



Red Dust Charity Ball

Corporate Sponsorship Prospectus.

Proudly fundraising for



Royal Flying Doctor Service



COMMUNITY SPIRIT AND UNISON

WHY WE MUST SUPPORT THE RFDS

Every day in many ways the Royal Flying Doctor Service takes the finest care to Australia's furthest corners so that anyone who lives, works or travels in remote and rural Australia can receive the best of healthcare

Proudly serving Australians since 1928, the Royal Flying Doctor Service (RFDS) is a not-for-profit charitable organisation that provides aeromedical emergency and comprehensive healthcare services to people who live, work and travel in rural and remote Australia.

The RFDS also delivers critical support to patients in regional areas by providing transfers to metropolitan hospitals.

To help meet the costs associated with running a 24 hour emergency and comprehensive healthcare service, the RFDS relies on generous contributions from individuals, community groups, business and the corporate sector as well as funding provided by the Commonwealth, State and Territory Governments.

The money donated to the RFDS helps to buy vital medical equipment, purchase and medically outfit aircraft and develop a range of rural health initiatives.



FAST FACTS ON RFDS WA

238



staff

5

patient evacuations and inter hospital transfers daily – one person, every hour of the day



15

aircraft

108

Patients assisted daily

30,000+

people attended an RFDS clinic in the last financial year

7,866,253km

flown last year



CRAWFORD'S COMMITMENT

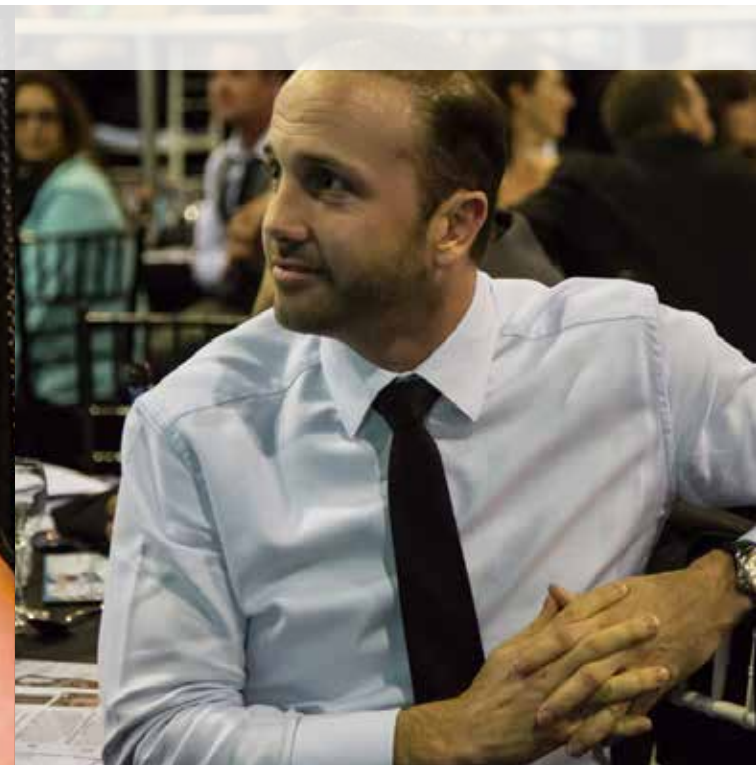
Established in Port Hedland in 2008, Crawford Realty employs over 50 people based in the Pilbara. As an active supporter of the growing community, we recognise the importance of the RFDS. Living in an isolated regional town can sometimes leave you with little option for medical treatment, be it an emergency or otherwise.

2014 is the third year we have committed to hosting the RFDS fundraising ball in Karratha. Following the success of the previous two years, we are raising the bar!

We aim to:

- Increase attendance to 300+ guests
- Increase the donation goal to the RFDS from 40k to 50k
- Increase awareness of the event by cementing an ongoing brand which our sponsors are invited to partner with
- Strengthen our strategic plan for PR and marketing, ensuring sponsors get the best possible coverage and brand alignment

We present to you the newly named and first annual
Red Dust Charity Ball!





CORE EVENT DETAILS

Event Title:	Red Dust Charity Ball Karratha 2014
Event Date:	Saturday 18 October
Time:	6.30 – midnight
Venue:	Karratha Country Club, marquee
Number of Guests:	300
Dress:	Formal Black Tie
Format:	Fine dining & wines, entertainment, auction, prizes
Theme:	The colours of the Pilbara – Golden & red Glamour
Catering:	4 course mini degustation, beer wine and soft drink
Benefactor:	Royal Flying Doctor Service

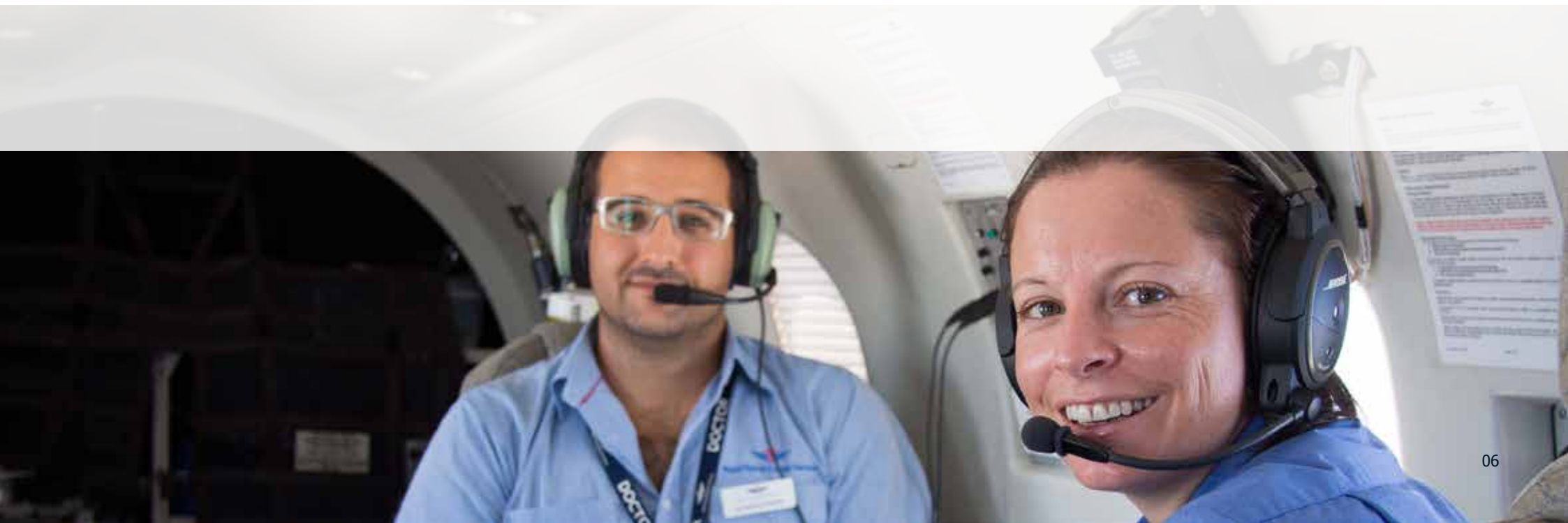
EVENT BENEFITS

Partnership Objectives

Support and strengthen the Pilbara community by raising funds for the Royal Flying Doctors Service

Gain brand exposure amongst a targeted group of high-net worth individuals and organisations

Enhance the community reputation of your business within the market and community by aligning with a well-known and respected charitable organisation and cause



RED DUST CHARITY BALL

BRAND EXPOSURE AND BENEFITS

PLATINUM SPONSOR \$25, 000

Your company contribution and/or corporate logo will be acknowledged as a Platinum Sponsor in the following marketing publications relating to the Ball:

- Event electronic flyer
- 3 month media campaign leading up to the event – editorial and advertising opportunities in local newspaper (circulated to 11,000 residents) , and potentially radio and television
- E-tickets
- Electronic Direct Mail (EDM) sent to our extensive Karratha and surrounds database – 3 month campaign
- Media releases
- Social media exposure via both Crawford and RFDS Facebook pages, with 35,000 and 31,000 followers respectively
- Post-event marketing

At the event:

- Event Program
- Sponsor logo looped on screens during the event
- MC acknowledgement
- Company representative to draw the raffle
- Two minute speaking opportunity to promote your organisation's commitment to the cause

You will also receive:

- One complimentary VIP table for ten
- Electronic copy of event photos for use at your organisation's discretion
- Opportunity to give guests a branded gift (pending Event Management approval)



RED DUST CHARITY BALL

BRAND EXPOSURE AND BENEFITS

GOLD SPONSOR \$15, 000

Your company contribution and/or corporate logo will be acknowledged as a Gold Sponsor in the following marketing publications relating to the Ball:

- Newspaper and broadcast advertisements – 3 month campaign leading up to the event
- E-tickets
- Electronic Direct Mail (EDM) – 3 month campaign
- Media releases
- Social media exposure via both Crawford and RFDS Facebook pages
- Post-event marketing

At the event:

- Event Program
- Sponsor logo looped on screens during the event
- MC acknowledgement

You will also receive:

- One complimentary standard table for ten
- Electronic copy of event photos for use at your organisation's discretion
- Opportunity to give guests a branded gift (pending Event Management approval)



RED DUST CHARITY BALL

BRAND EXPOSURE AND BENEFITS

SILVER SPONSOR \$10, 000

Your company contribution and/or corporate logo will be acknowledged as a Silver Sponsor in the following marketing publications relating to the Ball:

- E-tickets
- Electronic Direct Mail (EDM) – 3 month campaign
- Media releases
- Social media exposure via both Crawford and RFDS Facebook pages
- Post-event marketing

At the event:

- Event Program
- Sponsor logo looped on screens during the event

You will also receive:

- Opportunity to give guests a branded gift (pending Event Management approval)



RED DUST CHARITY BALL

BRAND EXPOSURE AND BENEFITS

BRONZE SPONSOR \$5, 000

Your company contribution and/or corporate logo will be acknowledged as a Bronze Sponsor in the following marketing publications relating to the Ball:

- E-tickets
- Electronic Direct Mail (EDM) – 3 month campaign
- Social media exposure via both Crawford and RFDS Facebook pages
- Post-event marketing

At the event:

- Event Program
- Sponsor logo looped on screens during the event

You will also receive:

- Opportunity to give guests a branded gift (pending Event Management approval)



RED DUST CHARITY BALL

AUCTION ITEM DONATION

Red Dust Charity Ball - Brand exposure and benefits for Live Auction donors

- Exposure in a direct email (EDM) distributed to attendees prior to the event
- Corporate logo onscreen throughout the evening, visible to all guests
- Full colour corporate logo and item description printed in the event program
- Verbal acknowledgement by the auctioneer prior to the item being auctioned
- Recognition of support through DVD show reel of the auction item prior to bidding commencing
- Designated space in the event room to display your product
- A copy of high resolution images of your product at the event, to be used at your discretion
- Photo and media release opportunity with major auction prize winner post event
- Social media exposure via the Crawford Realty and RFDS Facebook pages
- Recognition on the Crawford Realty website



"What an amazing night! Well done to Crawford - the ball was perfection!"

Tamara Binamat, Editor, Pilbara Echo

"Thanks very much for a great show on Saturday evening and I look forward to building on the success for next year!"

Phil Strapp, Regional Manager - Northwest RFDS



crawfordrealty.com.au