



music for life

SPONSORSHIP PROPOSAL

In Support Of



**CHARLIE TEO
FOUNDATION**

• funding brain cancer research •



ABOUT MUSIC FOR LIFE

In 2008, Music for Life founder Ann Willmington was diagnosed with a brain tumour and told she had 18 months to three years to live. Ann then visited Dr Charlie Teo and after three operations, radiotherapy and chemotherapy she was given a second chance. Ann is now dedicated to finding a cure for brain cancer, and to help achieve this she came up with the idea of Music for Life, a gala ball that is held in Penrith each year. The first Music for Life Ball was held in 2011 and raised \$33,000 for brain cancer research.

Music for Life was designed to be a fun night with great musical entertainment, a three-course scrumptious meal and of course auctions and fundraising. The event normally sells out with up to 500 guests.

In 2020, Music for Life will move to the airwaves. From Sunday 22nd November Vintage FM will promote the Charlie Teo Foundation and our event through radio commercials and Facebook, raising the importance of brain cancer and the need to raise money. We will collect donations online throughout the week.

This will culminate with the 'Music for Life Radiothon' held on Saturday November 28th in the afternoon between 2-6pm, Broadcast live on Vintage FM. Donations can be made by phone or online.

Music for Life has successfully raised over \$453,000 for Brain Cancer since our first ball and we will continue to work with the Charlie Teo Foundation to raise funds and awareness for brain cancer research. We are determined to make 2020 our most successful year yet.

ABOUT THE CHARLIE TEO FOUNDATION

The Charlie Teo Foundation is determined to change the current statistics of brain cancer through funding and research. Brain cancer kills more children in Australia than any other disease, yet the survival rate has increased **just 1% over the past 30 years**. Compare this with advancements made in other cancers, with survival rates **increasing 20% or more**. For brain cancer patients and their families, these numbers are the difference between hope for the future or complete despair.

Funds raised through the Charlie Teo Foundation will go directly to clinical trials, researchers and medical teams working in labs, universities and hospitals across Australia. These are the teams that are making the breakthroughs and working towards finding a cure for brain cancer.

By supporting the Charlie Teo Foundation, Music for Life feel comfortable knowing that the funds raised are going directly to where they are needed. Charlie was passionate about founding the Charlie Teo Foundation to shake-up the way we raise and use funds in brain cancer research. He is determined on keeping a very lean operation with minimal administration costs and a dedicated team of volunteers. Charlie is on a mission to free the world from brain cancer and we can all help him.



MUSIC FOR LIFE – Radiothon

Saturday 28th November 2020

Broadcast on Vintage FM

2.00pm – 6.00pm

SPONSORSHIP OUTLINE

As a sponsor of Music for Life you will:

- Be part of the first of its kind 'Radiothon' charity event in the Penrith area
- Receive a specialised and fully-produced radio commercial package for increased business sales
- Show your support for a strong and innovative organisation, which carries out pioneering research into brain cancer.

Music for Life 2020 is offering the following sponsorship packages which are described in more detail in the following pages:

PLATINUM SPONSORSHIP	\$7,500
GOLD RECORD SPONSORSHIP	\$4,000
SILVER RECORD SPONSORSHIP	\$2,000
VINYL RECORD SPONSORSHIP	\$1,000

All sponsors will receive a framed sponsorship certificate and an invitation to the cheque handover Morning Tea following the event.

Booking Deadline: 13th November



PLATINUM SPONSORSHIP

Platinum Sponsorship includes:

- Limited to one company
- 60 x 30-second commercials on Vintage FM complete with Music for Life sponsor tag
- Recognition of your business on the Music for Life Facebook page and Vintage FM website and Facebook page.
- Recognition in any media coverage or advertising for the radiothon e.g. radio, print, websites and social media
- Recognition on the Charlie Teo Foundation's social media channels with over 50,000 followers
- Recognition in Music for Life newsletter/s
- Logo linked to your website on the Music for Life website
- Logo to be included in all emails to supporters and special guests pre, during and after the radiothon
- Includes a Music for Life Sponsorship Commemorative Plaque
- The Charlie Teo Foundation will invoice all sponsors (Confirmation of Sponsorship form to be completed and returned to Ann Willmington)

Investment = \$7,500

GOLD RECORD SPONSORSHIP

Gold Record Sponsorship includes:

- 40 x 30-second commercials on Vintage FM complete with Music for Life sponsor tag
- Recognition of your business on the Music for Life Facebook page
- Recognition in any media coverage or advertising for the radiothon e.g. radio, print, websites and social media
- Recognition on the Charlie Teo Foundation's social media channels with over 50,000 followers
- Recognition in Music for Life newsletter/s
- Logo linked to your website on the Music for Life website
- Logo to be included in all emails to supporters and special guests pre, during and after the radiothon
- Includes a Music for Life Sponsorship Commemorative Plaque
- The Charlie Teo Foundation will invoice all sponsors (Confirmation of Sponsorship form to be completed and returned to Ann Willmington)

Investment = \$4,000



SILVER RECORD SPONSORSHIP

Silver Record Sponsorship includes:

- 20 x 30-second commercials on Vintage FM complete with Music for Life sponsor tag
- Recognition of your business on the Music for Life Facebook page
- Recognition in any media coverage or advertising for the radiothon e.g. radio, print, websites and social media
- Recognition on the Charlie Teo Foundation's social media channels with over 50,000 followers
- Recognition in Music for Life newsletter/s
- Logo linked to your website on the Music for Life website
- Logo to be included in all emails to supporters and special guests pre, during and after the radiothon
- Includes a Music for Life Sponsorship Commemorative Plaque
- The Charlie Teo Foundation will invoice all sponsors (Confirmation of Sponsorship form to be completed and returned to Ann Willmington)

Investment = \$2,000

VINYL RECORD SPONSORSHIP

Vinyl Record Sponsorship includes:

- 10 x 30-second commercials on Vintage FM complete with Music for Life sponsor tag
- Recognition of your business on the Music for Life Facebook page
- Recognition in any media coverage or advertising for the radiothon e.g. radio, print, websites and social media
- Recognition on the Charlie Teo Foundation's social media channels with over 50,000 followers
- Recognition in Music for Life newsletter/s
- Logo linked to your website on the Music for Life website
- Logo to be included in all emails to supporters and special guests pre, during and after the radiothon
- Includes a Music for Life Sponsorship Commemorative Plaque
- The Charlie Teo Foundation will invoice all sponsors (Confirmation of Sponsorship form to be completed and returned to Ann Willmington)

Investment = \$1,000



THANK YOU

Thank you for considering sponsoring Music for Life – Radiothon 2020.

For more information, or to take up one of these sponsorship opportunities, please contact:

Ann Willmington

Music for Life (NSW) Director

Tel: 02 4731 1876

Mob: 0414 734 376

Email: ann@musicforlife.net.au

www.musicforlife.net.au

Mary Bishop

Head of Fundraising, Charlie Teo Foundation

Tel: 02 8880 8328

Mob: 0400 996 876

Email: mary.bishop@charlieteofoundation.org.au

www.charlieteofoundation.org.com



CONFIRMATION OF SPONSORSHIP

Please complete this form and return to Ann Willmington at Music for Life

Email: ann@musicforlife.net.au

Company Name: _____

Position: _____

Surname: _____ First Name: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: _____ Email: _____

*All correspondence will be forwarded to this person. Your signature below is taken as acceptance of the relevant sponsorship entitlements as per the Sponsorship Document and acceptance of the terms and conditions.

Signed: _____ **Date:** _____

Level of Sponsorship

- Platinum Record \$7,500
- Gold Record \$4,000
- Silver Record \$2,000
- Vinyl Record \$1,000

Terms and Conditions – This package is current at 20th October 2020. Please refer to the appropriate package for outlined benefits. Any variations to the description of each package must be agreed to in writing with Music for Life and not commence until the Acceptance Form and funds are received by Music for Life.

Information regarding artwork and logo requirements will be sent to you in a confirmation letter at a later date. Sponsors will be required to submit all artwork and logos as outlined in this letter. Music for Life cannot be held responsible for the quality of your artwork or logo if the required specifications are not followed.