

Invitation to Sponsor *Masquerade Ball*

Teapot Productions
2014

Saturday 21st June

6:30PM - 11:00PM

The Melbourne Hotel

Supporting Mobile GP





Welcome

Teapot Productions are pleased to submit this Invitation to Sponsor our upcoming Masquerade Ball. We wish to submit this proposal in order to receive finance or material donations in order to stage a successful event and raise funds and awareness for local not for profit organization, Mobile GP.

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We, Teapot Productions, were established in February 2014. We consist of three students at West Coast Institute, Joondalup, Western Australia, currently studying our Diploma of Events. We are a team of observant, professional and mature individuals in the last months of our training, and our legacy to the college is sure to be one to remember.

For the price of \$100.00 we are offering guests the opportunity to attend our very first 'live' event as a functional Event Management company. This event, our Masquerade Ball, has been masked in mystery from the very beginning, and will carry the theme of "Expect the Unexpected". Our theming and entertainment will reflect this concept through the use of unusual and somewhat mysterious décor and live acts. We will be providing our guests with an elegant, glamorous atmosphere where they will feel relaxed, which will consequently provide the perfect platform for sponsors such as yourself to promote your products and services and possibly reach a new audience.

The event is to be held at the Melbourne Hotel in Perth CBD, and guests will be served a three course meal courtesy of the award winning catering team. As previously mentioned there will be a variety of mind blowing entertainment, as well as raffles, door prizes, a photo booth and a 'best dressed' contest. We will also be offering a Silent Auction, and our guests will be given the opportunity to donate directly to Mobile GP through our package deals, as well as the final auction of our unique, one of a kind, handmade table centrepieces.

Teapot Productions have already commenced a variety of fundraising activities for this event, and are currently in the process of approaching potential sponsors such as yourself in order to assist us in providing a breathtaking, unforgettable ambience and help us support a local not for profit organisation.

We look forward to working with you!

Teapot Productions

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Teapot Productions Overview

Teapot Productions are a three piece team of Event Coordinators established in February 2014. Our members are Ashley Robertson, Adele McMahon and Jordyn Lucas. As a group we strive to create and stage events that inspire, inform and educate. The three of us came together to stage a charity event as part of completing our individual Diploma of Events at the West Coast Institute in Joondalup, Western Australia, and to raise funds and awareness for our chosen charity, Mobile GP.

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Biographies

Ashley Robertson

Ashley Robertson is a stereotypical perfectionist. After working for several years as an Event Coordinator and Bar Manager in a four star Hotel and function venue in Kemang, Jakarta, Indonesia, Ashley decided it was time to return home to Perth. Without tertiary education, she struggled to find a job that made her as happy as creating and managing events had done in the past. In February 2013 Ashley commenced study for a Certificate III in Events where she met Adele McMahon and they instantly bonded over their similar personality traits.

After almost 18 months, Ashley is finally ready to complete her Diploma of Events at West Coast Institute and her final legacy to the course is sure to be a night to remember. After dreaming and obsessing over the details of the upcoming charity event since it was first mentioned on Induction day in 2013, Ashley could not be more excited to prove to her lecturers and peers that this is what she was made for.

Jordyn Lucas

As a recent high school graduate Jordyn Lucas' desire to study Events came true when she enrolled into West Coast Institute. Jordyn's strengths in organisation, communication and computer skills as well as her ability to work extremely well in a team demonstrates her commitment, maturity and professionalism. Before enrolling at West Coast Institute, Jordyn volunteered her time with many community services as a way to give back to her community. Jordyn has worked on a number of events including RSPCA Million Paws Walk, JDRF Colour Run, Every Woman's Expo and has worked within the Events department at Hillarys Yacht Club gaining valuable insight into the career she always dreamt of.

Adele McMahon

At the end of 2012 Adele McMahon was looking for a new challenge and did not hesitate to enrol into the Certificate III of Events. Since then she hasn't looked back. After close to 10 years working within the floristry industry and 5 years in hospitality Adele is looking to take on the Events industry. While studying floristry Adele competed in the Worldskills Regional competition and placed 2nd and has looked to excel in everything that she does.

Her aim was to put a practical side to the creative avenues she had explored and found that her creative capabilities would greatly assist in the successful completion of many events. Her creativity coupled with her attention to detail has produced many successful reports and stood her in great stead to team with the rest of Teapot Productions to produce many great events in the future.

Aims and Objectives

Through this event we aim to;

- 🍷 Educate our guests
- 🍷 Inform our guests about Mobile GP
- 🍷 Inspire our guests to become more socially aware – Inspire into action
- 🍷 Raise funds for Mobile GP
- 🍷 To entertain our guests
- 🍷 Competently complete our Diploma
- 🍷 Provide our guests with a satisfying award winning 3 course meal

Essentially we aim to provide a platform for Mobile GP to increase awareness of their organization and provide guests with the opportunity to support this cause by making a financial contribution. This can be done via;

- 🍷 Donation of funds
- 🍷 Silent Auction
- 🍷 Gold coin donation for the use of the photo booth
- 🍷 Purchasing table centrepieces at the end of the evening
- 🍷 Purchasing raffle tickets

Vision and Mission Statements

Vision Statement

To create events that educate, inform and inspire

Mission Statement










To work cooperatively and cohesively to produce successful events

Focussing on our teams strengths while combatting and minimising the effect our our individual weaknesses

Through this experience we aim to be continuously learning and growing within the Events Industry

Company Strengths

As a company we feel that we excel in the following areas and they will aid us in staging a successful event. They include;

-  Skill level of staff – educated, mature, experienced
-  Qualifications of staff – High school graduates, Certificate III and (pending completion) Diploma of Events
-  Maturity
-  Organisation, attention to detail
-  Human resources – while there are only three of us, this does mean decisions are made faster and each of us has an opportunity to have input
-  Commitment
-  Determination
-  Appearance and service of venue
-  Hours allocated to organize

Industry Experience

Other the past 12 months we have been involved in a number of events including;

- | | |
|-------------------------------------|---|
| Swisse Colour Run for JDRF | Hillarys Yacht Club Work Placement |
| Smart Ideas Home Show | JDRF Walk for a Cure |
| Future Music | Every Women's Expo |
| South Perth Fiesta Concert | Under the Rainbow Children's Event |
| Eventrix Vintage High Tea | WA Dance Expo |
| RAC Freeway Bike Hire | National Skills Week launch |
| RSPCA Million Paws Walk | Great Gatsby Gala Ball |
| Chevron City to Surf Work Placement | JDRF Jellybean Ball - Tokyo Story |
| Exclusive Events | Joondalup Business Association Work Placement |
| Las Vegas Gala Dinner | |
| Sunset Events Work Placement | |

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Mobile GP



The charity we have chosen to support is Mobile GP. Mobile GP is a charity providing healthcare to the homeless and marginalised. They commenced in 2008 with a base philosophy 'where the individual is respected regardless of background we use an innovative model to provide healthcare to homeless and marginalised people. We work in collaboration with the social welfare, mental health and drug rehabilitation agencies.' They have a number of models;

- Drop In by Mobile GP – bring necessary equipment to the drop in centre to set up a General Practice clinic
- Shelter by Mobile GP – bring necessary equipment to transitional accommodation to set up a General Practice clinic
- Communities by Mobile GP – mobile General Practice clinic at Drug and Alcohol Therapeutic Communities
- Mental Health by Mobile GP – Community Mental Health Nurses who provide ongoing support to patients of Mobile GP.
- Transitions by Mobile GP – provide a more structured clinic in a fixed location with staff who understand the issues faced by newly-housed people.
- Youth by Mobile GP - aims to deal with the issues confronting homeless youth and hopefully assist them to get out of the cycle of homelessness

Event Overview

Name of Event	Masquerade Ball – Expect the Unexpected
Charity	Mobile GP
When	Saturday, June 21 st 2014
Where	The Melbourne Hotel Corner of Milligan and Hay streets Perth WA 6000
Room	John De Baun Room
Time	6.30 – 11.30pm (5 hour duration)
Expected number of guests	100
Entertainment	Contortionist Illusionist Surprise singers DJ Silent Auction, Raffles, door prizes and other chances to win
Menu	3 Course Award Winning Menu 5 hour beverage package
Cost	\$100.00 per ticket






The Melbourne Hotel



942 Hay Street
(Corner Milligan St)
Perth WA 6000

www.melbournehotel.com.au

We have already confirmed The Melbourne Hotel as our venue. We chose The Melbourne Hotel for a number of reasons including;

-  Central location convenience
-  Heritage building - overall appearance and atmosphere
-  Award winning food and beverage services
-  Appropriateness and suitability to a Masquerade Ball
-  Event experience

Running Schedule

Proposed Event Format	
1830	Guests begin to arrive
	Pre dinner drinks on arrival in JDB or Bar
	Entertainment - string quartet/magician
	Silent Auction open
	MC welcome to guests
	Evacuation briefing
	Background music
	Raffle tickets
	Entrée served
	Background music/DJ
	Entertainment - Magician/Contortionist
	MC to thank entertainment and announce main
	Main served
	Background music/DJ
	Speaker from Mobile GP
	MC to thank speakers and announce dessert
	Background music
	Dessert served
	MC to encourage guests again for silent auction
	Entertainment - magician / contortionist
	DJ
	Silent Auction announced
	Door prize and raffle announced
	MC to thank guests
	Teapot speech
2330	End of event
	Guests encouraged to leave



Theming / Decor

We aim for the night to be remembered and unforgettable. Our theming will highlight this. The John De Baun room at The Melbourne Hotel lends itself to our 'old world' /mysterious Masquerade theme.

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The theming for the night will include;

 Dry ice fog (pending approval)

As guests enter dry ice will create an eerie, unknown atmosphere which will add to the element of mystery we aim to create.

 Table centres


All tables will be styled differently. This will include tables with candelabras, twisted vine/ivy, painted wine bottles filled with flowers and feathers, with other tables with masks, LED candles, flowers and more. Each table centre will have a 25cm round mirror as its base.

 Photo booth

Set up as memento of the night and as a fundraising/ gold coin donation for the pictures.

 Gallery area for silent auction and photo booth

On the 'balcony' of the gallery there will be jars with LED lights in them hanging at varying lengths.

 Stage area

Behind the stage we will utilise the curtains and drapes already there. The stage will be the focus of the presentation section of the evening - this will include the looped presentation of the Sponsors' logos.

 Ceiling drapes

These will add to the dressing of the room.

 Lighting

We have yet to decide on a precise colour, however at this point we can disclose that we will be using the Melbourne's coloured lighting facilities to add an element of glamour.

Target Market

Essentially the majority of our target market for this event is our immediate family and friends. The ticket price is relatively standard for a Gala dinner with a 3 course set menu and beverage package. We also aim to reach an audience that is particularly interested in attending charity functions as a way to be more socially aware.

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<i>Areas of Interest</i>	<i>Target market</i>
Age	18 +
Location	Greater Perth Metro area – Rockingham to Quinns Rock
Gender	Majority female
Income level	Middle income
Education level	Tertiary
Marital/Family status	Majority couples with or without dependants
Occupation	Majority full time workers
Ethnic Background	European and Australian

Historical Data

The Events Department at West Coast Institute has a long running history of successful student charity events. While studying for their Diploma, students are required to develop an Event Management company in order to develop and stage a charity event. The aim is to raise funds and awareness for their chosen charity and acts as a stepping stone into the industry. The event development and staging process is guided by their industry experienced lecturers.

Since 2005 the Events Department at West Coast Institute has raised \$140,000 for 30 charities.

Marketing Plan

Strategies

- Word of mouth – our biggest avenue through family, friends and colleagues
- Facebook – through our business page, personal pages and Mobile GP's page
- Workplaces – both Adele and Jordyn's workplaces
- Shop windows – both local and in the Rockingham area
- Shopping centre noticeboards
- Mobile GP – through their newsletters, website, etc.
- Radio – local radio station – Twin Cities 89.7FM offers free radio advertisements for not for profit organisations
- Promotional stand
- Media release

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Where we will promote

- On campus at West Coast Institute – through digital marketing, flyers on noticeboards and event promotional stand
- Fundraising activities - Cake stalls, Movie night, Club night, etc.
- Local shopping centres
- Gym clubs
- The Melbourne Hotel
- Mobile GP – through their Facebook page, website, meetings, newsletters
- Family, friends and personal connections
- Our Facebook Page
- Word of mouth
- Our work places
- Work placements from Diploma's first semester – Joondalup Business Association, Sunset Events and Hillary's Yacht Club
- Edith Cowan University Campus
- Community Radio – Twin Cities 89.7FM
- Media release – Community Newspaper Group
- The Eventors and Krystal Kreations events – our peer's events

Sponsor Benefits

Teapot Productions aims to provide all of our sponsors with optimum exposure during the marketing stages and on the evening of our Masquerade Ball.

We also strive to add as much value as possible to the overall experience of the event.

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How will you benefit?

Sponsoring events has been proven to be an effective marketing tool. By sponsoring Teapot Productions, you will be offered a range of opportunities to increase your client base and reach a new market, improve your image and brand reputation and promote your products and/or services. You and your business may benefit through the following;

- Exposure
- Giving back to the local community while supporting a good cause
- Satchel inserts/ product table
- Verbal recognition as a Diamond, Champagne or Martini sponsor
- Advertising via social media
- Printed advertising – flyers, posters etc
- Opportunity to present to our 100 guests
- Opportunity to reach a new market

How we will benefit?

Your sponsorship of Teapot Production's Masquerade Ball will assist us in providing our guests with maximum value through a variety of avenues – including raffle prizes, auction items, theming and entertainment. We will benefit from the sponsorship of finances, products and services by being able to stage a successful charity function and achieve our goal of providing awareness and finances for local charity, Mobile GP.

In short we will benefit through;

- Additional financial support during our planning process for our event
- Ability to conduct and stage our charity event
- Raise funds for Mobile GP
- Raise awareness for Mobile GP
- Experience in the events industry
- Complete our Diploma in Events

Why Sponsor?

As a sponsor of Teapot Productions upcoming Masquerade Ball, you will be helping a select group of community college students on their pathway into industry. These are some reasons to sponsor Teapot Productions -

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Creating publicity

Businesses such as yours benefit greatly from opportunities such as this. By sponsoring an event that will attract a broad market you have the opportunity to maximise your business' exposure and presence in the industry. By providing sponsorship to Teapot Production's upcoming Masquerade Ball, you will be recognized throughout the marketing and promotional stages, and your products and services have the possibility of reaching a new audience through our specific target market.

Credibility and reputation

By sponsoring our function you will also be supporting our goal to raise funds for local not for profit organization, Mobile GP. Supporting local charities such as Mobile GP can improve your image, credibility and reputation in the industry, as the public will recognize your business as being one that supports charitable organisations. This can appeal to an audience's wider values and tug on some heart strings (??) and will consequently create or enhance your brand.

Networking

As a sponsor of Teapot Productions your business has the opportunity to build a relationship with distributing agents or local businesses of a similar nature that may be beneficial to yours. You will have the chance to demonstrate your product/service's attributes and attending our event may act as a component of an Employee Rewards and Recognition program.

Types of Sponsorship

Teapot Productions aims to provide all of our sponsors with optimum exposure during the marketing stages and on the evening of our Masquerade Ball.

We also strive to add as much value as possible to the overall experience of the event.

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A representative of Teapot Productions will discuss with you the available sponsorship opportunities and packages.

Cash

Providing financial sponsorship will allow us to add value to our Masquerade Ball and provide our guests with an evening to remember.

In Kind

By donating material items that are necessary to stage our event, you will be assisting us in lowering our expenses and allowing us to add maximum value to our event.

Combination

This package involves both financial and in kind sponsorship. This package allows us to lower our expenses and will add to the overall value of the event for our ticketholders.

Sponsorship packages available include:

Package 1 – Diamond Package	\$750.00
Package 2 – Champagne Package	\$500.00
Package 3 – Martini Package	\$250.00

For further enquiries including general enquiries and sponsorship, please do not hesitate to contact Teapot Production's Sponsorship Coordinator.

Adele McMahon





P 0433 838 276

E teapotproductions@outlook.com








In Kind Sponsorship

In order to provide additional value to our event for the benefit of our ticketholders we are seeking the donation or sponsorship of In Kind items to use as

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-  Door Prize
-  'Best Dressed' Prize
-  Auction Items
-  Raffle Prize

Items such as

-  Vouchers of any kind – such as
 - Photo shoot
 - Restaurant/ Bar discounts
 - Accommodation
-  Cosmetics / beauty products
-  Items of jewellery
-  Candles, bath salts or any other form of aromatherapy or relaxation treatments
-  Hair products / services
-  Men's skin care / hobbies for the Gents
-  Any other material items your business can provide that you feel would be appropriate.























If you wish to sponsor our event with any other products or services that you feel would be appropriate please do not hesitate to contact one of our representatives to arrange a suitable package.

By sponsoring Teapot Productions 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 successful event to raise funds and awareness for a local charity, as part of their journey into the Events Industry.

Teapot Productions appreciates every level of support offered by individual local businesses and we aim to provide our sponsors with maximum levels of exposure during our marketing stages and on the evening of our event.

Sponsorship Packages

Overview

Benefits	Diamond Package	Champagne Package	Martini Package
Verbal recognition during the event			
3 minute presentation to guests			
Display 1x Pull up banner by stage			
Announced on Facebook and website as sponsor			
Small Logo on tickets			
Large Logo on tickets			
Business card/Marketing Materials in satchels/display table			
Certificate			
1 x Entry into Complimentary Ticket Raffle			
1 x Complimentary Ticket			
2 x Complimentary Tickets			



Diamond Package

Event evening

- Verbal recognition as a Diamond Sponsor during welcome and closing speeches
- Opportunity to make a short (3 minute) presentation to our audience
- Network with our audience and possibility to increase client base
- Large logo displayed on all marketing material
- Large logo display at event evening - during PowerPoint presentation
- Opportunity to display 1x pull up banner beside the stage

Marketing

- Advertised as a Major Sponsor
- Large logo printed on flyer, program, sponsored items, satchels/display table and all other marketing material
- Announced on our Facebook page (with a link to your website) as a major/Diamond sponsor

Tickets

- Large logo displayed on tickets
- 2x complimentary tickets

Satchels / Display table

- Your business card to be included (supplied by you)
- Flyers and any other promotional material (provided by you)

Certificate


- A Certificate will be presented to you at the end of the event as recognition of your support.

** All logos and materials must be provided by the organization within the decided time frame in order to qualify for specific inclusions*






Champagne Package


Event evening

-  Verbal recognition as a Champagne Sponsor during the welcome and closing speeches
-  Opportunity to network with our audience and increase client base
-  Logo displayed on all marketing material
-  Logo display at event evening - during PowerPoint presentation



Marketing

-  Small logo on all tickets and flyers
-  Announced on our Facebook page (with a link to your website) as a Champagne Sponsor
-  Logo on all sponsored materials
-  Logo featured on Teapot Productions website

Tickets

-  1 x complimentary ticket
-  Small logo on tickets

Satchels / Display table

-  Your business card to be included (supplied by you)
-  Flyers and any other promotional material (provided by you)

Certificate




-  A Certificate will be presented to you at the end of the event as recognition of your support

** All logos and materials must be provided by the organization within the decided time frame in order to qualify for specific inclusions.*



Martini Package

Event evening

-  Verbal recognition as a Martini Sponsor during welcome and closing speeches
-  Logo displayed at event
-  Opportunity to network with our audience and increase client base

Marketing

-  Logo displayed at event
-  Logo on all sponsored items


Tickets

-  You will enter the draw to win a complimentary ticket with other Martini sponsors

Satchels / Display table

-  Business cards, flyers and any other promotional materials

Certificate

-  A Certificate will be presented to you at the end of the event as recognition of your support

** All logos and materials must be provided by the organisation within the decided time frame in order to qualify for specific inclusions*



Conclusion

By supporting us through financial or in-kind donations you are enabling us to stage a successful Masquerade Ball for Mobile GP. Your contribution and support will assist us in achieving our main aim of raising money and awareness for Mobile GP and as a result we will receive our Diploma from West Coast Institute. Through sponsorship of our event your company will have the opportunity to be seen as a supporter of students entering into the Events industry as well as a socially conscious company.

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Should you require more information or wish to discuss this proposal further please do not hesitate to contact;

Adele McMahon
Sponsorship Coordinator
Mobile: 0433 838 276
Email: teapotproductions@outlook.com

Thank you for your time and we look forward to working with you.

Sponsorship Form

Company			
Contact Name		Position	
Address			
Suburb		Postcode	
Phone			
Email			

Packages		Other
<input type="checkbox"/> Diamond	\$750	<input type="checkbox"/> In Kind
<input type="checkbox"/> Champagne	\$500	<input type="checkbox"/> Cash
<input type="checkbox"/> Martini	\$250	<input type="checkbox"/> Combination

Please specify what products/materials you will be sponsoring for the event

Payment

- Electronic Fund Transfer
 Cash

BSB	633-000
Account No	151527546
Account Name	A. Robertson & J. Lucas

Signature	
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