



RSL SA/NT
REMEMBRANCE DAY
BREAKFAST



7.00am – 8.45am Wednesday
November 6, 2019
Adelaide Town Hall – Auditorium

SPONSORSHIP
PROSPECTUS

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ABOUT THE RETURNED & SERVICES LEAGUE SOUTH AUSTRALIA/NORTHERN TERRITORY (RSL SA/NT)

The RSL was founded in 1916 to provide comradeship and support to Australia's veterans and their families.

That core mission has never changed however, has continued to evolve to meet the needs of each generation of servicemen and women.

We have a branch network that covers Australia and any veteran who needs help will get it. Every serving ADF member and veteran will be warmly welcomed at their local RSL.

We advocate for the best possible conditions for our serving men and women and for those who have served the nation in the past. We foster respect and thanks from the nation for all those who have made sacrifices in Australia's name and we will provide a strong voice on issues of national unity and security.



REMEMBRANCE DAY BREAKFAST

Remembering 101 years ago

At 11 am on 11 November 1919, Australians, for the first time, paused and stood in silent tribute to the men and women of the 1st Australian Imperial Force who had died on battlefields in Gallipoli, Europe and in the Middle East.

Not forgetting the families that grieved from the loss of losing a family member, and at times entire members of the family.

Today the loss of Australian lives, from all wars and conflicts is commemorated on Remembrance Day.

Annually the RSL SA/NT host a commemorative breakfast in honour of those that gave us the greatest sacrifice of LIFE.

By purchasing a ticket to 101st RSL SA/NT Remembrance Day Breakfast you are paying a silent tribute and saying "Thank You" to the fallen.

BENEFITS OF SPONSORSHIP

A limited number of exciting sponsorship opportunities exist to partner with the RSL SA/NT to present the Remembrance Day Breakfast.

Your investment offers a unique opportunity to:

- Connect with key Defence stakeholders
- Engage with members of the local community
- Increase your reputation as a socially responsible caring corporate citizen and organisation
- Demonstrate your commitment to the future growth and sustainable development of the Returned & Services League SA/NT and its projects
- Put your business front and centre at one of 2019's major commemorative events
- Build brand awareness and recognition through communication methods:
 - Advertising - Promotion
 - Public Relations - Direct Marketing
 - Social Media
- Reach a broad demographic
- Involve and engage your staff

RSL SA/NT REMEMBRANCE DAY BREAKFAST





SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS SPONSOR \$15,000.00

This sponsorship opportunity presents an exclusive opportunity for your organisation to demonstrate your commitment in supporting the work of the Returned & Services League (South Australia/Northern Territory).



As the Naming Rights Sponsor you will benefit from extensive coverage and branding exposure before, during and after the event:

- Logo Recognition as the Naming Rights Sponsor
- Opportunity to present a three-minute speech about your organisation
- Banner signage on stage
- Your logo co-branded with the RSL SA/NT logo displayed on the lectern
- Opportunity to provide a promotional item for every guest (DL size)
- 10 Tickets to the event
- Sponsorship acknowledgment by the RSL SA/NT State President of the Returned & Services League
- Logo recognition on our email signature during promotion period
- Logo recognition in selected marketing
- Your logo and weblink on the RSL SA/NT website
- Logo recognition on the Remembrance Day Program
- Digital copy of photographs following the event
- Certificate of Appreciation

GOLD SPONSOR \$10,000.00

As a Gold Sponsor you will receive an enviable level of exposure before, during and after the event:



- Logo Recognition as a Gold Sponsor
- Opportunity to provide a promotional item for every guest (DL size)
- 4 Tickets to the event
- Sponsorship acknowledgment by the RSL SA/NT State President of the Returned & Services League
- Logo recognition on our email signature during promotion period
- Logo recognition in selected marketing
- Your logo and weblink on the RSL SA/NT website
- Logo recognition on the Remembrance Day Breakfast Program
- Digital copy of photographs following the event
- Certificate of Appreciation



SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR \$5,000.00

As a Silver Sponsor you will receive an enviable level of exposure before, during and after the event:

- Logo Recognition as a Silver Sponsor
- Opportunity to provide a promotional item for every guest (DL size)
- 2 Tickets to the event
- Sponsorship acknowledgment by the RSL SA/NT State President of the Returned & Services League
- Logo recognition on our email signature during promotion period
- Logo recognition in selected marketing
- Your logo and weblink on the RSL SA/NT website
- Logo recognition on the Remembrance Day Program
- Digital copy of photographs following the event
- Certificate of Appreciation



BRONZE SPONSOR \$2,500.00

As a Bronze Sponsor you will receive an enviable level of exposure before, during and after the event:

- Logo Recognition as a Bronze Sponsor
- 1 Ticket to the event
- Sponsorship acknowledgment by the State President of the Returned & Services League
- Logo recognition on our email signature during promotion period
- Logo recognition in selected marketing
- Your logo and weblink on the RSL SA/NT website
- Logo recognition on the Remembrance Day Breakfast Program
- Digital copy of photographs following the event
- Certificate of Appreciation





SPONSORSHIP

PACKAGE SUMMARY

SPONSORSHIP PACKAGE	NAMING RIGHTS SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cost and Inclusions	\$15,000.00	\$10,000.00	\$5,000.00	\$2,500.00
Logo recognition as selected sponsor	✓	✓	✓	✓
3-minute speech at the Remembrance Day Breakfast	✓	-	-	-
Banner on Stage	✓	-	-	-
Your logo co-branded with the RSL SA/NT logo displayed on the lectern	✓	-	-	-
Opportunity to provide a promotional item for every guest (DL size)	✓	✓	✓	-
Ticket (s) to at the Remembrance Day Breakfast	10	4	2	1
Acknowledgement during the RSL SA/NT State President's speech	✓	✓	✓	✓
Logo recognition on email signature	✓	✓	✓	✓
Logo recognition on selected marketing	✓	✓	✓	✓
Your logo and weblink on the RSL SA/NT website	✓	✓	✓	✓
Logo recognition in Remembrance Day Breakfast Program	✓	✓	✓	✓
Digital copy of photographs following the event	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓

IN FLANDERS FIELDS

In Flanders fields the poppies blow
Between the crosses, row on row
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.
We are the dead. Short days ago,
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.
Take up our quarrel with the foe;
To you, from failing hands, we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.

1915 by Lieutenant Colonel John McCrae,
a doctor in the Royal Canadian Medical Corps



CONTACT US

For more information on becoming a sponsor contact:
Mr David Grenvold – Chief Executive Officer
At ceo@rslsa.org.au or call **08 8100 7316**