

The logo for the 2024 Triple O Charity Ball is centered in a black hexagonal frame. The text "2024" is in a small, white, sans-serif font at the top left. "Triple O" is written in a large, white, elegant serif font, with the "O" being significantly larger and more decorative. "Charity Ball" is written in a smaller, white, elegant serif font below "Triple O". The entire logo is set against a background of glowing, golden hexagons of various sizes and opacities, some containing small, sparkling particles, creating a festive and sophisticated atmosphere.

2024  
Triple O  
Charity  
Ball

**SPONSORSHIP PROSPECTUS**  
30 NOVEMBER 2024 | ADELAIDE OVAL



## ABOUT THE EVENT



This is a fantastic opportunity to be associated with the prestigious Triple 0 Charity Ball, an outstanding event that attracts over 600 guests and supports the four major emergency services and their respective charities in South Australia.



The four charities are the **Australian Professional Firefighters Foundation**, **SA Police Legacy**, **Stafford Wulff Paramedicine Scholarship** and the **CFS Foundation**.



With no Government funding, each of these charities only exists because of the generosity of our members and volunteers (serving and retired emergency service workers), donations from the community and our fundraising efforts.



Last year's event was an overwhelming success with over \$100,000 being raised and this year, with your support we aim to raise over \$120,000 which will make a significant impact on the services we are able to deliver.



# 2024 Triple O Charity Ball

## 2023 GALLERY



1,700  
GUESTS

OVER \$250K  
RAISED

300K  
REACHED

**Over 1,700 guests** have attended the Ball since 2021.

**Over \$250,000 raised** at the Ball since 2021.

**Over 300,000 people** reached via the strong networks of the 4 charities.

**Over 80 valued volunteers** worked at the Ball from 2021-2023.

Education fees paid for over **40 children** who have lost a parent in the police force since 2021.

**Over \$30,000 worth** of equipment, books, furniture and more to the Newland Burns Ward at the Women's and Children's Hospital since 2021.

**10 Paramedic students'** uniforms, diagnostic equipment, fitness tests and vaccinations funded since 2021.

Funding for a **CFS wellbeing officer** to deliver Mental Health 1st Aid training to South Australian CFS volunteers and employees.





## HOW YOUR SPONSORSHIP WILL MAKE A DIFFERENCE

Each of the four charities provide much needed support to their respective members, volunteers, families and students and deliver valuable programs throughout the year. This year, funds raised at the Triple O Charity Ball will go to each of the organisations to ensure these groups are supported when they need it most.

### **Australian Professional Firefighters Foundation**

Funds raised will go to providing victims of fire and road trauma events with emergency financial support in their time of need as well as supporting APFF members, made up of SAMFS firefighters and their families with support in difficult times. Also, donations to the Women's & Children's Newlands Ward burns unit in the way of specialist equipment, furniture, books and games to help make the children and their families' hospital stay a little more comfortable.

### **SA Police Legacy**

Funds raised will support the education grant provided to the children of serving police officers who have passed away. Education support is offered from kindergarten through to university. The number of children receiving our support has doubled over recent years.

### **Stafford Wulff Paramedicine Scholarship**

Funds raised will assist 4 paramedic students with financial support to assist them with the essential costs associated with their studies such as uniforms, fitness testing, vaccinations and diagnostic equipment.

### **CFS Foundation**

Funds raised from this year's Ball will enable the CFS Foundation to continue funding a CFS Mental Health Wellbeing Officer. This pivotal role serves as a proactive measure to identify and address potential mental health concerns that may arise among CFS volunteers as a result of their exposure to challenging and often traumatic events while serving in their volunteer capacity.





PLATINUM PARTNER  
\$15,000

| Event Materials  | P  | G  | S | B |
|--|----|----|---|---|
| Promotional material (digital banners and invitations)   | ✓  | ✓  | ✗ | ✗ |
| Promotional logo reel  | ✓  | ✓  | ✗ | ✗ |
| Printed materials at the event (menu and program)  | ✓  | ✓  | ✓ | ✓ |
| Event screens  | ✓  | ✓  | ✓ | ✓ |
| Media wall at the event  | ✓  | ✓  | ✓ | ✗ |
| Triple O Charity Ball website with a hyperlink to your website   | ✓  | ✓  | ✓ | ✓ |
| <b>Socials</b>   |    |    |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement.   | ✓  | ✓  | ✓ | ✓ |
| <b>Seats</b>   |    |    |   |   |
| Complimentary seats at the Triple O Charity Ball. Platinum and Gold Sponsors receive premium placement. Silver and Bronze Sponsors receive priority placement. | 10 | 10 | 4 | 2 |
| <b>Email Marketing</b>   |    |    |   |   |
| Acknowledgement in email communications to the databases of all four charity partners' via event promotional email (over 100,000 contacts).                    | ✓  | ✓  | ✓ | ✗ |
| <b>On the Night</b>  |    |    |   |   |
| Verbal recognition by the MC   | ✓  | ✓  | ✓ | ✓ |
| Opportunity to screen your television commercial during the break  | ✓  | ✗  | ✗ | ✗ |
| Opportunity to provide merchandise or product placement  | ✓  | ✓  | ✗ | ✗ |
| Opportunity to provide a post-event offer to all attendees via email   | ✓  | ✗  | ✗ | ✗ |
| <b>Post Event</b>  |    |    |   |   |
| Post event recognition certificate   | ✓  | ✓  | ✗ | ✗ |
| Post event thank you on Triple O Charity Ball social media account   | ✓  | ✓  | ✓ | ✓ |



**GOLD PARTNER**  
**\$10,000**

| <b>Event Materials</b>   | P  | G  | S | B |
|--|----|----|---|---|
| Promotional material (digital banners and invitations)   | ✓  | ✓  | ✗ | ✗ |
| Promotional logo reel  | ✓  | ✓  | ✗ | ✗ |
| Printed materials at the event (menu and program)  | ✓  | ✓  | ✓ | ✓ |
| Event screens  | ✓  | ✓  | ✓ | ✓ |
| Media wall at the event  | ✓  | ✓  | ✓ | ✗ |
| Triple O Charity Ball website with a hyperlink to your website   | ✓  | ✓  | ✓ | ✓ |
| <b>Socials</b>   |    |    |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram)   | ✓  | ✓  | ✓ | ✓ |
| <b>Seats</b>   |    |    |   |   |
| Complimentary seats at the Triple O Charity Ball. Platinum and Gold Sponsors receive premium placement. Silver and Bronze Sponsors receive priority placement. | 10 | 10 | 4 | 2 |
| <b>Email Marketing</b>   |    |    |   |   |
| Acknowledgement in email communications to the databases of all four charity partners' via event promotional email (over 100,000 contacts).                    | ✓  | ✓  | ✓ | ✗ |
| <b>On the Night</b>  |    |    |   |   |
| Verbal recognition by the MC   | ✓  | ✓  | ✓ | ✓ |
| Opportunity to screen your television commercial during the break  | ✓  | ✗  | ✗ | ✗ |
| Opportunity to provide merchandise or product placement  | ✓  | ✓  | ✗ | ✗ |
| Opportunity to provide a post-event offer to all attendees via email   | ✓  | ✗  | ✗ | ✗ |
| <b>Poste Event</b>   |    |    |   |   |
| Post event recognition certificate   | ✓  | ✓  | ✗ | ✗ |
| Post event thank you on Triple O Charity Ball social media account   | ✓  | ✓  | ✓ | ✓ |



SILVER PARTNER  
\$5,000

| <b>Event Materials</b>   | P  | G  | S | B |
|--|----|----|---|---|
| Promotional material (digital banners and invitations)   | ✓  | ✓  | ✗ | ✗ |
| Promotional logo reel  | ✓  | ✓  | ✗ | ✗ |
| Printed materials at the event (menu and program)  | ✓  | ✓  | ✓ | ✓ |
| Event screens  | ✓  | ✓  | ✓ | ✓ |
| Media wall at the event  | ✓  | ✓  | ✓ | ✗ |
| Triple O Charity Ball website with a hyperlink to your website   | ✓  | ✓  | ✓ | ✓ |
| <b>Socials</b>   |    |    |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram)   | ✓  | ✓  | ✓ | ✓ |
| <b>Seats</b>   |    |    |   |   |
| Complimentary seats at the Triple O Charity Ball. Platinum and Gold Sponsors receive premium placement. Silver and Bronze Sponsors receive priority placement. | 10 | 10 | 4 | 2 |
| <b>Email Marketing</b>   |    |    |   |   |
| Acknowledgement in email communications to the databases of all four charity partners' via event promotional email (over 100,000 contacts).                    | ✓  | ✓  | ✓ | ✗ |
| <b>On the Night</b>  |    |    |   |   |
| Verbal recognition by the MC   | ✓  | ✓  | ✓ | ✓ |
| Opportunity to screen your television commercial during the break  | ✓  | ✗  | ✗ | ✗ |
| Opportunity to provide merchandise or product placement  | ✓  | ✓  | ✗ | ✗ |
| Opportunity to provide a post-event offer to all attendees via email   | ✓  | ✗  | ✗ | ✗ |
| <b>Post Event</b>  |    |    |   |   |
| Post event recognition certificate   | ✓  | ✓  | ✗ | ✗ |
| Post event thank you on Triple O Charity Ball social media account   | ✓  | ✓  | ✓ | ✓ |





**BRONZE PARTNER**  
**\$3,000**

| <b>Event Materials</b>   | P  | G  | S | B |
|--|----|----|---|---|
| Promotional material (digital banners and invitations)   | ✓  | ✓  | ✗ | ✗ |
| Promotional logo reel  | ✓  | ✓  | ✗ | ✗ |
| Printed materials at the event (menu and program)  | ✓  | ✓  | ✓ | ✓ |
| Event screens  | ✓  | ✓  | ✓ | ✓ |
| Media wall at the event  | ✓  | ✓  | ✓ | ✗ |
| Triple O Charity Ball website with a hyperlink to your website   | ✓  | ✓  | ✓ | ✓ |
| <b>Socials</b>   |    |    |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram)   | ✓  | ✓  | ✓ | ✓ |
| <b>Seats</b>   |    |    |   |   |
| Complimentary seats at the Triple O Charity Ball. Platinum and Gold Sponsors receive premium placement. Silver and Bronze Sponsors receive priority placement. | 10 | 10 | 4 | 2 |
| <b>Email Marketing</b>   |    |    |   |   |
| Acknowledgement in email communications to the databases of all four charity partners' via event promotional email (over 100,000 contacts).                    | ✓  | ✓  | ✓ | ✗ |
| <b>On the Night</b>  |    |    |   |   |
| Verbal recognition by the MC   | ✓  | ✓  | ✓ | ✓ |
| Opportunity to screen your television commercial during the break  | ✓  | ✗  | ✗ | ✗ |
| Opportunity to provide merchandise or product placement  | ✓  | ✓  | ✗ | ✗ |
| Opportunity to provide a post-event offer to all attendees via email   | ✓  | ✗  | ✗ | ✗ |
| <b>Post Event</b>  |    |    |   |   |
| Post event recognition certificate   | ✓  | ✓  | ✗ | ✗ |
| Post event thank you on Triple O Charity Ball social media account   | ✓  | ✓  | ✓ | ✓ |



IN KIND SPONSOR

EXCLUSIVE WINE SPONSOR  
WINE DONATED TO THE VALUE OF \$10,000



| Event Materials   |    |   |   |   |    |    |
|---|----|---|---|---|----|----|
| Promotional material (digital banners on emails and invitations).<br>Design Sponsor receives one digital banner on one email and event screens.                                 | ✓  | x | x | ✓ | x  | x  |
| Printed materials at the event (menu and program)   | ✓  | ✓ | ✓ | ✓ | ✓  | ✓* |
| Event screens   | ✓  | ✓ | ✓ | ✓ | ✓  | ✓  |
| Media wall at the event. Design Sponsor receives up to four placements, subject to availability.  | ✓  | ✓ | x | ✓ | x  | x  |
| Triple O Charity Ball website with a hyperlink to your website  | ✓  | x | x | ✓ | ✓  | x  |
| <b>Socials</b>  |    |   |   |   |    |    |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement.  | ✓  | ✓ | ✓ | ✓ | ✓  | ✓  |
| <b>Seats</b>  |    |   |   |   |    |    |
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors receive premium placement. Beer and In Kind Product or Service Sponsors receive priority placement. | 10 | 4 | x | x | 10 | 2  |
| <b>Email Marketing</b>  |    |   |   |   |    |    |
| Acknowledgement in communications to database of all four charity partners' membership and database, via event promotional email (over 100,000 contacts).                       | ✓  | ✓ | x | x | x  | x  |
| <b>On the Night</b>   |    |   |   |   |    |    |
| Verbal recognition by the MC  | ✓  | ✓ | x | x | ✓  | ✓  |
| Opportunity for signage or branded in-room feature (subject to approval)  | ✓  | x | x | x | x  | x  |
| Opportunity to provide a post-event offer to all attendees  | ✓  | ✓ | ✓ | ✓ | ✓  | x  |

\*Only if your item is used in live auctions only.



IN KIND SPONSOR

EXCLUSIVE BEER SPONSOR  
BEER DONATED TO THE VALUE OF \$6,000









| <b>Event Materials</b>  |    |   |   |   |    |    |
|---|----|---|---|---|----|----|
| Promotional material (digital banners on emails and invitations). Design Sponsor receives one digital banner on one email and event screens.                                    | ✓  | x | x | ✓ | x  | x  |
| Printed materials at the event (menu and program)   | ✓  | ✓ | ✓ | ✓ | ✓  | ✓* |
| Event screens   | ✓  | ✓ | ✓ | ✓ | ✓  | ✓  |
| Media wall at the event. Design Sponsor receives up to four placements, subject to availability.  | ✓  | ✓ | x | ✓ | x  | x  |
| Triple O Charity Ball website with a hyperlink to your website  | ✓  | x | x | ✓ | ✓  | x  |
| <b>Socials</b>  |    |   |   |   |    |    |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement.  | ✓  | ✓ | ✓ | ✓ | ✓  | ✓  |
| <b>Seats</b>  |    |   |   |   |    |    |
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors receive premium placement. Beer and In Kind Product or Service Sponsors receive priority placement. | 10 | 4 | x | x | 10 | 2  |
| <b>Email Marketing</b>  |    |   |   |   |    |    |
| Acknowledgement in communications to database of all four charity partners' membership and database, via event promotional email (over 100,000 contacts).                       | ✓  | ✓ | x | x | x  | x  |
| <b>On the Night</b>   |    |   |   |   |    |    |
| Verbal recognition by the MC  | ✓  | ✓ | x | x | ✓  | ✓  |
| Opportunity for signage or branded in-room feature (subject to approval)  | ✓  | x | x | x | x  | x  |
| Opportunity to provide a post-event offer to all attendees  | ✓  | ✓ | ✓ | ✓ | ✓  | x  |

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IN KIND SPONSOR

EXCLUSIVE GIN SPONSOR  
GIN DONATED TO THE VALUE OF \$3,000







| Event Materials   |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| Promotional material (digital banners on emails and invitations).<br>Design Sponsor receives one digital banner on one email and event screens.                                 | ✓   | ✗   | ✗   | ✓   | ✗   | ✗   |
| Printed materials at the event (menu and program)   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓*  |
| Event screens   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| Media wall at the event. Design Sponsor receives up to four placements, subject to availability.  | ✓   | ✓   | ✗   | ✓   | ✗   | ✗   |
| Triple O Charity Ball website with a hyperlink to your website  | ✓   | ✗   | ✗   | ✓   | ✓   | ✗   |
| <b>Socials</b>  |   |   |   |   |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement.  | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| <b>Seats</b>  |   |   |   |   |   |   |
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors receive premium placement. Beer and In Kind Product or Service Sponsors receive priority placement. | 10  | 4   | ✗   | ✗   | 10  | 2   |
| <b>Email Marketing</b>  |   |   |   |   |   |   |
| Acknowledgement in communications to database of all four charity partners' membership and database, via event promotional email (over 100,000 contacts).                       | ✓   | ✓   | ✗   | ✗   | ✗   | ✗   |
| <b>On the Night</b>   |   |   |   |   |   |   |
| Verbal recognition by the MC  | ✓   | ✓   | ✗   | ✗   | ✓   | ✓   |
| Opportunity for signage or branded in-room feature (subject to approval)  | ✓   | ✗   | ✗   | ✗   | ✗   | ✗   |
| Opportunity to provide a post-event offer to all attendees  | ✓   | ✓   | ✓   | ✓   | ✓   | ✗   |

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IN KIND SPONSOR  
**DESIGN SPONSOR**  
 TO THE VALUE OF \$3,000 OR ABOVE









| Event Materials   |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| Promotional material (digital banners on emails and invitations).<br>Design Sponsor receives one digital banner on one email and event screens.                                 | ✓   | ✗   | ✗   | ✓   | ✗   | ✗   |
| Printed materials at the event (menu and program)   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓*  |
| Event screens   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| Media wall at the event. Design Sponsor receives up to four placements, subject to availability.  | ✓   | ✓   | ✗   | ✓   | ✗   | ✗   |
| Triple O Charity Ball website with a hyperlink to your website  | ✓   | ✗   | ✗   | ✓   | ✓   | ✗   |
| <b>Socials</b>  |   |   |   |   |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement.  | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| <b>Seats</b>  |   |   |   |   |   |   |
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors receive premium placement. Beer and In Kind Product or Service Sponsors receive priority placement. | 10  | 4   | ✗   | ✗   | 10  | 2   |
| <b>Email Marketing</b>  |   |   |   |   |   |   |
| Acknowledgement in communications to database of all four charity partners' membership and database, via event promotional email (over 100,000 contacts).                       | ✓   | ✓   | ✗   | ✗   | ✗   | ✗   |
| <b>On the Night</b>   |   |   |   |   |   |   |
| Verbal recognition by the MC  | ✓   | ✓   | ✗   | ✗   | ✓   | ✓   |
| Opportunity for signage or branded in-room feature (subject to approval)  | ✓   | ✗   | ✗   | ✗   | ✗   | ✗   |
| Opportunity to provide a post-event offer to all attendees  | ✓   | ✓   | ✓   | ✓   | ✓   | ✗   |

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IN KIND SPONSOR  
AUCTION ITEMS  
ABOVE \$10,000 IN VALUE

|   |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| <b>Event Materials</b>  |   |   |   |   |   |   |
| Promotional material (digital banners on emails and invitations).<br>Design Sponsor receives one digital banner on one email and event screens.                                       | ✓   | ✗   | ✗   | ✓   | ✗   | ✗   |
| Printed materials at the event (menu and program)   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓*  |
| Event screens   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| Media wall at the event. Design Sponsor receives up to four placements,<br>subject to availability.   | ✓   | ✓   | ✗   | ✓   | ✗   | ✗   |
| Triple O Charity Ball website with a hyperlink to your website  | ✓   | ✗   | ✗   | ✓   | ✓   | ✗   |
| <b>Socials</b>  |   |   |   |   |   |   |
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram)<br>including post event acknowledgement.   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓   |
| <b>Seats</b>  |   |   |   |   |   |   |
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors<br>receive premium placement. Beer and In Kind Product or Service Sponsors<br>receive priority placement. | 10  | 4   | ✗   | ✗   | 10  | 2   |
| <b>Email Marketing</b>  |   |   |   |   |   |   |
| Acknowledgement in communications to database of all four charity partners'<br>membership and database, via event promotional email (over 100,000 contacts).                          | ✓   | ✓   | ✗   | ✗   | ✗   | ✗   |
| <b>On the Night</b>   |   |   |   |   |   |   |
| Verbal recognition by the MC  | ✓   | ✓   | ✗   | ✗   | ✓   | ✓   |
| Opportunity for signage or branded in-room feature (subject to approval)  | ✓   | ✗   | ✗   | ✗   | ✗   | ✗   |
| Opportunity to provide a post-event offer to all attendees  | ✓   | ✓   | ✓   | ✓   | ✓   | ✗   |

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IN KIND SPONSOR  
 PRODUCT OR SERVICE  
 \$6,000 IN VALUE OR ABOVE



**Event Materials**

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| Promotional material (digital banners on emails and invitations).<br>Design Sponsor receives one digital banner on one email and event screens. | ✓ | ✗ | ✗ | ✓ | ✗ | ✗  |
| Printed materials at the event (menu and program)   | ✓ | ✓ | ✓ | ✓ | ✓ | ✓* |
| Event screens   | ✓ | ✓ | ✓ | ✓ | ✓ | ✓  |
| Media wall at the event. Design Sponsor receives up to four placements, subject to availability.  | ✓ | ✓ | ✗ | ✓ | ✗ | ✗  |
| Triple O Charity Ball website with a hyperlink to your website  | ✓ | ✗ | ✗ | ✓ | ✓ | ✗  |

**Socials**

|  |   |   |   |   |   |   |
|--|---|---|---|---|---|---|
| Social media recognition on Triple O Charity Ball platforms (Facebook/Instagram) including post event acknowledgement. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|--|---|---|---|---|---|---|

**Seats**

|   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| Complimentary seats at the Triple O Charity Ball. Wine and Auction Sponsors receive premium placement. Beer and In Kind Product or Service Sponsors receive priority placement. | 10 | 4 | ✗ | ✗ | 10 | 2 |
|---|----|---|---|---|----|---|

**Email Marketing**

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| Acknowledgement in communications to database of all four charity partners' membership and database, via event promotional email (over 100,000 contacts). | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
|---|---|---|---|---|---|---|

**On the Night**

|  |   |   |   |   |   |   |
|--|---|---|---|---|---|---|
| Verbal recognition by the MC   | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ |
| Opportunity for signage or branded in-room feature (subject to approval) | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Opportunity to provide a post-event offer to all attendees               | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |

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## **PARTNER WITH US**

**Thank you for your interest in supporting  
the Triple 0 Charity Ball.**

**We look forward to working with you.**

**For more information, please contact:**

**Katherine Elia  
On The Table Events  
[hello@onthetableevents.com.au](mailto:hello@onthetableevents.com.au)**