



BOOBALICIOUS 2016

SPONSORSHIP PROPOSAL

Booba-what? Booba-licious!

Launched in 2004, Boobalicious is adultshop.com's answer to extraordinary black tie glamour...with a charitable twist! Boobalicious – one of the most anticipated social events of the year – brings together Perth's most stylish consumers for an evening of flamboyant entertainment and generous contribution to Breast Cancer Care WA.

“pjur Group Australia was delighted and very proud to be a major sponsor of Boobalicious Ball 2015. The event was brilliantly organised, gave great exposure for our brand and products, and most importantly created a wonderful evening to raise monies for Breast Cancer Care WA. pjur will be honoured to participate again for Boobalicious 2016.”

*Rob Godwin - Managing Director
pjur Group Australia - 2015 Tier 1 sponsor*

One of Perth's hardest working charities, Breast Cancer Care WA receives no recurrent government funding, relying solely on the kindness of the Western Australian community to fund the provision of emotional, practical and financial support to the many West Australian women and their families living with a diagnosis of breast cancer.

With the support of our very generous sponsors and guests opening their hearts (and their pockets) on behalf of Breast Cancer Care WA, Boobalicious 2015 was an outstanding success, raising \$115,000 for the cause. In fact, in just twelve short years, Boobalicious has contributed \$1,157,000 to Breast Cancer Care WA!

But as well as raising much needed funds for Breast Cancer Care WA, Boobalicious is also an enormous marketing and positioning opportunity for the many businesses that get involved with the event by donating goods for our live auction, raffle, silent auction, Booba-envelopes and gift bags, making it an extremely unique charity event with appeals to all and benefits thousands!

With its signature lingerie and fantasy show, live music, delicious three course menu, endless beverages, spirited live and silent auctions and one of Perth's richest raffles, Boobalicious is an evening that mesmerises men, inspires women and entertains all!

A do-not-miss occasion for everyone!

“Congratulations on putting on another amazing night, our clients loved it again! The team did a wonderful job in putting on a night that continues to exceed expectations.”

*Sam Fotu | General Manager – South West | Southern Cross Austereo
Corporate - Boobalicious Sponsor 2013, 2014 & 2015*

Breast Cancer Care WA

Founded in 2000 by Ros Worthington OAM, Breast Cancer Care WA has been providing personalised emotional, practical and financial support and care to Western Australians affected by breast cancer for over fifteen years. The team of experienced breast care nurses and counsellors work holistically to create tailored solutions to the challenges faced by each individual, including family and friends supporting someone diagnosed with breast cancer.

Breast Cancer Care WA run a range of breast cancer specific support groups, therapy groups and peer support programs and often are the only place for people to turn to for financial assistance. This assistance includes covering gaps in medical treatment, travel and accommodation expenses for those travelling to Perth for treatment and even money to put food on the table.

They also have a practical assistance program which supports women with basic living needs following surgery and during treatment including transport to and from appointments, help with looking after children, shopping, cleaning and gardening.

Breast Cancer Care WA is staffed by a team who share a common passion for making a difference in the Western Australian community and who places a strong emphasis on educating the community to be breast aware. They are supported by a band of incredibly dedicated volunteers, many of whom have personally benefited from the services Breast Cancer Care WA provides and now want to give back to their community.

Fundraising is the lifeline of Breast Cancer Care WA as although the support this remarkable organisation provides is both real and effective, it receives no recurrent government funding. As an independent charity, the level of personalised care provided would not be possible without the support of the WA community, who in conjunction with their own fundraising efforts, enable Breast Cancer Care WA to provide all of their support services free of charge.

It is estimated that 1,500 Western Australian women will be diagnosed with breast cancer in 2016 and one in eight Australian women will be diagnosed in their lifetime. Breast Cancer Care WA aims for everyone who is affected by breast cancer to be aware of their existence and to provide their services to anyone who needs support.

For more information on Breast Cancer Care WA, please visit www.breastcancer.org.au

Why get involved?

Guests attending Boobalicious comprise a diverse mix of Perth's most stylish consumers, including corporate professionals, well known personalities, breast cancer survivors, family, friends and the wider Perth community. The event provides the opportunity to get amongst those people personally, as well as to market directly to them, all while helping West Australian individuals and their families following the diagnosis of breast cancer.

While sponsorship is about raising those vital funds for Breast Cancer Care WA, promotional opportunities exist to ensure maximum marketing benefit to our very generous sponsors in the lead up to and during the event.

“What can I say other than an absolute fantastic night for all, the 007 theme was just brilliant, executed to perfection extremely well put together and organised and enjoyed by all my clients and friends. Can I get two tables again for 2016!”

*Kevin Stewart Director / Engineer
Allied Air Contractors Pty Ltd - 2013, 2014 & 2015
Corporate Sponsor*

How can I get involved?

Like any fundraiser, every contribution counts! The levels of sponsorship on offer are varied however, so as to offer the widest range of sponsorship possibilities we can and also to ensure that every guest attending the event can participate in the spirit of giving on the night!

Main Auction

The main auction is a central aspect of the evening's proceedings and an entertaining spectacular in itself! The main auction is where the majority of the evening's funds will be raised and, at past events, hot ticket items have varied considerably from jewellery through to leisure goods, travel and accommodation packages, concert tickets, money can't buy experiences and much, much more!

An exciting auction requires imagination and you might be surprised what has the potential to contribute significantly to the evening's fund raising! This year we're looking for more "must haves", "must do's", "can't get" and "can use" items, so if you have something you'd like to donate, please don't hesitate to contact us to discuss your ideas.

Raffle

Each year the rich Boobalicious raffle is a highlight of the evening with a large number of exciting prizes up for grabs - all showcased in the themed booklets that form part of our table centrepiece and on the big screens.

Ticket prices remain low so that every guest can be a part of the excitement, and the raffle also offers sponsors the opportunity to gain individual exposure in return for their donation.

Booba-Envelopes

Throughout the night, guests at Boobalicious are able to purchase Booba-Envelopes for as little as \$15, all the way up to \$200. Each envelope contains an item or voucher to the value of no less than twice the envelope's purchase price! It's a lucky dip but everyone's a winner, including the sponsor! Booba-Envelopes are a great tool for attracting people directly to your business. Contributors typically include restaurants, day spas, cinemas, clothing and sporting stores, liquor stores, jewellers, book stores, hotels and more. Our Booba-Envelopes have been a sell-out at every event and will continue to feature prominently on our fund raising itinerary this year.

Silent Auction

Our silent auction offers guests the opportunity to participate in the fun of bidding against other guests on unique yet affordable items! Depending upon the desirability of a donated item, it could be perfect for the silent auction. Each donation appearing in the silent auction is accompanied by a freestanding A4 card where details about the item and the sponsor are displayed. These cards help guests realise the value of the goods on offer while they engage more directly with the sponsor's brand.

Gift Bags

Each and every guest attending Boobalicious 2015 will receive a substantial gift bag. These gift bags provide a take-home marketing opportunity, enabling sponsors to get their samples and vouchers not only into the hands of our guests, but also as far as into their homes! There are a number of ways to take advantage of this opportunity, outlined in the table overleaf.

Corporate Table Package

Limited Corporate Table Packages incorporating a \$2,500 tax deductible donation are also available this year. The perfect way to celebrate the end of a successful financial year or to reward key staff and clients, a Boobalicious Corporate Table Package offers businesses table naming rights as well as VIP positioning and exclusive gifts for their guests, all while contributing to this fantastic cause! In addition, businesses taking up a Corporate Table Package will see their business name or logo in rotation on the big screens and will also be given the opportunity to promote their business (in 150 words or less) in the themed booklets that form part of our table centrepiece. Contact the Boobalicious Committee to reserve your Corporate Table Package now as they typically sell out early!

“Thank you and congratulations on a wonderful event. I attend most of the big charity events every year in Perth and you continue to stand out as the most glamorous, most beautiful, and most fun event that still raises significant funds for a most worthwhile cause.”

*Bryan Hughes | Managing Director
Pitcher Partners - Accountants Auditors & Advisors*

Book a Table

If becoming a sponsor isn't suitable for you, but you love the sound of the event and would like to be involved in some other way, then rounding up a group of friends, family or colleagues to attend the event is a great way to show your support for Breast Cancer Care WA while also enjoying a fantastic night out.

Tables are limited and WILL sell out so reserve your tickets now by emailing tickets@boobalicious.com.au

Sponsorship Opportunities

Again, like any fund raiser, every contribution counts! The levels of sponsorship on offer in 2016 have been varied so as to offer the widest range of opportunities possible for our very generous sponsors:

Tier 1 Sponsorship

Cash or goods to the value of \$7,001 or more

- Logo on all print and electronic promotional material, including event letterhead, media releases, tickets and emails
- Linking logo on event web site throughout 2016
- Logo in themed table booklets
- Logo in rotation on big screens
- Logo on event media board prominently displayed in foyer for duration of event
- Logo and goods showcased as main auction, raffle or silent auction items
- Committee approved sample or voucher in all guest gift bags
- Logo on Sponsor Thank You Insert in all guest gift bags
- Freestanding promotional banner prominently displayed in foyer for duration of event
- Four (4) x complimentary tickets (subject to availability)

Tier 2 Sponsorship

Goods valued between \$4,001 and \$7,000

- Linking logo on event web site throughout 2016
- Logo in themed table booklets
- Logo in rotation on big screens
- Logo and goods showcased as main auction, raffle or silent auction items
- Committee approved sample or voucher in all guest gift bags
- Logo on Sponsor Thank You Insert in all guest gift bags

Tier 3 Sponsorship

Goods valued between \$1,501 and \$4,000

- Linking logo on event web site throughout 2016
- Logo in themed table booklets
- Logo and goods showcased as main auction, raffle or silent auction items
- Committee approved sample or voucher in all guest gift bags
- Logo on Sponsor Thank You Insert in all guest gift bags

Tier 4 Sponsorship

Goods valued between \$501 and \$1,500

- Business name on event web site
- Business name in themed table booklets
- Logo and goods showcased as main auction, raffle or silent auction items
- Business name on Sponsor Thank You Insert in all guest gift bags

Tier 5 Sponsorship

Goods up to the value of \$500

- Logo and goods showcased as raffle, silent auction or Booba-Envelope items
- Business name on Sponsor Thank You Insert in all guest gift bags

Gift Bag Sponsorship

Committee approved sample of value only

- Committee approved sample of value in all guest gift bags

Corporate Table Package

VIP table booking

At a cost of \$5,250 (including \$2,500 tax deductible donation)

- 10 x VIP tickets in premium table position
- Table naming rights with business name or logo prominently displayed on table
- VIP recognition by event MC during the course of the evening
- Exclusive VIP-only gift for all guests on table
- Linking logo on event web site throughout 2016
- Logo in themed table booklets
- Promotional opportunity (in 150 words or less) in themed table booklets
- Logo in rotation on big screens with Tier 1 sponsor logos
- Logo on Sponsor Thank You Insert in all guest gift bags

Benefits Defined

Event Web Site:

The home page of the boobalicious.com.au web site features a constant rotating display of eligible sponsor logos as well as a static display of logos on the Get Involved page.

Table Booklets:

Our themed table booklets are the source of all information pertaining to the night's proceedings, including the main auction items, raffle prizes, menu and so on. Eligible sponsors will appear in the booklets to be viewed by all guests many times during the course of the evening.

Big Screens:

Large screens in the ballroom are the focal point for all guests during the main auction, the drawing of the raffle, and throughout the event. Sponsor logos are screened in rotation and guests are directed to view the screens regularly over the course of the evening.

Gift Bags:

Boobalicious guest gift bags are an important offer of thanks to guests for their generosity and support. Therefore, while they are a key marketing tool, all items placed into the bags must be approved by the Boobalicious Committee to ensure the exclusivity and quality of the gift as a whole. Sponsors please note that subject to the time of their participation, Tier 1 and 2 sponsors will have exclusivity in their fields.

Promotional Banners:

Easy to assemble freestanding banners taking up no more than 1.5 square metres of floor space may be positioned in the foyer area by the Boobalicious Committee. Banners subject to approval.

Complimentary Tickets:

To ensure maximum overall benefit to Breast Cancer Care WA, we must apply a limit to the number of complimentary tickets available to sponsors. Complimentary tickets are therefore subject to availability at the time a sponsor agrees to support the event.

All items donated will be used at the discretion of the Boobalicious Committee to ensure maximum exposure for sponsors and the highest funds raised for Breast Cancer Care WA.

The Boobalicious Committee

If you would like to get involved in Boobalicious as a sponsor, or would like to book a table, purchase individual tickets, or volunteer to assist at this year's event, please contact the Boobalicious Committee.

Peta Evans Marketing and Administration Manager 0409 069 033

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Phone 08 9227 6777 Fax 08 6202 5588 Email boobalicious@adultshop.com

Tickets

Standard tickets are \$275 each and include pre-dinner drinks, a delicious three course meal, endless beverages, our signature lingerie and fantasy show, live music, the opportunity to participate in our spirited live and silent auctions and one of Perth's richest raffles, together with a generous guest gift bag to take home. Tickets are available for purchase individually, while seating is also available in tables of ten. Ticket sales are now open so to ensure you don't miss out, please email tickets@boobalicious.com.au today!

