

SPONSORSHIP OPPORTUNITIES

SATURDAY, 5 APRIL 2025



YOU'RE INVITED

Join Us for the Soldier On National Gala Charity Dinner 2025

When: Saturday, 5 April 2025, 6:30pm

Be part of a truly special evening at the National Arboretum Canberra for the Soldier On National Gala Charity Dinner, an event that last year welcomed over 300 attendees, including distinguished VIP guests.

Soldier On is a national charity providing holistic support to serving and ex-serving veterans and their families through health and wellbeing services, employment support, learning and education programs, and participation in social connection. This evening will honour and celebrate our veteran community, with all funds raised going directly towards enabling them to thrive.

The 2025 event, themed 'Mateship', will include a three-course meal, drinks, entertainment, and both live and silent auctions.

Dress Code: Black Tie (Miniatures optional)

Tickets are available for individuals, corporate tables, and through exciting sponsorship opportunities.

Don't miss this premier event—reserve your place today and help us support those who have served.

CLICK HERE FOR MORE DETAILS & TICKETS

Welcome from CEO

I am delighted to invite you to be part of the 2025 Soldier On National Gala Charity Dinner, a prestigious evening dedicated to honouring and supporting Australia's veteran community.

Soldier On is committed to ensuring that all veterans and their families have access to the support they need to thrive. Through our comprehensive programs in health and wellbeing, employment, education, and social connection, we help thousands of veterans transition successfully from military to civilian life.

This year's Gala Dinner, to be held on Saturday, 5 April 2025, at the National Arboretum Canberra, will bring together distinguished guests, Defence and business leaders, veterans and passionate supporters for an evening of fine dining, entertainment, and fundraising. Funds raised on the night will directly contribute to delivering vital programs and services for those who have served our nation.

By becoming a sponsor, you will play a crucial role in supporting Soldier On's mission while gaining valuable brand exposure, networking opportunities, and recognition among key stakeholders. More importantly, your involvement demonstrates a tangible commitment to the wellbeing of Australian veterans and their families.

I invite you to explore the sponsorship opportunities outlined in this prospectus and join us in making a lasting impact. Should you have any questions or wish to discuss a tailored sponsorship package, please don't hesitate to reach out.

Together, we can ensure that those who have served continue to receive the care and support they deserve.

I look forward to welcoming you to this special event.

Warm regards,

Paul Singer CVO Chief Executive Officer Soldier On

PLATINUM SPONSORSHIP

 $202\overline{5}$

SOLDIER

The Platinum Sponsorship offers unparalleled exposure and premium benefits, positioning your brand as a key partner of the event. With exclusive opportunities to introduce keynote speakers and prime table placements, this package is designed for maximum visibility and engagement.

\$80,000+GST

1 OPPORTUNITY AVAILABLE



SOLD

Logo placement on event invitations (exclusive to Platinum).



Logo placement on event webpage with a link to your website.

Logo placement included in email

marketing campaigns promoting

the event.



Priority logo placement on media wall, event program, place cards, lectern, and digital signage.

Verbal acknowledgment in Chairman/CEO

Address and by the Master of Ceremonies.



Advertisement inside and back cover of event program.



Opportunity to display a 90-120 second promotional video.



Social media posts during the event.



Standalone email post-event to attendees.



One-page standalone feature in the Journal.



Standalone social media thank you post.



Access to the event photo gallery.



Logo placement featured in standalone social media posts before the event.



Access to confirmed attendee list 7 days before the event.



Provision of a marketing kit to promote sponsorship.



Four tables (10 persons each) with prime positioning.



Opportunity to introduce the keynote speaker and deliver a speaking segment.

SOLDIER

GOLD SPONSORSHIP

2025

The Gold Sponsorship delivers significant branding and participation benefits, including prime logo placement, dedicated promotional opportunities, and a strong onsite presence with premium table positioning.

\$60,000+GST

1 OPPORTUNITY AVAILABLE



Logo placement on event webpage with a link to your website.

0	•••	
	_	
		U

Logo placement included in email marketing campaigns promoting the event.

••	
	-
	I
•	

Logo placement featured in standalone social media posts before the event.



Access to confirmed attendee list 7 days before the event.



Provision of a marketing kit to promote sponsorship.



Three tables (10 persons each) with prime positioning.



Verbal acknowledgment in Chairman/CEO Address and by the Master of Ceremonies.



Logo placement on media wall, event program, and digital signage.



Prime advertisement placement in the event program.



Social media posts during the event.



One-page standalone feature in the Journal.



Standalone social media thank you post.



Access to the event photo gallery.

SOLDIER SON SILVER SPONSORSHIP

2025

The Silver Sponsorship provides excellent branding and networking opportunities with a balance of pre-event, onsite, and post-event benefits, perfect for businesses looking to make an impact without taking center stage.

\$**45,000**+GST

1 OPPORTUNITY AVAILABLE



Logo placement on event webpage with a link to your website.

•••	

Logo placement included in email marketing campaigns promoting the event.



Logo placement on media wall, event program, and digital signage.

Verbal acknowledgment in Chairman/CEO

Address and by the Master of Ceremonies.



Half-page advertisement in the event program.



Social media post during the event.



Half-page feature in the Journal.



Standalone social media thank you post.



Access to the event photo gallery.

Logo placement featured in standalone social media posts before the event.



Access to confirmed attendee list 7 days before the event.



Provision of a marketing kit to promote sponsorship.



Two tables (10 persons each).

SOLDIER

BRONZE SPONSORSHIP

2025

The Bronze Sponsorship is an ideal opportunity for brands seeking strong exposure and involvement at the event. With comprehensive onsite visibility and promotional inclusions, this package delivers value at an accessible level.

\$30,000+GST

1 OPPORTUNITY AVAILABLE



Logo placement on event webpage with a link to your website.

_	
	U

Logo placement included in email marketing campaigns promoting the event.

• •	
	=
	-
	T
•	

Logo placement featured in standalone social media posts before the event.



Provision of a marketing kit to promote sponsorship.



One table (10 persons each).



Verbal acknowledgment by the Master of Ceremonies.



Logo placement on media wall, event program, and digital signage.



Half-page advertisement in the event program.



Standalone social media thank you post.



Access to the event photo gallery.

SOLDIER

CHAMPAGNE BAR SPONSORSHIP

2025

As the Champagne Bar Sponsor, your brand will enjoy exclusive naming rights and a unique branding opportunity at one of the event's key social hubs, alongside other valuable promotional benefits.

\$20,000+GST

1 OPPORTUNITY AVAILABLE



Logo placement on event webpage with a link to your website.

0		1
	_	
	_	L
	_	
		U.

Logo placement included in email marketing campaigns promoting the event.



Logo placement featured in group social media posts before the event.



Provision of a marketing kit to promote sponsorship.



One table (10 persons each).



Verbal acknowledgment by the Master of Ceremonies.



Logo placement on event program and digital signage.



Half-page advertisement in the event program.



Group social media thank you post.



Access to the event photo gallery.





ACCEPTANCE FORM AND TERMS & CONDITIONS

To confirm your Sponsorship of the Soldier On 2025 National Charity Gala please click on the link below to download and complete the acceptance form.

Return booking form and signed terms and conditions to <u>events@soldieron.org.au</u>

CLICK HERE TO DOWNLOAD THE ACCEPTANCE FORM

CLICK HERE TO DOWNLOAD TERMS & CONDITIONS



SPONSORSHIP OPPORTUNITIES

events@soldieron.org.au