

# Magnolia Ball

Raising funds  
for  
**Dementia**  
Hawkes Bay

17 August 2024 📍 Napier War Memorial Centre



*Event Sponsorship Proposal*



## *What We Do*

Dementia Hawkes Bay (DHB) is a registered charitable trust and the only charity solely dedicated to providing dementia mate wareware specific services in Hawke's Bay. Our purpose is to create an inclusive future where all people affected by dementia mate wareware can live their best lives in their community.

We provide free support, programmes, and education, to our clients, and their care partners, family, and whānau. Our team delivers compassionate quality care to our clients from the point of diagnosis, and throughout their dementia mate wareware journey. Our programmes encourage independence and continued community connection which can delay the need for residential care, allowing those with a diagnosis of dementia mate wareware to continue living in their own home for as long as possible.

## *Our Unique Services Include*

The Active Brain Programme providing social, cognitive, and physical stimulation.

Care in a safe, friendly, and consistent environment.

Creative expression through crafts and art therapy.

Community awareness and education.

Pick up and drop off transport.

Industry education.

Onsite workshop.

Group outings.





# The Magnolia Ball

The Magnolia Ball is a spectacular evening!

We are excited to invite you to be a part of our premier fundraiser coming up on Saturday the 17th of August at the Napier War Memorial Centre.

Our evening starts with drinks, photos, checking out the goodies on the auction table, and soaking up the Pacific ocean views from the Gallery bar.

From there we make our way to the grand ballroom for a delicious three course dinner from Dish while our M.C, Te Radar, guides us through the evenings entertainment .

The highlight of this event is the live charity auction, presented by Harcourts, to raise much needed funds to help our organisation grow in the region. Every dollar raised goes directly into the free services we provide to people affected by dementia mate wareware in our Hawke's Bay community.

After the hammer falls on the last auction lot the lights go down and the music turns up as Stolen Records, our local live band, takes over the stage for the rest of the night.

***Come join us for a packed programme full of glitz and glamour and party with a purpose!***

## Event Highlights

**We are thrilled to have Te Rader on board as our M.C.**

With a string of awards to his name, including the country's highest accolades for comedy and television, he is one of New Zealand's most recognized comedians and personalities.

**Harcourt's Craig Smith is our auctioneer again this year.**

With a passion for our community and a knack for getting the most out of a crowd you can expect some spicy bidding!

**Kick up your heels with Stolen Records.**

With over 15 years experience this local four-piece covers band knows how to get the dancefloor jumping with all your favourite tunes from yesterday and today.

And that's just for starters...

follow us on the socials for more enticing event announcements...



## *How You Can Help*

The Magnolia Ball isn't just a glam night out for a great cause. This special event also offers all marketing and promotion budgets the opportunity to add winter sparkle to your brand with a wide variety of sponsorship and donation options.

As a charitable trust the generosity of our sponsors is vital for us to continue meeting the needs of our clients, and their families and whānau. Your support goes directly towards improving the daily lives of people affected by dementia here in our Hawke's Bay community.



## *What We Can Do For You*

The Magnolia Ball promotional campaign starts now!

As a valued supporter your sponsorship benefits apply when you sign up and continue throughout the campaign.

All Magnolia Ball sponsors receive -

Acknowledgement on the official Dementia Hawkes Bay Magnolia Ball event website page, and Facebook event page with a corporate logo linked to your company website.

Corporate logo linked to your company website, and tags, included in event social media promotion campaign posts relevant to your sponsorship option.

Corporate logo on the back cover of the event programme placed on every table.

Corporate logo shown periodically on display screens during the event.

Exposure of your products, services, and business, to event guests.

Along with additional sponsorship specific benefits...



# Sponsorship Opportunities

## Event

**\$15,000** 1 available

- Prime outdoor, window, and foyer positioning of your corporate signage and marketing materials at the venue on the night
- Verbal acknowledgement by the M.C.
- Two complimentary Magnolia Ball tickets.
- Eight subsequent Magnolia Ball tickets purchased under your company's name at the special supporter's rate of \$150.00 per ticket.
- Your corporate logo on -
  - All official Magnolia Ball marketing and promotion.
  - The front and back covers, and the first interior page, of the programme.
  - The dinner and beverage menu on every table.



## Venue - Napier War Memorial Centre

**\$5,000** 1 available

- Signage in the venue foyer.
- Signage in the ballroom.
- Two complimentary Magnolia Ball tickets.
- Eight subsequent Magnolia Ball tickets purchased under your company's name at the special supporter's rate of \$150.00 per ticket.

## Bar

**\$3,000** 1 available

- Signage in the bar area.
- Two complimentary Magnolia Ball tickets.
- Your corporate logo on the beverage menu on every table.

## M.C. - Te Radar

**\$3,000** 1 available

- Two complimentary Magnolia Ball tickets.
- Option to be seated at the M.C.'s table.
- Your corporate logo on the M.C.'s profile inside the programme.





## Band - Stolen Records

*\$3,000 1 available*

Two complimentary Magnolia Ball tickets.  
Your corporate logo on the band's profile inside the programme.

## Celebrity Guests

*\$3,000 1 available*

Two complimentary Magnolia Ball tickets.  
Option to be seated at the celebrity guest's table.  
Your corporate logo on the celebrity guest's profile inside the programme.

## Entertainment

*\$2,000 1 available*

Two complimentary Magnolia Ball tickets.  
Your corporate logo on the entertainment's profile inside the programme.

## Photographer - BeThink Photography

*\$2,000 1 available*

Option to provide your corporate backdrop for the official event portrait photos.  
Your signage adjacent to the private portrait photography area in the Lounge.

Two complimentary Magnolia Ball tickets.  
Option to be seated at the photographer's table.  
Your corporate logo on an image in the official Magnolia Ball photograph folder emailed to all attendees after the event.

## Tables

*\$1,000 30 available*

Your corporate logo, business cards, and brochures on one table in the ballroom.  
Two complimentary Magnolia Ball tickets.

## Dancefloor

*\$500 1 available*

Signage adjacent to the dance floor.





# *The Magnolia Ball Charity Auction*

Presented by **Harcourts** Hawke's Bay

The Magnolia Ball charity auction is the highlight of the evening!

Showcase your products and services to all the guests at our highly visible, and very vocal live auction with Harcourts' auctioneer extraordinaire, Craig Smith. Sponsoring our charity auction is a prime opportunity to put your business in the spotlight and spark competitive bidding magic!

Thanks to our generous sponsors an amazing array of auction items were up for grabs last year which raised over \$10,000!

Tempting auction items are the key to reaching our goal of an even bigger total this time around.

Donating items isn't the best fit for your business?

No problem. Become a cash sponsor and let us do the leg work for you.

We can't wait to see what goes under the hammer this year!



## *Extra Benefits*

Charity auction sponsors also receive -

Your corporate logo and item displayed throughout the event on the auction items table in the Small Exhibition Hall.

Verbal acknowledgement of your organisation and auction item by the auctioneer.

Auction item and sponsor acknowledgement in the charity auction lot list on every table.

Auction item and sponsor acknowledgement in the auction lot details displayed on the screens prior to, and during, the live charity auction.



# Charity Auction Sponsorship Opportunities

## Auction Lot

*\$1,000+ RRP*

Exclusive naming rights for one auction lot.

Two complimentary Magnolia Ball tickets.

Your corporate logo on -

The charity auction lot list, including your website, item image and description, placed on every table.

Auction lot details displayed on screens prior to, and during, the charity auction.

## Auction Items

*Items up to \$1,000 RRP*

Auction items below valued under \$1,000 R.R.P may be combined with other items and included in named auction lots.



## Please Note



Complimentary, and subsequent discounted, Magnolia Ball tickets are subject to availability



All prices include GST





# Book A Table For 10

*\$1,800 10 available*

Don't miss out!

The limited number of discounted tables available is low and interest is high.  
Kick up your heels as a group and save 10%.

More reasons to get glammed up en masse for a great cause -

Developing client relationships

Campaign incentives

Promotional prizes

Team Building Networking

A special gift for that hard to buy for person

Hurry - once they're gone, they're gone!



## Get In Touch

Want to know more?

You are welcome to contact us for further details,  
or to discuss your sponsorship and donation ideas.

We are always open to suggestions and look forward to working  
together to ensure the best fit for you and your business.

Ready to sign up?

Fantastic! We've made it quick and easy for you.

Just email us, or complete and return, the sponsorship form attached.

**Events & Marketing Coordinator**

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*Thank You For Your Support!*