



Dîners en Rouge

presents

Musique en Rouge
A LIVE STAGE SHOW

Mayor's fundraiser for Redlands Coast residents
affected by domestic and family violence

SPONSORSHIP PROSPECTUS



Saturday 7 November 2020
5.30pm
Redland Performing Arts Centre



Message from the Mayor

For the sixth year, Redlands Coast community members and friends will gather to raise awareness and funds to help prevent domestic and family violence.

We know it has been a challenging year for so many.

The economic and social impacts associated with COVID-19 have magnified the tragedy of domestic abuse.

Now more than ever, we need to work together to ensure a safer tomorrow for all Redlands Coast families and those beyond our borders.

The annual *Dîner en Rouge* fundraising event will look a little different to previous years but is nonetheless important in helping to build a strong and resilient community.

Musique en Rouge is a live stage show featuring exceptional performances by internationally renowned Mirusia, Luke Kennedy and Naomi Price, special guest speakers and amazing raffle prizes.

This year's event, to be held on Saturday 7 November from 5.30pm at Redland Performing Arts Centre, will be run in partnership with the Zonta Club of Brisbane East Inc, Zonta Club of Wynnum Redland Inc, Soroptimist International, Rotary Club of Cleveland, Redland Foundation and local domestic and family violence support service advocates.

I look forward to hosting this important event, with its Red and White theme. The red is, of course, symbolic of the naturally wonderful Redlands Coast, and white is the colour acknowledged nationally in the campaign to end domestic violence.

Funds raised through sponsorship and attendance at this event will help to ensure local community organisations can continue their great work and deliver assistance when and where it is most needed.

We all deserve to feel safe and supported; and we can all do something to help.

With your support, we can build a strong and safe Redlands Coast community where domestic and family violence does not go unchallenged.

I challenge you to close out 2020 by supporting this event and contributing to a better future for Redlands Coast families.

A handwritten signature in blue ink that reads "K Williams".

Cr Karen Williams
Mayor of Redland City



You're invited

Book your seat at Dîner en Rouge – the new-look live stage show called *Musique en Rouge* to be held on Saturday 7 November.

Now in its sixth year, the event raises much-needed funds to support Redlands Coast residents affected by domestic and family violence.

When is the event

Saturday 7 November 2020

Arrive from 5.30pm, with the event commencing at 6.30pm

Where is the event

Redland Performing Arts Centre, 2/16 Middle Street, Cleveland.

What do I wear

Dress is formal attire with a red and white theme – red is symbolic of the naturally wonderful Redlands Coast, and white is the colour acknowledged nationally in the campaign to end domestic and family violence.

Ticket prices

\$65 each

\$600 for a social group of 10 tickets

(Prices include GST)

How to purchase tickets

Purchase tickets through Redland Performing Arts Centre (RPAC):

- Online – www.rpac.com.au
- In person – RPAC box office, 2/16 Middle Street, Cleveland QLD 4163
- Telephone – during business hours on 3829 8131

Tickets are strictly limited and will sell fast.

Food and beverages available for purchase at the event.



Giving back to the community

More than \$330,000 has been raised by Dîner en Rouge from generous benefactors, event partners, sponsors and all those who have supported the event, now in its sixth year. Because of the outstanding community support, we are well on our way to providing further significant support where our local domestic and family violence services need it most.

Redlands Coast's Maybanke Accommodation and Crisis Support Service was presented with a cheque for \$250,000 at last year's Dîner en Rouge to go towards furnishing the four new crisis accommodation units and provide toys and comfort for the children and women who find safety there. In 2017, \$10,000 was provided to the Maybanke to purchase security systems for their crisis accommodation.



Red Bench Project

Dîner en Rouge is proud to support the Red Rose Foundation's Red Bench Project with the plan to install more red benches across Redlands Coast. The first of the red benches was unveiled in Cleveland in May 2019 by Mayor Karen Williams and is a permanent and visible reminder that domestic and family violence occurs within our community.



There are now more than 40 red benches across South East Queensland. Dîner en Rouge 2020 will help support the installation of more red benches in Redlands Coast so we can help change the ending to domestic and family violence.

Sponsorship packages

You are invited to make a difference to the lives of Redlands Coast residents affected by domestic and family violence by lending your support, or your organisation's support.

Sponsorship packages and benefits		<i>Diamond</i>	<i>Platinum</i>	<i>Ruby</i>	<i>Pearl</i>	<i>Rose</i>
		<i>Investment by negotiation</i>	<i>\$5000 (ex GST)</i>	<i>\$3000 (ex GST)</i>	<i>\$1500 (ex GST)</i>	<i>\$500 (ex GST)</i>
<i>Hospitality</i>	You will receive complimentary tickets to the event including the pre-show VIP sponsor and supporter function	10	8	6	4	2
<i>Advertising</i>	Access to play a 30-second video/ advertisement at the event	✓	–	–	–	–
	VIP seating area at event	✓	✓	–	–	–
	Ad placement in event program	1/2 page	1/4 page	1/8 page	–	–
	Promotional display at event eg. Pull-up banner	✓	✓	–	–	–
	Brand exposure in print and social media	✓	✓	–	–	–
	Acknowledgement in materials for the event	✓	✓	✓	–	–
	Webpage logo placement	✓	✓	✓	✓	✓
	Big screen logo	✓	✓	✓	✓	✓
	Brand exposure on promotional posters	✓	✓	✓	✓	✓
	Acknowledgement in materials and MC speech notes at the event	✓	✓	✓	✓	✓
<i>General</i>	Certificate of appreciation	✓	✓	✓	✓	✓
	Use of branding	✓	✓	✓	✓	✓



Sponsorship benefits

Diamond sponsorship package

Diamond sponsorship offers premium exposure to business and community groups, general guests and media in Redlands Coast.

The package offers a premium advertising opportunity for any business looking to increase brand awareness and demonstrate support for this important cause. You will receive a variety of opportunities to promote your business including customised benefits such as access to play a 30-second video/advertisement ½ page advert in the program, red bench and many other benefits.

Advertising Benefits

- Your business to have access to play a 30-second video/advertisement
- VIP seating at event
- ½ page advert placement in event program
- Customised benefit at the event to suit your business objectives eg. Display/pull-up banner located at the event
- Brand exposure in print and social media
- Brand exposure on our event page on the website with a link to your website
- Multimedia branding loop played during the event
- Your logo will be displayed in all promotional materials
- Acknowledgement in promotional materials and MC script at the event
- Brand exposure on promotional posters and flyers distributed throughout the Redlands Coast community

Hospitality Benefits

- You will receive ten (10) complimentary tickets to the event and to the pre-show
VIP sponsors and supporters function

General Benefits

- You have the right to use the Dîner en Rouge branding on approved printed material
- You will receive an official certificate of appreciation

Investment: by negotiation



Platinum sponsorship package

Platinum sponsorship offers superior exposure to business and community groups, general guests and media in Redlands Coast.

In return for your investment as a committed event supporter for the cause you will receive a variety of opportunities to promote and network for your business.

Advertising Benefits

- Customised benefit at the event eg. Display/pull up banner located at event
- ¼ page advert placement in the event program
- VIP seating at event
- Brand exposure in print and social media
- Brand exposure on our event page on the website with a link to your website
- Multimedia branding loop played during the event
- Your logo will be displayed in all promotional materials
- Acknowledgement in promotional materials, and MC script at the event
- Brand exposure on promotional posters and flyers distributed throughout Redlands Coast community

Hospitality Benefits

- You will receive eight (8) complimentary tickets to the event and to the pre-show VIP sponsors and supporters function

General Benefits

- You have the right to use the Dîner en Rouge branding on approved printed material
- You will receive an official certificate of appreciation

Investment: \$5000 (excluding GST)



Ruby sponsorship package

Ruby sponsorship offers high exposure to business and community groups, general guests and media in Redlands Coast.

In return for your investment as a committed event supporter for the cause you will receive a variety of opportunities to promote and network for your business.

Advertising Benefits

- Brand exposure on our event page on the website with a link to your website
- Multimedia branding loop played during the event
- 1/8 page advert in event program
- Brand exposure on promotional posters and flyers distributed throughout Redlands Coast community
- Acknowledgment in all promotional materials at the event

Hospitality Benefits

- You will receive six (6) complimentary tickets to the event and to the pre-show VIP sponsors and supporters function

General Benefits

- You have the right to use the Dîner en Rouge branding on approved printed material
- You will receive an official certificate of appreciation

Investment: \$3000 (excluding GST)



Pearl sponsorship package

Pearl sponsorship offers prominent exposure to business and community groups, general guests and media in Redlands Coast.

In return for your investment as a committed event supporter for the cause you will receive a variety of opportunities to promote and network for your business.

Advertising Benefits

- Brand exposure on our event page on the website with a link to your website
- Brand exposure on promotional posters and flyers distributed throughout Redlands Coast community
- Acknowledgment in all promotional materials and MC script at the event

Hospitality Benefits

- You will receive four (4) complimentary tickets to the event and to the pre-show VIP sponsors and supporters function

General Benefits

- You have the right to use the Dîner en Rouge branding on approved printed material
- You will receive an official certificate of appreciation

Investment: \$1500 (excluding GST)

Rose sponsorship package

Rose sponsorship offers exposure to business and community groups, general guests and media in Redlands Coast.

In return for your investment as a committed event supporter for the cause you will receive a variety of opportunities to promote and network for your business.

Advertising Benefits

- Brand exposure on our event page on the website with a link to your website
- Acknowledgment in all promotional materials at the event

Hospitality Benefits

- You will receive two (2) complimentary ticket to the event and to the pre-show VIP sponsors and supporters function

General Benefits

- You have the right to use the Dîner en Rouge branding on approved printed material
- You will receive an official certificate of appreciation

Investment: \$500 (excluding GST)



How to pledge your support

E: events@redland.qld.gov.au

T: (07) 3829 8580

W: redland.qld.gov.au/dinerenrouge



Thanks to Event Partners



Thanks to last year's major sponsors



Dîner en Rouge

Musique en Rouge

Sponsorship Commitment

Please complete and submit this form to Redland City Council:

Business name:

ABN:

Postal address:

State:

Postcode:

Contact name:

Position:

Email:

Telephone:

Mobile:

Sponsorship Opportunities

Please contact me about booking the following sponsorship package:

- Diamond sponsorship package** – by negotiation
- Platinum sponsorship package** – \$5000 (ex GST)
- Ruby sponsorship package** – \$3000 (ex GST)
- Pearl sponsorship package** – \$1500 (ex GST)
- Rose sponsorship package** – \$500 (ex GST)



For more information contact the events team:

T: (07) 3829 8580 | E: events@redland.qld.gov.au | W: redland.qld.gov.au/dinerenrouge