



THE 2025 VICTORIAN WATERAID  
FUNDRAISING COMMITTEE PRESENTS

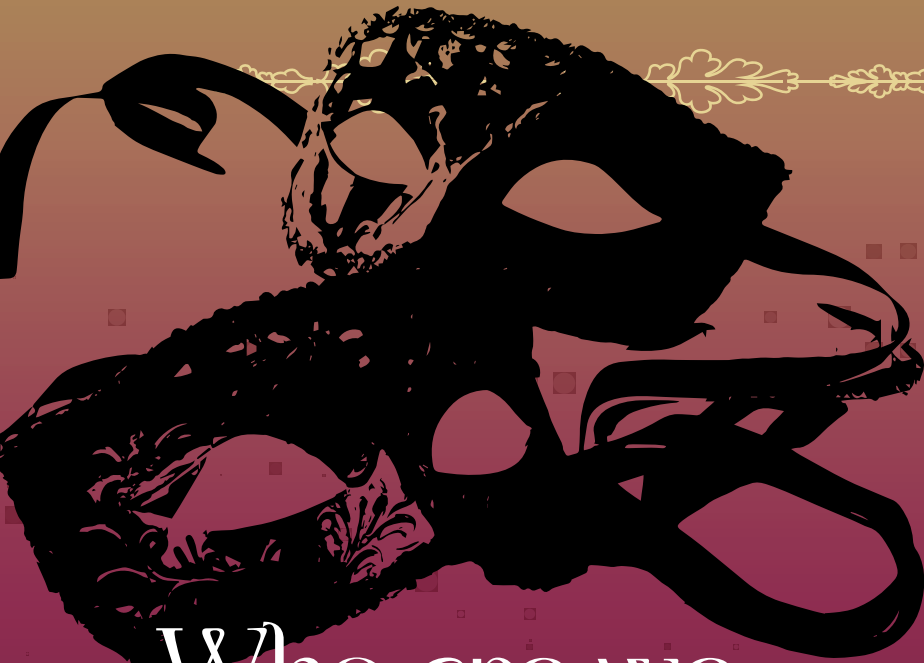
Friday 21 March 2025 • 6.30pm – 11.30pm • Sofitel on Collins



Masquerade  
GALA BALL

In support of  
 WaterAid





# Who are we raising money for?

WATERAID IS AN INTERNATIONAL NOT-FOR-PROFIT, DETERMINED TO MAKE CLEAN WATER, DECENT TOILETS AND GOOD HYGIENE NORMAL FOR EVERYONE, EVERYWHERE WITHIN A GENERATION.

We help achieve widespread change by inspiring people and sparking chain reactions, and working closely with partners internationally and on the ground in some of the toughest places in the world. Millions of people have already taken control of their lives and built better futures.

But there is still work to do. **771 million people worldwide – or one in ten** – don't have clean water close to home. We are working with our supporters and partners

to get clean water, decent toilets and good hygiene to these communities. To make lasting change happen on a massive scale, we are also working to:

- convince governments to change laws;
- link policy makers with people on the ground;
- change attitudes and behaviours;
- pool knowledge and resources; and
- rally support from people and organisations around the world.

TOGETHER, WE WILL CHANGE MILLIONS OF LIVES FOR THE BETTER.



FOR MORE INFORMATION VISIT: [WATERAID.ORG/AU](http://WATERAID.ORG/AU)





# Major Sponsor Package

**\$25,000 (+GST)**

Each Major Sponsor will receive significant exposure at the 'Masquerade' Gala Ball including:

- One table of 10 at the Gala Ball in a prime position
- Four tickets to the VIP Cocktail Party
- A full page advertisement in the program
- Company logo displayed on the screens at regular intervals during the event
- Logo on the Gala Ball website linked to your website, media wall and on your tables
- LinkedIn post recognising your sponsorship and support of WaterAid
- Logo included on WaterAid LinkedIn Gala Ball Event page
- Verbal acknowledgement by the MC during the evening
- Two free standing banners supplied by the sponsor, in the venue
- Acknowledgement on social media, corporate newsletter and all emails to attendees
- Branded social assets to promote your support on your channels

# Gold Sponsor Package

**\$10,000 (+GST)**

This year's gold sponsors will enjoy:

- One table of 10 at the Gala ball
- Two VIP pre-ball cocktail party tickets in the private room
- Logo recognition as Gold Sponsors in the program
- Logo on the Gala Ball website linked to your website
- LinkedIn post recognising your sponsorship and support of WaterAid
- Company logo displayed on the screens at regular intervals during the event
- Verbal acknowledgement by the MC during the evening
- Acknowledgement on social media, corporate newsletter and all emails to attendees
- Branded social assets to promote your support on your channels





# Other sponsorship opportunities:

## Photo Booth Sponsor

\$6,000(+GST)

Our Photo Booth is always popular on the night. Your logo is displayed in the program and on the printed photos which provides great exposure and guests take a memento home with them.



## VIP Cocktail Party Sponsor

\$5,000(+GST)

Before the 2025 Victoria WaterAid Gala Ball kicks off, there is an exclusive VIP cocktail party for sponsors and major supporters. Why not become the sponsor of this exclusive event including 10 VIP tickets for your guests to network with the VIP's, brand recognition and a chance to address this important group. This is a fantastic opportunity so get in early!



## Welcome Wall Sponsor

\$5,000(+GST)

Want to have a welcoming experience like no other? The Welcome Wall will greet guests upon arrival and they will watch as the wall comes to life, as it hands out champagne and be sure to visit throughout the night. Your logo will feature prominently on the wall and you can select the curtain colour to match your brand. This will create the best first impression, an opportunity not to be missed.





# Other sponsorship opportunities: *(CONTINUED)*

## Program Sponsor

\$5,000(+GST)

This opportunity gives you a half page advert in the program otherwise only available to major sponsors, as well as verbal acknowledgement by the MC during the evening and on social media.

## MaskerAid Sponsor

\$4,000(+GST)

The MaskerAid section provides guests with the opportunity to purchase various types of masks as well as buying a raffle ticket to go into the draw to win the Authentic Venetian his and her masks. Your brand will be prominently displayed at the display, on screens and in the program.

## Casino Table Sponsor

\$4,000(+GST)

Always a favourite activity at the Gala Balls, why not get your brand associated with the most popular activity of the night. Your logo will be printed on the casino play money used at the tables.

## Wine Wall Sponsor

\$4,000(+GST)

The Wine Wall is one of the most popular fundraising areas of the night, so why not sponsor it and have the naming rights on each carefully package bottle of wine! This lucky dip for adults is a perfect branding opportunity.

## Gelato Bar Sponsor

\$3,500(+GST)

Who doesn't love Gelato? This year in keeping with all things Venetian we will be having our own Gelato Bar that is sure to delight. Sponsor it and display your brand on the ice-cream cups and in the program.

## Electronic Bidding Sponsor

\$3,000(+GST)

This sponsorship puts your logo onto all multi-media associated with the silent auctions, which goes directly to everyone's smartphones on the night and on the screens.




# Other sponsorship opportunities: *(CONTINUED)*

## Best Dressed Competition Sponsor

**\$3,000 (+GST)**


Guests get their photo taken at the Best Dressed Stall to go in the running to win a prize provided by the sponsor in liaison with the WaterAid Event Manager. Your logo will be displayed prominently at the stand and in the program.



## Jewellery Fun Box Sponsor

**\$2,500 (+GST)**


Only one lucky key will unlock the WaterAid Fun box containing an exclusive jewellery item. Be the sponsor of this unique opportunity with the spotlight on who can open the box with your logo prominently displayed in the program and on screen when being opened.



## Spin the Wheel Sponsor

**\$2,500 (+GST)**


A fun interactive opportunity for guests to enjoy. Spin the Wheel to win a prize provided by the sponsor in liaison with the WaterAid Event Manager. Guests can try as many times as they like and your logo will be displayed prominently on the wheel and in the program.



## Silent Auction and Raffle Donations

**Make a tax-deductible donation. Your company logo will be displayed in the Program for cash donations greater than \$2,000.**

**Donate a unique experience, holiday, sport item, lifestyle, homewares, electronic product or gift voucher as a silent auction or raffle prize and receive the following benefits:**

- Acknowledgement and logo in the printed event program
  - Company logo included on the Gala Ball website and linked to your website
- 

# Thanks to our 2024 sponsors

## PRESENTING PARTNERS



Greater Western Water



South East Water



Yarra Valley Water

## MAJOR SPONSORS



JOHN HOLLAND

## GOLD SPONSORS



## FUNDRAISING ACTIVITY SPONSORS



In support of  
**WaterAid**