

The Freedom Series
is THE event of
2019 for the global
business and
human rights
calendar.



slavefreetrade
Freedom Series
Sponsorship

slavefreetrade presents a world
series of gala benefits to
celebrate freedom, human
rights, and the elimination of
modern slavery



- The Freedom Series, 12 x charity galas kicking off in Sydney in October 2019
- Focus on freedom and the parties that can come together to make freedom happen.
- Unique centrepiece theatrical mock trial, featuring a real judge, two real legal teams fronted by silks, and a jury of media personalities.
- The worlds of business and human rights, media and the law, too seldom work together to make sure our goods and services harm nobody in the making.
- The Freedom Series, culminating in an annual award, *The Freedom Prize*, for excellence in business and human rights

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Let's talk



slavefreetrade Freedom Series Buzz Points

Sponsoring this event means

- Adding your name to the top of the growing list of organisations standing up for human rights, and standing against modern slavery.
- Co-locating your logo with the Freedom Series is your best chance of being seen to take a stand.
- Supporting the ONLY event of the annual calendar that speaks to business and human rights.



Event audiences in the Series range from 500-1000 guests.

The guests are:

- from a wide range of fields, all closely related to the theme, including:
 - ✓ 20% law firms, judiciary, & State bars
 - ✓ 20% management consultancies
 - ✓ 20% banks, insurance businesses
 - ✓ 20% the media
 - ✓ 5% academia
 - ✓ 5% government
 - ✓ 10% human rights and modern slavery practitioners
- middle to high income earners, and strongly professions-based.
- The event breaks new ground specifically for the coming together of these segments in the one room to talk about how business and human rights are complementary, and to celebrate freedom.



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Sponsorship brings new audiences



This event is a great match for you.

- With thanks to the SDGs, amongst other developments, human rights are increasingly on the business agenda globally.
- That rise will continue through, for example, the development of a global convention on business and human rights.
- Modern slavery is at boiling point on the global agenda and in Australia is of special focus after the passing of the NSW and Federal Modern Slavery Acts.
- Increasingly investors, shareholders, Boards, and governments are demanding genuine actions in business and human rights.
- The Freedom Series deliver unique brand exposure, co-locating your brand with some of the world's biggest names in human rights.
- There are a wide range of localised, and marketing opportunities, as well as potential sales leads in the room. This is especially the case for those who see, and seek, partners in socially responsible business.
- The event provides unique and rather dramatic exposure for perceived corporate social responsibility.



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Why sponsor this event?



The sponsorship paths open to you are several:

Series Sponsorship: For the entire series of events, sponsorships are invited.

- **Exclusive Services:** Exclusive service providers such as hotels and airlines can support the entire series.
- **Cash:** Contributions to the running of the events are welcomed. Series Sponsor value is USD250,000 spread across the year.
- **In-Kind:** In-kind Series Sponsors provide the series non-cash support with merchandise, gifts, or other contributions valuable to the hosting of the series.



slavefreetrade Freedom Series Sponsorship Options 1



Event Sponsorship. For each event, the following sponsorship classes are available:

Event Cash sponsorship:

Gold: for each event, there is one Gold sponsorship position. The Gold sponsor provides a cash injection to the event of USD60,000

Silver: for each event, there are 2 Silver sponsorship positions. The Silver sponsors each provide cash support to the event of USD30,000 each.

Bronze: for each event, there are 4 Bronze sponsorship positions. The Bronze sponsors each provide cash support to the event of USD15,000 each.



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**Sponsorship
Options 2**



Event In-kind sponsorship:

Exclusive Provider: for those providing us on an exclusive basis a service that helps contribute to the event, for example, airline tickets.

Supporter: for those able to provide us on a non-exclusive basis products or services contributing to the hosting and running of the event, e.g. wine, or guest gifts.

Table Purchases

Table purchasers have prominent signage on their table making their brand instantly recognisable, including obvious visibility in the digital media production.

Table purchasers receive the early bird discount of USD3950. 10 x people of your choosing per table get to have an amazing night, and rub shoulders with other VIPs and media personalities.



slavefreetrade Freedom Series Sponsorship Options 3



Series and Gold Event Sponsor's logos appears on the event flyers and pre-event publicity.

The Gold sponsor for the event receives a 5-minute speaking slot in the Keynote session.

Gold, silver, and bronze sponsors receive logo placement on the program and menu for the event.

Gold, Silver and Bronze sponsor logos all appear on lobby photo-board.

Sponsors appear in elaborate digital media package being distributed to the media jurors.

A VIP Lounge open to sponsors pre-event to mingle with VIPs, celebrities, and Keynotes.

A documentary film is being made about the Freedom Series. Series and Gold event sponsors appear.

All sponsors are identified in logo posting in the event VIP Lounges.



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Amazing Returns

The Series Sponsor is mentioned in a live BBC interview on the *World Business Report* with Aaron Heslehurst (100 million viewers).



Bronze Sponsors x 4 per event | USD15,000

Menu and programme logo placement | 2 complimentary tickets | Social media 'shoutout' | VIP lounge | Foyer photoboard logo placement

Silver Sponsors x 2 per event | USD30,000

Menu and programme logo placement | Host speaking mention/thanks | 4 complimentary tickets | Social media 'shoutout' | VIP lounge | Middle placement of logo on foyer photoboard

Gold Sponsor x 1 per event | USD60,000

5 minute speaking slot | Co-branding with host for event | VIP Lounge | Top logo placement on Foyer Photoboard | Logo placement menus, programmes | Mention in documentary film | Logo placement on pre-event publicity/flyers | 1 x complimentary table of 10 tickets | Social media 'shoutout'

Series Sponsor x 1 | USD250,000

Mention in live BBC *World Business Report* interview | Co-branding with host for event | Table of 10 tickets at chosen event | VIP Lounge | Top logo placement on all event foyer photoboards | Logo placement on all event menus and programmes | Mention in documentary film | Social media 'shoutout' | Menu and programme logo placement | Host speaking mention/thanks

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Your Investment



Next Steps

- 1) Select your sponsorship level.
- 2) Pop us an email at sponsor@slavefreetrade.org
- 3) We will contact you for your branding details.



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**You are just
steps away from
our incredible
sponsorship
programme.**

