

FRIDAY 29TH OCTOBER | THE GRAND BALLROOM, CROWN PERTH

PROUDLY RAISING FUNDS for BREAST CANCER CARE WA

# **BOOBA-WHAT?**

**Booba-licious!** Launched in 2004, Boobalicious is an extraordinary black tie glamour events...with a charitable twist! Boobalicious is one of the most anticipated social events of the year and it brings together Perth's most stylish consumers for an evening of flamboyant entertainment and generous contribution to Breast Cancer Care WA.

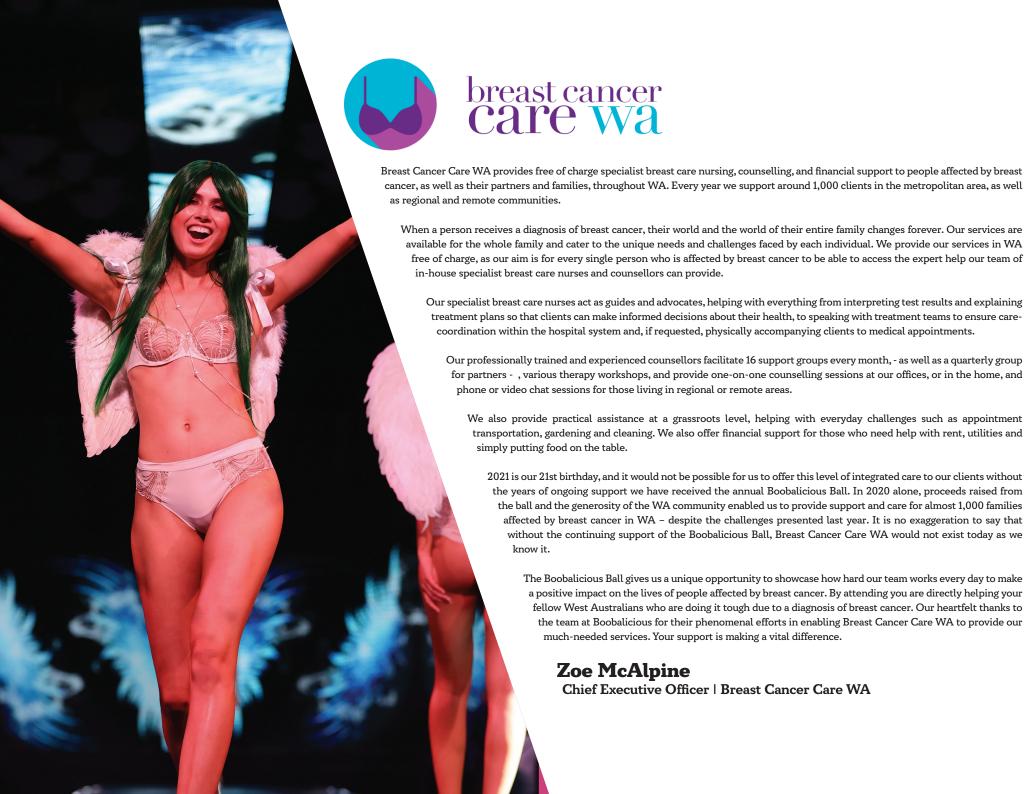
One of Perth's hardest working charities, Breast Cancer Care WA receives no recurrent government funding, relying solely on the kindness of the Western Australian community to fund the provision of emotional, practical, and financial support to the many West Australian women and their families living with a diagnosis of breast cancer.

With the support of our very generous sponsors and guests opening their hearts (and their pockets) on behalf of Breast Cancer Care WA, Boobalicious 2020 raised a record \$211,200 for the cause. In fact, in seventeen years, Boobalicious has contributed \$1,861,200 to Breast Cancer Care WA!

But as well as raising much needed funds for Breast Cancer Care WA, Boobalicious is also an enormous marketing and positioning opportunity for the many businesses that get involved with the event by donating goods for our live auction, raffle, silent auction, Booba-envelopes and gift bags, making it an extremely unique charity event with appeals to all and benefits to thousands!

With its signature lingerie show, live music, delicious three course menu, endless beverages, spirited live and silent auctions and one of Perth's richest raffles, Boobalicious is an evening that mesmerises men, inspires women and entertains all!

A do-not-miss occasion for everyone!





### "The Boobalicious Ball is a highlight on the Perth events calendar

and Gage Roads is so proud to have been the beer sponsor for this year's event.

Boobalicious exposed our product range to 850 attendees, providing us with an incredible brand in hand opportunity.

Too many people know someone affected by breast cancer and for us at Gage Roads, it is one of our beautiful colleagues. The Boobalicious Ball is a chance for us to support her, and all the incredible work that Breast Cancer Care WA do. We want everyone to be able to enjoy the WA lifestyle, especially the coastline that Gage Roads built their brand around!"

Jessica Wright | WA Events & Partnership Manager Good Drinks | Tier 2 Sponsor 2020

# **WHY GET INVOLVED?**

Guests attending Boobalicious comprise a diverse mix of Perth's most stylish consumers, including corporate professionals, well known personalities, breast cancer survivors, family, friends and the wider Perth community. The event provides the opportunity to get amongst those people personally, as well as to market directly to them, all while helping West Australian individuals and their families following the diagnosis of breast cancer.

While sponsorship is about raising those vital funds for Breast Cancer Care WA, promotional opportunities exist to ensure maximum marketing benefit to our very generous sponsors in the lead up to and during the event.



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### **HOW CAN I GET INVOLVED?**

Like any fundraiser, every contribution counts! The levels of sponsorship on offer are varied so as to offer the widest range of sponsorship possibilities we can and also to ensure that every guest attending the event can participate in the spirit of giving on the night!

#### Main Auction

The main auction is a central aspect of the evening's proceedings and an entertaining spectacular in itself! The main auction is where the majority of the evening's funds will be raised and, at past events, hot ticket items have varied considerably from jewellery through to leisure goods, travel and accommodation packages, concert tickets, money cannot buy experiences and much, much more!

An exciting auction requires imagination, and you might be surprised what has the potential to contribute significantly to the evening's fund raising! This year we're looking for more "must haves", "must do's", "can't get" and "can use" items, so if you have something you'd like to donate, please don't hesitate to contact us to discuss your ideas.

#### Raffle

Each year the rich Boobalicious raffle is a highlight of the evening with a large number of exciting prizes up for grabs - all showcased in the themed booklets that form part of our table centrepiece and on the big screens in the ballroom.

Ticket prices remain low so that every guest can be a part of the excitement, and the raffle also offers sponsors the opportunity to gain individual exposure in return for their donation.

### Booba-Envelopes

Throughout the night, guests at Boobalicious are able to purchase Booba-Envelopes for as little as \$15, all the way up to \$200. Each envelope contains an item or voucher to the value of no less than twice the envelope's purchase price! It's a lucky dip but everyone's a winner, including the sponsor!

Booba-Envelopes are a great tool for attracting people directly to your business. Contributors typically include restaurants, day spas, cinemas, clothing, sporting stores, liquor stores, jewellers, bookstores, hotels and more. Our Booba-Envelopes have been a sell-out at every event and will continue to feature prominently on our fund-raising itinerary this year.

#### Silent Auction

Our silent auction offers guests the opportunity to participate in the fun of bidding against other guests on unique yet affordable items! Depending upon the desirability of a donated item, it could be perfect for the silent auction. Each donation appearing in the silent auction is accompanied by a freestanding A4 card where details about the item and the sponsor are displayed. These cards help guests realise the value of the goods on offer while they engage more directly with the sponsor's brand.

### Gift Bags

Each and every guest attending Boobalicious 2020 will receive a substantial gift bag. These gift bags provide a take-home marketing opportunity, enabling sponsors to get their samples and vouchers not only into the hands of our guests, but also as far as into their homes! There are a number of ways to take advantage of this opportunity, outlined in the table overleaf.

"Swings was delighted to get behind such worthy cause and applaud the effort that goes into creating the Boobalicious Ball, what a glamourous & fun filled evening!

Well done to everyone involved."

Amanda Keady | Sales & Marketing Manager Swings & Roundabouts | Tier 1 Sponsor 2020

### Corporate Table Package

Limited Corporate Table Packages incorporating a \$2,500 tax deductable donation are also available this year. The perfect way to celebrate the end of a successful financial year or to reward key staff and clients, a Boobalicious Corporate Table Package offers businesses table naming rights as well as VIP positioning and exclusive gifts for their guests, all while contributing to this fantastic cause!

In addition, businesses taking up a Corporate Table Package will see their business name or logo in rotation on the big screens and will also be given the opportunity to promote their business (in 150 words or less) in the themed booklets that form part of our table centrepiece. Contact the Boobalicious Committee to reserve your Corporate Table Package now as they typically sell out early!

#### Book a Table

If becoming a sponsor isn't suitable for you, but you love the sound of the event and would like to be involved in some other way, then rounding up a group of friends, family or colleagues to attend the event is a great way to show your support for Breast Cancer Care WA while also enjoying a fantastic night out. Tables are limited and WILL sell out so reserve your tickets now by emailing tickets@boobalicious.com.au!

## **SPONSORSHIP** OPPORTUNITIES

Again like any fund raiser, every contribution counts! The levels of sponsorship on offer in 2021 have been varied so as to offer the widest range of opportunities possible for our very generous sponsors:

| Tier 1 Sponsorship Cash or goods to the value of \$8,000 or more | Logo on all print and electronic promotional material, including event letterhead, media releases, tickets and emails Linking logo on event web site throughout 2021 Logo in themed table booklets Logo in rotation on big screens Logo on event media board prominently displayed in foyer for duration of event Logo and goods showcased as main auction, raffle or silent auction items Committee approved sample or voucher in all guest gift bags Logo on Sponsor Thank You Insert in all guest gift bags Freestanding promotional banner prominently displayed in foyer for duration of event Four (4) x complimentary tickets (subject to availability) |
|--|--|
| Tier 2 Sponsorship   | Linking logo on event web site throughout 2021 Logo in themed table booklets Logo in rotation on big screens Logo and goods showcased as main auction, raffle or silent auction items Committee approved sample or voucher in all guest gift bags Logo on Sponsor Thank You Insert in all guest gift bags  |
| Tier 3 Sponsorship Goods valued between \$1,501 and \$4,000      | Linking logo on event web site throughout 2021 Logo in themed table booklets Logo and goods showcased as main auction, raffle or silent auction items Committee approved sample or voucher in all guest gift bags Logo on Sponsor Thank You Insert in all guest gift bags  |
| Tier 4 Sponsorship Goods valued between \$501 and \$1,500        | Business name on event web site<br>Business name in themed table booklets<br>Logo and goods showcased as main auction, raffle or silent auction items<br>Business name on Sponsor Thank You Insert in all guest gift bags  |
| Tier 5 Sponsorship Goods up to the value of \$500                | Logo and goods showcased as raffle, silent auction or Booba-Envelope items<br>Business name on Sponsor Thank You Insert in all guest gift bags   |
| Gift Bag Sponsorship Committee approved sample of value only     | Committee approved sample of value in all guest gift bags  |

BOOBALICIOUS 2021 | FRIDAY 29TH OCTOBER

## **SPONSORSHIP** OPPORTUNITIES

## Corporate Table Package

VIP table booking at a cost of \$5,400 (including \$2,500 tax deductable donation)

- 10 x VIP tickets in premium table position
- Table naming rights with business name or logo prominently displayed on table
- VIP recognition by event MC during the course of the evening
- Exclusive VIP-only gift for all guests on table
- Linking logo on event web site throughout 2021
- Logo in themed table booklets
- Promotional opportunity (in 150 words or less) in themed table booklets
- Logo in rotation on big screens with Tier 1 sponsor logos
- Logo on Sponsor Thank You Insert in all guest gift bags



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### **SPONSORSHIP BENEFITS DEFINED**

#### **Event Web Site**

The home page of the boobalicious.com.au web site features a constant rotating display of eligible sponsor logos as well as a static display of logos on the Get Involved page.

### **Table Booklets**

Our themed table booklets are the source of all information pertaining to the night's proceedings, including the main auction items, raffle prizes, menu and so on. Eligible sponsors will appear in the booklets to be viewed by all guests many times during the course of the evening.

### Big Screens

Large screens in the ballroom are the focal point for all guests during the main auction, the drawing of the raffle, and throughout the event. Sponsor logos are screened in rotation and guests are directed to view the screens regularly over the course of the evening.

### Gift Bags

Boobalicious guest gift bags are an important offer of thanks to guests for their generosity and support. Therefore, while they are a key marketing tool, all items placed into the bags must be approved by the Boobalicious Committee to ensure the exclusivity and quality of the gift as a whole. Sponsors please note that subject to the time of their participation, Tier 1 and 2 sponsors will have exclusivity in their fields.

#### **Promotional Banners**

Easy to assemble freestanding banners taking up no more than 1.5 square metres of floor space may be positioned in the foyer area by the Boobalicious Committee. Banners subject to approval.

### **Complimentary Tickets**

To ensure maximum overall benefit to Breast Cancer Care WA, we must apply a limit to the number of complimentary tickets available to sponsors. Complimentary tickets are therefore subject to availability at the time a sponsor agrees to support the event.

### **TICKETS**

Standard tickets are \$290 each and include pre-dinner drinks, a delicious three course meal, endless beverages, our signature lingerie show, live music, the opportunity to participate in our spirited live and silent auctions and one of Perth's richest raffles, together with a generous guest gift bag to take home.

Tickets are available for purchase individually, while seating is also available in tables of ten. Tickets sales are now open so to ensure you don't miss out, please email today! Email tickets@boobalicious.com.au

## **ENQUIRIES**

If you would like to get involved in Boobalicious as a sponsor, or would like to book a table, purchase individual tickets, or volunteer to assist at this year's event, please contact the Boobalicious Committee:

### **Peta Evans** Event Manager

Mobile 0409 069 033 | Email peta@boobalicious.com.au





