



TUXEDO JUNCTION

SPONSORSHIP

Cancer Council and Tuxedo Junction:

Cancer Council is a highly trusted national brand with the key responsibility for raising awareness, supporting research and clinical programs, coordinating patient support services and leading national legislative debate relating to cancer health care issues. Cancer Council Victoria has developed an international reputation for innovation and is the lead Council for a number of technology initiatives.

Whilst Cancer Council receives government funding which supports meeting their extensive mandates, it also relies upon a range of corporate and community funding initiatives to support and continue this vital work, particularly in relation to research.

Tuxedo Junction Event History and Achievement:

Launched in Victoria in 2006, Tuxedo Junction sits strongly alongside Australia's Biggest Morning Tea, Girls Night In and Daffodil Day as an important fundraising initiative for Cancer Council Victoria. Whilst Tuxedo Junction is Cancer Council's premier Black Tie function in Victoria, event promotion and fund raising activities extend to pre-and post-event. A unique element of the Tuxedo Junction Ball is the auction each year to name Research Awards and Post-Doctoral Fellowships. Some benefactors prefer to secure a Research Award prior to the event, as it is also offered as a bundled package offering which includes a table to attend the event.

Over the last 11 years more than \$1.1 million in net funds have been raised from event attendees, many of whom are repeat guests to the event. These funds have been reinvested in vitally needed cancer research and front line patient support services under the auspices of Cancer Council Victoria and the direction of the Tuxedo Junction Award Advisor, David Speakman FRACS, Executive Director, Peter MacCallum Cancer Centre. [Profile for Mr David Speakman](#)

TUXEDO JUNCTION EVENT SPONSORSHIP:

Perhaps there is an alignment with our cancer research cause which lends a unique opportunity to you and/or your organisation?

Event sponsorship is available for Tuxedo Junction 2018 Love Changes Everything Black Tie Charity Ball, Plaza Ballroom, Melbourne on Saturday July 28th with 350+ guests attending.

Whilst individual event sponsorship and single year relationships will be considered, the preferred option is for a single organisation aligning and supporting the event for a 3 year period.

Our event sponsorship team would be delighted to discuss your requirements and potential investment to secure the Principal Event Sponsorship. Please contact the Chair of the 2018 Committee Mr Richard Armstrong at tuxedojunction@cancervic.org.au or call 0437 054 144 at any time.

Sponsorship Benefits

"Tuxedo Junction is the best charity ball – our clients keep asking to come back!"

- Nick Cowling, Senior Field Program Marketing Manager, CA.

A 3-year major event sponsorship of Tuxedo Junction will provide a number of strategic and financial benefits.

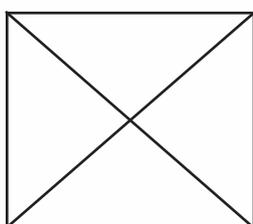
- Naming Rights as Principal Sponsor to Tuxedo Junction
- Use of the Cancer Council Victoria Daffodil logo for the duration of the agreement (see below)
- Access to Cancer Council Victoria Senior Executive Team

- Private tour with the Executive Director of the Peter MacCallum Cancer Centre (for up to 10 guests as agreed)
- Pre-and post-event, online and printed material on all Tuxedo Junction Collateral; throughout the evening on interactive displays and screens as well as acknowledgement as the Principal Sponsor at the event.
- Opportunity for address to the event audience.
- Two VIP Tables (x10) at Tuxedo Junction
- Your guests will be greeted by a Cancer Council Victoria Executive at a Private VIP Champagne cocktail function on arrival.
- 3 course meal, full beverage package and a front row view of the fabulous live Tuxedo Junction show.
- Opportunity to invest in a wide range of auction items, including exclusive art pieces at the Tuxedo Junction Main and Silent auctions.

The Tuxedo Junction Logo and Cancer Council Daffodil are recognised event and charity brands – **and use of both logos is included in your Principal Sponsorship package.**

Whilst Tuxedo Junction is known amongst the Black-Tie ball fraternity the Cancer Council Daffodil is widely known and respected Australia wide. Whilst brand alignment with these well recognised logo's is somewhat priceless; the use of the Cancer Council Victoria Daffodils is usually made only available to selective organisations under Cancer Council Guidelines as a standalone highly valued per annum investment.

(YOUR LOGO) Principal Sponsor of:



TUXEDO JUNCTION

Proudly Supporting



Over and above direct economic benefits, Tuxedo Junction uniquely enhances your business and community engagement program. Your financial contribution will go directly to fund cancer research and/or patient support services thereby directly aligning your brand to the cause.

Tuxedo Junction provides the ideal platform for executives to network with a broad range of business, government, and community leaders, along with their constituents. Tuxedo Junction Committee members and Event Guests include leaders of Corporate, Government and community across Victoria.

Summary

Supporters of Tuxedo Junction are passionate about Health Care, Community and Business – and, most importantly, the Cancer Research cause.

Corporate support will enable Tuxedo Junction to raise funds that go directly to the research and support programmes improving the everyday lives and outcomes for cancer patients. Dedicated leaders in their fields are committed to the delivery of quality resources to the worthiest projects.

Tuxedo Junction honours our community. This is at the core of everything we do. Principal Sponsorship of Tuxedo Junction delivers financial benefits along with a priceless opportunity to directly connect to the community in a meaningful way. Please contact our event sponsorship team who will be delighted to discuss your requirements and potential investment to secure the Principal Event Sponsorship of Tuxedo Junction.

Please Call

Chair Tuxedo Junction 2018 Committee

Richard Armstrong 0419 423 975

Producer Tuxedo Junction 2018

Kate Bonser 0437 054 144

Email: Tuxedo.junction@cancervic.org.au

“The era of ‘personalized medicine’ is truly now upon us. We continue to harness the power of fast-working computers to make discoveries quicker – a process known as bioinformatics. This has helped us to bring effective drugs to more and more cancer patients. We already have many drugs that target specific elements of cancer cells in tumours like melanoma or breast cancer. Bioinformatics is helping us to locate the same targets, but often in much lower numbers, in other tumour sites and use these same drugs to affect a cure. Your support helps fund these discoveries and outcomes”

**DAVID SPEAKMAN FRACS, Executive Director, Peter MacCallum Cancer Centre.
Speaking at Tuxedo Junction**