

Roaring Events Presents



Anchor Up

Nautical Cocktail Evening

on the

Crystal Swan

18 November 2018

In – Kind Sponsorship Proposal



RoaringEvents2018@gmail.com



[RoaringEvents2018](https://www.instagram.com/RoaringEvents2018)



[Roaring Events](https://www.facebook.com/RoaringEvents)





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Introduction

At Roarings Events, we pride ourselves on creating incredible experiences for all events great and small. Our mission is to create and execute the complete experience, to bring ideas to life with passion and professionalism.

Roaring Events is proudly supporting Lion Heart Camp for Kids charity. This charity provides support to children who have experienced the loss of a loved one. Organising special events and camps for these children to learn to express themselves among other children and create a positive community for all families affected.

With your sponsorship you can help make the Anchor Up event possible and support the wonderful kids to ensure they don't grieve alone.

Contact Details

E-Mail: RoaringEvents2018@gmail.com

Facebook: Roaring Events

Instagram: Roaringevents2018

Laura: 0477 671 911

Morgan: 0431 627 561

Janel: 0458 888 441

Teylar: 0422 902 737

ROARING
EVENTS

Let us make your events roar!





Meet the Roaring Events Team

Founded on 19 July 2018, Roaring Events was developed by four Diploma of Event Management students, passionate about the events industry and eager to succeed. Roaring Events created their name through the symbolism of what a lion represents, the name also lends itself to our chosen charity, Lionheart Camp for Kids. The team's values, mission and vision resonate and reflect how Roaring Events wants to be seen in the event industry, "Let us make your events roar!".

Mission

"Our mission is to create and execute the complete experience, to bring your ideas to life with passion and professionalism."

Vision

"At Roaring Events we pride ourselves on creating incredible experiences at all events great and small."

Slogan

"Let us make your events roar!"

The Roaring Events team have collectively gained experience through volunteering and being a part of major events to expand their skills set. The Roaring Event team has been involved with the following events and charities:

- ✦ JDRF One Walk 2017
- ✦ Sunshine Beach Run 2017
- ✦ Mother's Day Classic 2017
- ✦ JDRF Gala Ball 2018
- ✦ RSPCA Million Paws Walk 2018
- ✦ Chevron City To Surf for Active 2017/ 2018
- ✦ Starlight 5 Chefs Dinner Event
- ✦ Ministry of Sound
- ✦ Jazz on a Summers Day



Morgan Cawthorne – Event Coordinator

Miss Cawthorne graduated in 2013 from Carine Snr High School and later attained a Certificate III in Hospitality and is currently working towards a Diploma in Events Management. Miss Cawthorne is an enthusiastic, confident and reliable individual, with 6 years' experience in the hospitality and retail industry, developing exceptional customer service, communication and organisational skills, creating leads to sales and maintaining business relationships. Showcasing her leader and manager skills, Miss Cawthorne prides herself on self-presentation and professionalism and maintaining a healthy team environment. Miss Cawthorne is an asset to Roaring Events, bringing her experience and a creative flare to the team.



Janel Went – Event Coordinator

Completing her apprenticeship in 2004, Mrs Went became a qualified hairdresser who ran her own hair salon for five years, creating amazing customer relationships which brought in many loyal clients to her business. Mrs Went has worked in the hospitality industry, organised various international and national holidays, three weddings and community events. Volunteering for and coordinating numerous major charity events, Janel has continued to broaden her skill set and is always willing to learn.





Laura Coombes – Event Coordinator

Miss Coombes is experienced in the retail and hospitality industry after 4 years working and volunteering for various companies. Miss Coombes is enthusiastic and always shows a willingness to learn, works well in a team and independently and has shown team leadership skills through various roles working in the industry.



Teylar Begley – Event Coordinator

Mr Begley has three years' experience in various sales and marketing positions, selling charity and car packages in numerous shopping centres, door to door and business to business. Mr Begley has also worked in the hospitality and retail industry, selling alcohol from a popular bottle shop and serving drinks behind a bar in a tavern. Mr Begley also has extensive skills and knowledge with computers and other technology, making him a fantastic asset to the Roaring Events team.





Lionheart Camp for Kids

Who are Lionheart Camp for Kids

Lionheart Camp for Kids are a community – based service focused on peer-support, education, strength building and resilience.

Office Location

The Lionheart Camp for Kids charity do not currently have an official office location as they are in the process of building an office space. The address we have been given to contact Lionheart Camp for Kids is;

29a Diana St. Innaloo, 6018.

What Lionheart Camp for Kids do

Lionheart Camp for Kids is a children’s bereavement program that supports grieving children from ages five through to 12, following the death of a parent, primary caregiver or sibling.

Run by skilled professionals and passionate, well trained volunteers, Lionheart Camp for Kids offers two-day camps for both children and their parents. The camps take place at the same time and location, with separate parent and child-based programs focusing on the specific needs of each group.



**LION
HEART**
CAMP FOR KIDS





Anchor Up

The overall concept

Anchor Up will be the event of the Summer. An over 18+ event where guests can enjoy Perth's tranquil summer sunsets for a nautical themed cocktail evening, 18 November 2018. Anchor Up will be held on the Crystal Swan, offering guests the incredible views of Perth's iconic Swan River, a fantastic nautical ambiance.

A ticket of only \$99 will be inclusive of a cocktail on arrival, fantastic walk 'n' fork menu and extensive beverage package of local beer wine and cider, entertainment and an overall red-carpet VIP experience for all guests.

Anchor Up is a fundraising event that will raise awareness and funds for the Lionheart Camp for kids Charity. Roaring Events hopes to create a wonderful social occasion to give guests an experience to remember. Anchor Up will give the charity representatives the opportunity to raise awareness of Lionheart Camp for Kids sharing their mission, vision and the events they have planned to ensure guests understand what Lionheart is all about. Raffles, auctions and other donations will all contribute to the success of the event.

Venue

The Crystal Swan is a unique venue. A beautiful boat capturing riverside luxury with panoramic views of the river and city skyline creating an unforgettable experience. The interior of the boat showcases two levels, fully equipped with a kitchen and bar, wooden finishes and small unique details make this venue perfect for Anchor Up. The features of the Crystal Swan will create a magnificent experience for our guests attending the Anchor Up cocktail evening.



Event Details

Date: Sunday, 18 November 2018

Time/Duration: 4.5hrs, 3:30pm – 8:00pm

3:30pm – Registration

4:15pm – Walk the red carpet on to the Crystal Swan
- Signature Cocktail on arrival

4:30pm – Housekeeping from the Captain
- Departing the dock

5:00pm – Walk ‘N’ Fork food service starts

5:30pm – Speeches from Captain, Roaring Events, Sponsors

6:00pm – Dancing

6:30pm – Raffle prizes drawn

7:30pm – Return to dock

8:00pm – Disembark

No. of guests: 80 approx.

Venue: Crystal Swan

Target Audience: Roaring Events aims but is not limited to attract businesses in the areas between Joondalup and Roleystone, the demographic age will range from ages 18-65.

Categories	Attendees
Age	18+
Gender	Male and female
Location	Joondalup through to Roleystone
Marital/ family status	Majority of couples with and without dependants
Charity Contact	- Affected families - Charity affiliations
Other	Past attendees



Sponsorship Benefits and Packages

Roaring Events aims to provide all sponsors with optimum exposure during the marketing stages and during the live events. Roaring Events strives to add as much value as possible to the overall experience of the event for all stakeholders to enjoy.

Sponsoring events has proven to be an effective marketing tool. By sponsoring Anchor Up and supporting Lionheart Camp for Kids, you will be offered a range of opportunities to increase your clientele, reach a new market audience, improve your image and brand reputation and promote your products and/or services. You and your business may benefit through the following;

- Exposure – by Roaring Events posting about and promoting your product or service
- Giving back to the local community while supporting a good cause
- Satchel inserts/ product table – this gives guests a hard copy of what your company is about
- Verbal recognition – given the package that you chose to support Roaring Events with
- Advertising via social media
- Printed advertising – flyers, posters etc
- Opportunity to present to our guests – up to 100 new people to promote your product to
- Opportunity to reach a new market

By sponsoring Roaring Events you will be exposing your products and services to a new market. You will also be assisting a select group of community college students in staging a successful event to raise funds and awareness for a local charity, as part of their journey into the events industry.

Roaring Events appreciates every level of support offered by individual local businesses and aim to provide sponsors with maximum levels of exposure during marketing stages and on the evening of Anchor Up.



In Kind — Prizes

In kind sponsorship, by donating material items that are necessary to stage our event, you will be assisting Roaring Events in lowering expenses and adding maximum value to Anchor Up. Guests will also be more inclined to attend at the opportunity to walk away with prizes or items they have auctioned for and won.

For Roaring Events to raise as many funds as possible on the evening and provide guests with a VIP experience and amazing prizes, we are seeking donations of in kind items, such as:

- ✦ Items to be used as a door prize
- ✦ Items to be included in a silent auction
- ✦ Items for raffle prizes (to be purchased on the night)

This may include items such as but not limited to:

- ✦ Vouchers (restaurant, cinemas, accommodation)
- ✦ Cosmetics / Beauty Products
- ✦ Candles pamper gift packs
- ✦ Hair Products / Services / Skin care

Print and Digital	Logo on social media
Event Live	Display of logo and thank you on live event PowerPoint presentation loop
Post Event	Certificate of appreciation



In Kind — Beer/Spirits/Wines

For Roaring Events to raise as many funds as possible on the evening, whilst at the same time providing the guests with experiences and prizes on the evening, we are seeking donations of in kind items, such as:

- ✦ Items to be used as a door prize
- ✦ Items to be included in a silent auction
- ✦ Items for raffle prizes (to be purchased on the night)

These may include but are not limited to the following list:

- ✦ White wine (assorted)
- ✦ Red wine (assorted)
- ✦ Sparkling wine
- ✦ Spirits bottle
- ✦ Beer

Your products will be used solely for these fundraising activities.

These are the benefits Roaring Events can offer in return for your sponsorship;

Print and Digital	Logo on social media
Event Live	Display of logo and thank you on live event PowerPoint presentation loop
Post Event	Certificate of appreciation



In Kind — DJ Services

As the music of Anchor Up is one of the main focuses of our event, we require a DJ who has an extensive knowledge in music as well as experience in reading a crowd and getting the party started!

These are the benefits Roaring Events can offer in return for your sponsorship;

Print and Digital	<ul style="list-style-type: none">✦ Logo on social media✦ Logo on flyer✦ Logo and link on sponsorship page on our website
Event Live	<ul style="list-style-type: none">✦ Your talent showcased at the event✦ Verbal recognition during event✦ Display of logo and thankyou on live event PowerPoint presentation loop
Event Signage	<ul style="list-style-type: none">✦ Banner on display (supplied by sponsor)
Post Event	<ul style="list-style-type: none">✦ Certificate of appreciation



In Kind — Entertainment

Our event 'Anchor Up!' is focussed on providing an amazing night of entertainment to guests. What better way to achieve this than by having amazing live entertainment to keep the guests wanting more!

We are seeking the services of:

- ✦ Dancers
- ✦ Live musician performance (suitable to the theme)

These are the benefits Roaring Events can offer in return for your sponsorship;

Print and Digital	<ul style="list-style-type: none">✦ Logo on social media✦ Logo on flyer✦ Logo and link on sponsorship page on our website
Event Live	<ul style="list-style-type: none">✦ The talent showcased at the event✦ Verbal recognition during event✦ Display of logo and thankyou on live event PowerPoint presentation loop
Event Signage	<ul style="list-style-type: none">✦ Banner on display (supplied by sponsor)
Post Event	<ul style="list-style-type: none">✦ Certificate of appreciation



In Kind — Photography Services

At our event 'Anchor Up!' we require the services of a professional photographer who has the experience and knowledge to be able to capture the atmosphere of the night.

These are the benefits Roaring Events can offer in return for your sponsorship;

Print and Digital	<ul style="list-style-type: none">✦ Logo on social media✦ Logo on flyer✦ Logo and link on sponsorship page on our website
Event Live	<ul style="list-style-type: none">✦ Your talent showcased at the event✦ Verbal recognition during event✦ Display of logo and thankyou on live event PowerPoint presentation loop
Event Signage	<ul style="list-style-type: none">✦ Banner on display (supplied by sponsor)
Post Event	<ul style="list-style-type: none">✦ Certificate of appreciation



In Kind — Theming

Extensive theming is required in our venue to achieve the look and ambience required for our Anchor Up event.

There are several items that we are looking to receive corporate sponsorship for:

- ✦ Fishing nets
- ✦ Life rings
- ✦ Cocktail Tables
- ✦ Navy blue cocktail table cloths
- ✦ Nautical props/ theming
- ✦ Navy / Gold /white props

The in-kind sponsorship will not only be a huge benefit for us, but also for your community. These are the benefits Roaring Events can offer in return.

Print and Digital	<ul style="list-style-type: none">✦ Logo on social media✦ Logo on flyer✦ Logo and link on sponsorship page on our website
Event Live	<ul style="list-style-type: none">✦ Your talent showcased at the event✦ Verbal recognition during event✦ Display of logo and thankyou on live event PowerPoint presentation loop
Event Signage	<ul style="list-style-type: none">✦ Banner on display (supplied by sponsor)
Post Event	<ul style="list-style-type: none">✦ Certificate of appreciation



Conclusion

Anchor Up is an opportunity for you to be a key partner in delivering an event that demonstrates your social responsibility towards young people that find themselves in difficult circumstances. It is a great way to publicly acknowledge your partnership with Lion heart Camp for Kids whilst at the same time being part of an amazing event.

Roaring Events has the people, the know-how and motivation to make this event amazing. An event to remember. We pride ourselves on creating incredible experiences and executing the complete experience to bring your ideas to life with passion and professionalism. Let us make your event Roar!

Roaring Events trusts that this event proposal meets your needs. We hope that you have been inspired by our sponsorship proposal and we look forward to meeting with you to begin our journey together.

Contact Details

If you have any further questions, please do not hesitate to contact us.

Email: Roaringevents2018@gmail.com

Phone: 0431 627 561

Facebook: <https://www.facebook.com/roaringevents2018/>

Sponsorship Application Form

Company Information

Company: _____
 Contact Person: _____ Position: _____
 Postal Address: _____
 Suburb: _____ State: _____ Postcode: _____
 Telephone: () _____ Mobile: _____
 Email: _____

Financial Sponsorship Package:

Package	Cost	Selection
Platinum Captain	\$750	
Gold 1 st Mate	\$500	
Silver Sailor	\$300	
Bronze Buccaneer	\$150	

**packages may be negotiated to suite requirements*

Other Sponsorship Opportunities

Description	Products/ Materials/Services supplied or offered
In-Kind	

Payment Details:

Account Name: Roaring Events
BSB: 036-231
Account Number: 569-872
Reference: Company Name

Please print clearly and return completed application form with payment receipt to:

Email: roaringevents2018@gmail

To Whom It May Concern:

Student Event Sponsorship

The Event Students at North Metropolitan TAFE Joondalup co-ordinate a real live event as part of their Diploma Program. The final assessment for the Diploma requires students to organise and host an event at a venue of their choice in November 2018. This enables them to showcase the skills acquired during their time at college by putting their theoretical knowledge to practice and to raise money for a nominated charity.

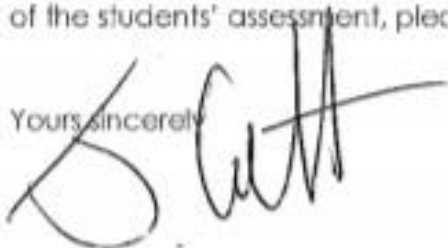
The students will be closely monitored during the ten weeks lead up to the event. They will be expected to raise money through sponsorship, raffles, auctions and ticket sales for their selected charity, therefore any assistance with merchandise or financial assistance would be appreciated.

Over the past fourteen years, our students have raised over \$210,000 for 38 different charities.

Through this letter I am asking for your support on behalf of North Metropolitan TAFE and our students.

This letter has been approved and signed by Jason Smith, Head of Programs, of Hospitality Tourism and Culinary Arts. However, should you wish to discuss any aspect of the students' assessment, please contact Jane Burgess, 9233 1033.

Yours sincerely



Jason Smith

Head of Programs

Hospitality Tourism and Culinary Arts

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www.northmetrotafe.wa.edu.au ABN 23 489 495 403



**LION
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CAMP FOR KIDS



5 September, 2018

Dear Janel Went,

Thank you for offering to raise funds on behalf of Lionheart Camp for Kids. Your support will help Western Australian (WA) children and families living with the death of a loved one.

In WA there are a range of support options available for children if their sibling or parent dies from Cancer, there are two support options available if their family member dies through Suicide and very little support if their family member dies of any other means.

Our vision is for no child in WA to grieve alone.

We know that 1 in 5 children experience the death of a significant person in their lives before they turn 16 years of age and that the coping strategies needed to manage this huge life event are learnt they are not something children are born knowing. We teach children and we teach their parents and carers how to develop healthy, resilient coping strategies to assist children to incorporate grief into their lives. It will be a chapter in their life book but it doesn't need to be the title of the book.

Children tell us every day:

- They thought they were the only one and they felt isolated and alone
- They have more worries and fears since their family member died
- They worry a lot about what will happen to them if another member of their family dies
- They are bullied at school more since their family member died
- They no longer feel they can jump fully and fearlessly into their childhood

Lionheart Camp for Kids is a small organisation with a big mission. We want all WA grieving families to know we are here to support them. The demand for our services in the 18 months we have been running far exceeds our resources. We are incredibly thankful to Roaring Events for choosing Lionheart as their charity for 2018.

The funds raised by Roaring Events will help Lionheart Camp for Kids support more WA bereaved families in 2019 through our camps as well as our new initiatives of writing a children's story book about coping with death and our social enterprise project of developing a transition object for parents with a terminal illness to create with their children.

We are extremely grateful for your support.

Yours sincerely,

Shelly Skinner

Founder

Lionheart Camp for Kids Inc.



Booking Form

Sunday 18th November 2018

Crystal Swan

Contact Details :

First Name and Surname _____

Contact Number _____

Email Address _____

Please fill in for all attending guests (including main contact):

First Name	Surname	Please tick for dietary requirements		
		Vegetarian	Gluten	Lactose

Total amount of tickets: _____ X \$99 = \$ _____

Song Requests: Please let us know what songs will get you on the dancefloor:

Booking Conditions: All guests must be 18+. ID will be checked upon registration of event. Payment to be made same date of booking All tickets sold are non-refundable.

Payment Details:

Bank Transfer

BSB: 036 231

Account No.: 569872

Account Name: Roaring Events

Reference: AU surname plus total amount of tickets i.e. AUSmithx6

Please return completed booking form and confirmation of payment via email to

RoaringEvents2018@gmail.com

