



## Lady Whistledown's SOCIETY PAPERS

#### NEW SOUTH WALES GALA BALL EDITION

Dearest Gentle Reader,

It is with great pleasure that I announce the most anticipated event of the social season: the triumphant return of the New South Wales WaterAid Gala Ball.

By popular demand, this most glittering affair shall once again grace our calendars. But this year, it promises an extra touch of Regency splendour, for we are stepping into none other than the world of Bridgerton itself. A night of elegance, intrigue, and charitable intention awaits those fortunate enough to secure an invitation.

Prepare for an enchanting evening of lavish entertainment, dazzling prizes, and noble purpose — uniting the water industry and wider community to raise vital funds for the truly worthy cause of WaterAid.

Those wishing to make a splash in society would be wise to align their names with such a cause. After all, visibility at such a prestigious affair is worth its weight in gold (or diamonds, if one prefers Lady Danbury's taste in adornments).

#### WHEN & WHERE

Date: Saturday, 18th of October, 2025

Time: 6.30pm-11.30pm

Location: Sydney Town Hall, Sydney NSW 200

Yours most scandalously,

Lady Whistledown



# WHO ARE WE RAISING MONEY FOR?

WaterAid is an international non-profit with one goal:

### to change the world thorugh water

Along with decent toilets and good hygiene, a reliable supply of clean water is essential for health, dignity and a life full of opportunity. Childbirth is safer, children get the chance to grow up healthy and strong. Families thrive and whole communities are better prepared for our changing climate and whatever the future holds.

We started out in 1981, when water experts created a single organisation dedicated to tackling the global water crisis.

Today we work alongside communities worldwide setting up entire systems that deliver clean water, decent toilets and good hygiene for millions. And we get the people, policies and money in place to keep these systems working — and the water flowing for good. So that people have safe, reliable services that last.

Our work with communities, partners, allies and supporters has already meant millions of people can shape their own future with dignity and confidence.

To drive lasting change on a global scale and faster than ever, we get others to step up and play their part:

- Partnering with communities to build systems that work for them
- Connecting policy makers, experts, local partners and communities
- Innovating, learning, modelling solutions and sharing good practice
  - Changing attitudes and behaviours
  - Rallying support from people and organisations around the world
- Working with decision makers to scale up investment and accelerate progress

Together with our partners and supporters, we are working with determination towards the day when we are no longer needed.

For more information visit: www.wateraid.org/au



### MAJOR SPONSOR PACKAGE

\$2**5,000** (+GST)

Be in the spotlight with premier exposure across the entire event:

- One premium-position table
- 4 VIP Cocktail Party invitations
- Full-page ad in program
- Logo on event screens, media wall, website (with link), and tables
- LinkedIn feature and social media exposure
- Verbal MC acknowledgment
- Opportunity to display 2 sponsor-supplied banners
- Branded digital assets for your channels
- Inclusion in corporate newsletter and all attendee emails

### GOLD SPONSOR PACKAGE

*\$12,000* (+GST)

Elevated presence with fantastic benefits:

- One table of 10
- 2 VIP pre-ball cocktail tickets
- Logo on website, event screens, and printed program
- · LinkedIn feature and MC acknowledgment
- Acknowledgement in event communications and social media
- · Custom social media assets

# Other SPONSORSHIP OPPORTUNITIES

#### ELECTRONIC BIDDING \$6,000 (+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.

## PROGRAM SPONSOR

\$5,000 (+GST)

Receive a half-page ad in the Gala program — normally reserved for major sponsors — plus MC shout-outs during the event and promotion on social media.

## WELCOME WALL SPONSOR

\$5,000 (+GST)

Create an unforgettable entrance with the Welcome Wall. As guests arrive, the wall springs to life and serves champagne and martinis. Your logo will be front and centre, and you can choose curtain colours to suit your brand. A unique, highimpact welcome people won't forget.

## 3D PHOTO BOOTH SPONSOR

*\$4,000* (+GST)

Put your brand in every snapshot! Your logo will appear in the program and on each printed photo, ensuring memorable exposure long after the night ends.

### WINE WALL SPONSOR

*\$4,000* (+GST)

With naming rights on every wine bottle, your business will be front and centre during this high-profile fundraising activity.

## CASINO TABLE SPONSOR

*\$4,000* (+GST)

Your brand will be printed on the play money used at our crowd-favourite casino tables, ensuring high visibility throughout the evening.

# THE DIAMOND OF THE SEASON SPONSOR

\$3,500 (+GST)

Who will be crowned the season's most dazzling guest? Attendees will vote for the best-dressed, with the winning "diamond" receiving a prize. Your logo will be prominently displayed at the voting station and featured in the event program, ensuring maximum visibility throughout the evening.

## VIP LIVE REGENCY ERA ILLUSTRATION

*\$2,500* (+GST)

In the first hour, VIP guests will have their photos taken and transformed into Regency-style illustrated portraits, complete with Bridgerton-inspired backgrounds. Each illustration is a unique keepsake, with your logo subtly featured in the final design.

# LADY WHISTLEDOWN'S WATERAID GOSSIP

\$3,500 (+GST)

Dive into Bridgerton-style scandal with Lady Whistledown's themed trivia. Guests compete to uncover juicy secrets and win prizes. Your logo appears on the trivia cards and in the program for standout visibility.

#### JEWELLERY FUN BOX SPONSOR

\$2,500 (+GST)

Only one lucky guest will unlock the exclusive jewellery prize! As the sponsor, your logo will feature in the program and on screen during the big reveal.

# SILENT AUCTION & RAFFLE DONATIONS

Donate a unique experience, item, or gift voucher for the silent auction or raffle and enjoy these benefits:

- Logo and acknowledgment in the event program
- Company logo on the Gala Ball website, linked to yours
- Prize description and acknowledgment in the silent auction/raffle list emailed to quests
- Prize details and logo on the dedicated silent auction website

### Thanks to our 2024 SPONSORS & SUPPORTERS

#### **MAIOR SPONSORS**











#### **GOLD SPONSORS**

















Jacobs













































#### **FUNDRAISING ACTIVITY SPONSORS**



















Contact Margaret Temelkovski to secure your sponsorship via margaret.temelkovski@wateraid.org.au or +61 (0)427524107

