a unique opportunity to:

- Promote products and services to an audience of up to 300 Guests.
- Develop contacts with the professionals from a variety of disciplines in one setting.
- Acknowledgement as a Silver Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Minimum of two (2) social media posts linked to your business promoting the event to our social media and membership audience of approximately 7,000.
- Logo recognition on audio visual at the 125 Year Gala Dinner.
- Opportunity to attend this historic event with four (4) complimentary tickets valued over \$720.
- Logo on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- One (1) banner present at the event.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests.



## **Major Auction**

We are seeking donations for our major auction to help us raise funds on the night. Minimum value \$2,500.

Contributing to this fundraising activation provides a unique opportunity to receive:

- Acknowledgement as a Major Auction Sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website and at the 125 Year Gala Dinner in front of up to 300 Guests.
- Opportunity to attend this historic event with two (2) complimentary ticket valued over \$360.
- Logo on all collateral for the event including printed posters, flyers, invitations, electronic direct marketing and audio visual at the 125 Year Gala Dinner.
- One (1) banner present at the event.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests during the major auction.

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## **Silent Auction**

We are seeking donations of vouchers, experience and product to help us raise funds on the night. Minimum value \$100.

Contributing to this fundraising activation provides a unique opportunity to receive:

- Logo recognition on silent auction brochure.
- Acknowledgement as a fundraising sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website.
- Logo recognition on audio visual at the 125 Year Gala Dinner.
- Opportunity for promotional material at silent auction display.

## **Year of Fine Dining Raffle**

We are seeking 12 donations for dining experience for at least four guests (lunch or dinner) to contribute to our Year of Fine Dining Raffle. Minimum value \$400.

Contributing to this fundraising activation provides a unique opportunity to receive:

- Logo recognition on raffle tickets.
- Acknowledgement as a fundraising sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website.
- Logo recognition on audio visual at the 125 Year Gala Dinner.
- Special thanks given at the 125 Year Gala Dinner in front of up to 300 Guests during the promotion of the raffle throughout the evening and when the raffle is drawn .

## **Wine Wall Donation**

We are seeking donations from wineries to contribute to our Wine Wall. Minimum value \$20 per bottle.

Contributing two or more bottles to this fundraising activation provides a unique opportunity to receive:

- Logo recognition in wine wall brochure
- Acknowledgement as a fundraising sponsor to be featured on the 125 Year Gala Dinner event on the AUSF website.
- Logo recognition on audio visual at the 125 Year Gala Dinner.



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**Thank you for your consideration.**

For further information please contact:

Michelle Wilson  
Executive Officer

[Michelle.Wilson@adelaide.edu.au](mailto:Michelle.Wilson@adelaide.edu.au)

0402 355 523

Brendan Hardman

Manager Sport Development and Strategic Partnerships

[Brendan.Hardman@adelaide.edu.au](mailto:Brendan.Hardman@adelaide.edu.au)

0422 218 862



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