



Ladies Lunch

BIGGER, BETTER, PINKER
Hyatt Regency, Sydney
Friday, 18 October



About the Sydney Breast Cancer Foundation

The Sydney Breast Cancer Foundation (SBCF) was established in 1995, and is a non-profit, charity organisation which is 100% self-funded. We support breast cancer patients and their families from diagnosis, through treatment and during recovery. The Foundation raises funds for the Breast Unit at Chris O'Brien Lifehouse (COBLH).

The Breast Unit at Chris O'Brien Lifehouse is a holistic treatment, research and education facility for breast cancer. It provides breast cancer surgery, oncology, radiotherapy and reconstruction treatment for patients which is coordinated by a multidisciplinary clinic. The Breast Unit provides a multidisciplinary resource to patients and their families, general practitioners, hospital and community health clinicians, health planners and researchers on the care and management of breast cancer. The Breast Unit also undertakes clinical trials and ground-breaking research.

About the Ladies Lunch

The SBCF Ladies Lunch is now in its 14th year and raises approximately \$80k - \$100k per annum which helps to support the Breast Units needs by continuing to finance vital research, diagnosis and the treatment of breast cancer.

The audience demographic at this event is:

- Up to 500 guests including established Australian and global brands
- 80/20 female to male demographic aged between 30 – 55
- Several of Sydney's affluent individuals
- 35% corporate participation and 65% individual purchase

The Ladies Lunch focuses on peer to peer support of breast cancer sufferers and survivors. Many of the attendees have either had breast cancer or been closely affected by someone who has.

Our attendees enjoy coming to the SBCF Ladies Lunch to interact with their peers, enjoy great food, wine and atmosphere with friends, and colleagues, whilst fundraising for SBCF.

Fundraising efforts focus on high net value items donated to our silent auction and raffle. There are several well-known, high net brands already associated with the SBCF Ladies Lunch (list of examples on page 3).



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2018 Ladies Lunch

The 2018 Ladies Lunch raised over \$100k net. The highest amount raised at our Ladies Lunch to date. Our wonderful performers were opera star Amelia Farrugia and Jazz sensation Courtney Severini, and our MC was Jessica Rowe, who has supported our lunch now for 5 years.

Angela Bishop is our ambassador and is an Australian reporter and television presenter.

The funds raised at the 2018 Ladies Lunch went towards various commitments, however one of these pledges was the LivingRoom Breast Care Fund that gives equitable access to integrative oncology treatments at COBLH.

Therapy such as yoga, acupuncture, exercise and massage has been shown to reduce side effects of cancer and its treatments and improve the health and wellbeing of breast cancer patients.

2019 Ladies Lunch

This year's slogan will be 'Bigger, better, Pinker' which will be used to draw attention to the fact that this year we are moving to a new venue and we are growing the lunch to be even bigger and better.

The event will take place on Friday 18th October at the Hyatt Regency, Sydney. Excitingly we have outgrown our previous venue and our aim this year is to sell 500 tickets (50 full tables).

The 2019 concept:

- Shades of pinks
(because of our branding & the association with breast cancer)
- Florals
- Soft furnishings
- Soft lighting
- Summery, fresh food

We aim to raise \$100k net profit again, but with the hopes of making more through our larger volume of tables and more focused corporate sponsorship.

Corporate sponsors will be offered a 'naming right' of this year's lunch under our exclusive Gold package.



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Invitation to support

The SBCF are delighted to offer you the opportunity to align your organisation with our ever-expanding event and foundation.

Be part of the conversation that will shape the future of the care and the support that breast cancer patients at COBLH receive, and in the hope that we can beat breast cancer together.

The packages outlined in this document have been designed to provide various opportunities to affiliate yourselves with us and allow for maximum and appropriate brand awareness.

Why support the SBCF 2019 Ladies Lunch?

Fundraising events are proven to deliver several key outcomes for industry supporters including:

- Networking and engagement opportunities to foster long-term brand relationships with high net individuals
- Impacting on the wider community through corporate responsibility
- Building business-related opportunities such as increased product exposure and awareness, new leads, improved organisational profile, and access to target markets

By partnering with the SBCF and the 2019 Ladies Lunch, you will be promoted to our database of over 8,000 supporters.

Your brand will also be advertised to our social media followers, some of whom have great exposure and a large number of followers e.g. Jessica Rowe our MC has over 112k followers on Instagram and Angela Bishop over 36.9k.

Elegant, high-end social events such as this offer the opportunity to connect and engage with brand leaders and individuals of high social status in Sydney.

Finally, sponsorship of the SBCF 2019 Ladies Lunch offers a unique opportunity to help our mission to improve the early detection of breast cancer and the quality of life & survival rates of breast cancer patients. With your help we can achieve more.

Brands aligned with our 2018 Ladies Lunch:

Westpac, Running bare, Aon, I-Med Radiology Network, Cloud collective, Petra Capital, DLL, Bvlgari, QT Gold Coast, Verandah Bar, Lux it, Swarovski, Fendi, Merivale, Carlos Barrios, Vogue, BMW Sydney and Symphonia wines. Plus, many more.



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Sponsorship package benefits	Gold Sponsor	Pink Sponsor	Corporate Table sponsor
Naming right of the event	✓		
Exclusivity of category	✓		
Logo on invitation EDM sent to our database with recognition of sponsorship	✓	✓	
Logo with a link to your website on our supporters page	✓	✓	✓
Logo on the front cover of the event table brochure	✓		
Logo on the back cover of the event table brochure	✓	✓	
Advert in the table brochure	A4	A5	50-word blurb and logo
Facebook and Instagram posts	✓	✓	
Tickets to the event	20	10	10
Premier seating at the event	✓ (Front row guaranteed)	✓	✓
Company name and logo on your tables	✓	✓	✓
Recognition of sponsorship from our MC on the day	✓	✓	
Logo and recognition of sponsorship on screens on stage	✓	✓	✓
Inclusion of a leaflet/flyer or promotional product in each of the guest bags	✓		
Cost	\$20,000	\$10,000	\$2,500 per table

**Sponsorship costs are not inclusive of GST*