



2020 PROPOSAL

OVERVIEW OF LAUGH OUT LOUD 2019



In 2019, 455 guests attended to celebrate the 10th annual Laugh Out Loud Corporate Breakfast - "The Mother of all Laughs" with over 200 organisations represented.

Guests enjoyed a great morning of fun, laughter and networking with Special Olympics friends and Ambassadors Tahir Bilgic and Rob Shehadie as our MC's and Andrew Barnett and Daniel Connell as our guest comedians.

IN 2019 WE RAISED AN IMPRESSIVE \$65,387

That's a Grand Total of over \$600,000 in TEN Years....THANK YOU! Funds raised will continue to help us "REACH OUT TO MORE AUSTRALIANS" by providing quality sports experiences for young, intellectually disabled athletes that also engages the broader community.

OUR PROPOSAL

The 2020 *Laugh Out Loud Corporate Breakfast* will celebrate the start of the next decade of fun and laughter and will be held on Thursday 14 May 2020 at ANZ Stadium, Sydney Olympic Park and will feature high profile guest comedians. This will be the last corporate event held at the stadium before its demolition.

Sport is at the core of our mission, and through your support we can continue to support intellectually disabled athletes, their families and those around them.

There are a number of opportunities for you to be part of the 2020 *Laugh Out Loud Corporate Breakfast*. You can become a sponsor, purchase a corporate table or forward our invitation onto any potential table hosts. Your support will help us achieve our dream which is to hold the event on the Green at ANZ Stadium.

In Sydney, the *Laugh Out Loud Corporate Breakfast* has become an iconic business charity event with attendance and sponsorship growing each year. If you are looking for an opportunity to demonstrate your business has heart, then consider helping our athletes by sponsoring the 2020 *Laugh Out Loud Corporate Breakfast*,

•	Platinum Sponsor	-	1 Only	\$7,500.00
•	Gold Sponsors	-	4	\$5,000.00
•	Silver Sponsors	-	6	\$2,500.00
•	Bronze Sponsors	-	10	\$1,500.00



VALUE PROPOSITION

Sponsors are able to be linked to this very special event which captures a significant portion of Sydney business people in a relaxed and enjoyable breakfast setting. Sponsors will enjoy being recognised in all marketing material.

The association established through this media and the people in attendance will greatly enhance your brand's standing as well as your association with Special Olympics Australia.

HELP US MAKE A DIFFERENCE!



CORPORATE ACKNOWLEDGEMENT, BRANDING & PARTNERSHIP BENEFITS

Your organisation will be associated within the community as a great corporate citizen helping to make a difference whilst supporting a cause they believe in.



Mother of all Laughs - Laugh Out Loud Corporate Breakfast



SPONSOR BENEFIT PACKAGE

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	CORPORATE TABLE HOST
Only one Platinum Sponsor	*				
Opportunity for MC/or guest speaker to be seated at your table	*				
Opportunity for special guest/comedian to be seated at your table		*			
Opportunity for staff to volunteer at the Breakfast to enhance your organisation's corporate social responsibilities	*	*			
Opportunity for MD/CEO to say a few words and/or thank and present guest speaker/s with thank you gifts	*				
Photo opportunity with guest speakers/comedians and Special Olympics Australia Athletes	*	*			
One VIP car park at ANZ Stadium	*	*	*		
ACKNOWLEDGEMENT					
Logo acknowledgement on video screens as selected sponsor	*	*	*	*	
Verbal acknowledgement by MC throughout the breakfast	*	*	*		
Logo acknowledgement on all official invitations and correspondence relating to the Breakfast	*	*	*	*	
Logo acknowledgement & Message in official event program	*				
Logo acknowledgement in official event program as selected sponsor		*	*	*	
Text acknowledgement on screens as table host					*
Text acknowledgement in official event program					*
CORPORATE EXPOSURE					
MD/CEO supporters note in Laugh Out Loud program	*	*			
Acknowledgement as Platinum Sponsor in all media relating to Laugh Out Loud Comedy Breakfast	*				
Opportunity for acknowledgement in media relating to Laugh Out Loud Comedy Breakfast		*			
Opportunity for staff to volunteer at National, State & Regional sporting carnivals. Great opportunity for team building	*	*	*	*	
Opportunity for promotional item to be place in sponsor packs to be handed out to all guests	*	*	*	*	
NETWORKING & HOSPITALITY					
2 Tables of ten to attend comedy breakfast. Prominent seating with guest speaker/ MC to be seated at your table	*				
Table of ten to attend with opportunity for guest sportsperson to be seated at your table		*	*	*	

Table of ten \$900 / Individual tickets \$95

Mother of all Laughs - Laugh Out Loud Corporate Breakfast



- ☐ I would like to secure a Platinum (\$7,500), Gold (\$5,000), Silver (\$2,500), Bronze (\$1,500) Sponsorship at \$ _____
- ☐ I would like to purchase _____ PREMIUM corporate table(s) @ \$1,200 / table @ \$900
- ☐ I would like to purchase _____ ticket(s) at \$95 each
- ☐ I am unable to attend, but please accept my tax deductible donation of \$ _____.
- ☐ I am unable to attend and would like to donate a prize for the raffle/auction

Company Name:

Table Host Name:

Address:

Contact Number:

Email:

Name of Attendees	1.	6.
	2.	7.
	3.	8.
	4.	9.
	5.	10.

I enclose \$ _____ Cheque (made payable to Special Olympics Australia)
Post cheques to: Binary Centre, Building 1, Level 3, 3 Richardson Place, North Ryde NSW 2113

Credit Card Details: Mastercard Visa Expiry Date:

Card Number:

Name on Card:

OUR MISSION:

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with an intellectual disability, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participation in a sharing of gifts, skills and friendship with their families, coaches, other Special Olympics athletes and the broader community.

OUR VISION:

Special Olympics Australia is dedicated to enriching the lives of Australians with an intellectual disability by providing sporting opportunities that also engage the broader community.

OUR ORGANISATION IN BRIEF:

- 52 Clubs across Australia
- 3,600 registered athletes
- Annual Regional and State Programs held in 16 Olympic-type sports
- Over 500,000 people with an intellectual disability in Australia
- National and International games are held every four years
- 1,000 volunteers

WHY SPONSOR:

- The Special Olympics message of accomplishment, inclusion and acceptance is timely and compelling in today's challenging world
- Our community based programs provide individual and corporate supporters with tangible evidence that their support makes a difference
- Special Olympics Australia is a grass roots organization
- 'Corporate social responsibility' is becoming an increasingly visible corporate metric
- Outstanding recognition in the community whilst having a positive impact on all Special Olympics Australia Athletes



HOW DOES YOUR SUPPORT HELP?

In line with our four year national strategy your support can help us achieve our five national goals:

1. Provide a quality sports experience by enhancing the quality of Special Olympics sports and related programs from the athletes' perspective, recognising and supporting individual motivations and aspirations
2. Engage and welcome communities to support growth by partnering with national, state and local communities and individuals who can expand and enhance the Special Olympics experience for existing and prospective athletes
3. Securing our financial future by generating a national revenue base to support the needs of Special Olympics Australia
4. Increase athlete numbers and participation by penetrating broader geographic areas and offering opportunities to a wider segment of people with an intellectual disability
5. Unify our national organisation by becoming one seamless movement in Australia with a clear understanding of roles and responsibilities and an optimal operating model that takes advantage of our good name and reputation.

ATHLETES OATH: "LET ME WIN! BUT IF I CANNOT WIN, LET ME BE BRAVE IN THE ATTEMPT"



IN SUMMARY

Special Olympics Australia welcomes your financial support by becoming a Sponsor and help us celebrate our the start of our next 10 year journey at the Mother of all Laughs *Laugh Out Loud Corporate Breakfast*. Your support will help us raise awareness for Special Olympics Australia. Thank you for your consideration of this proposal, we look forward to your positive response and to an ongoing and mutually beneficial partnership.

Should you require any additional information, please contact:

Fran Eustace

National Manager Fundraising Events

Mobile: 0410 664 564

Email: frane@specialolympics.com.au

Thanks again to our 2019 Sponsors.....



TESTIMONIALS

"Since 1999, SAS has been proudly supporting Special Olympics Australia with financial contributions and an active program of staff participation.

Our partnership with Special Olympics Australia is embedded in our culture, and our team is proactive in devoting their time to run activities and assist with fundraising. We are passionate about helping ensure that each athlete is offered every opportunity, training and experience to assist them in their sporting journey.

The Special Olympic athletes are reaching their sporting dreams and SAS is extremely honoured to join them in the celebration of their incredible achievements. Our financial support is an important part of our partnership in raising awareness for Special Olympics Australia and assisting our athletes in transforming their lives.

We are extremely proud of our close ties with the North Shore region as that is where we are based as a company. We have been able to watch first-hand their progress, supported by the wonderful team of volunteers who have built the North Shore region into the vibrant community group it is today.

We look forward to continuing our support for Special Olympics Australia and helping transform the lives of aspiring athletes.

David Bowie— Managing Director, SAS Australia and New Zealand

"I'm always inspired by the achievements of the athletes, the skills of the volunteers and I am very proud of the great sponsors and donors that support us. Hopefully you too can help Special Olympics Australia and get to know that there really is 'A place for everyone'."

Peter Overton, Special Olympics Australia Ambassador

'My journey as a volunteer started with my son who is an athlete. I decided a long time ago not be just the transporter of my son to training and tournaments but to become active and join in. I joined the Gold Coast committee and so began my journey. The joy I receive at events watching athletes achieve and grow and the parents sheer amazement at the outcomes is one of the reasons I keep going.

The other reason is the friendships I have gained from those involved. The support, the encouragement and the belief of those around me has enabled me put my hand up for positions I would never have contemplated. My exciting new venture is inviting friends who don't have athletes with a disability to volunteer for our tournaments. Their enjoyment of these is astounding, their comments are something like "one tournament and I am hooked". For me it can't get any better than that.'

Cheryl Haack - Volunteer and Family Member