

**Bethany Christian Care**

proud Platinum Sponsor of

**Teen Challenge Queensland's**



# HOPE GALA

Celebrating

**50 YEARS 2021**

**SPONSORSHIP PACK**

**GET INVOLVED**

**SAT 5 JUNE**

 **bethany**  
Christian Care

  
teen challenge  
QUEENSLAND



## BECOME A SPONSOR

In 2021, Teen Challenge QLD will host our seventh annual **Gala Dinner on Saturday 5 June** to raise funds for our residential rehabilitation programs. 450 guests will enjoy our prestigious event at Brisbane City Hall for a night of glamour, fun, entertainment and inspirational stories. All while raising much needed funds for a worthwhile cause.



### THE CAUSE

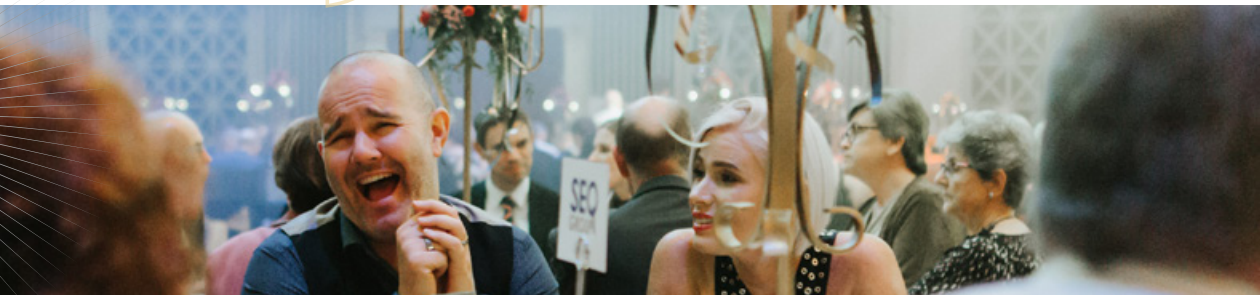


Substance abuse is one of the most prevalent issues facing this generation. It knows no socio-economic boundaries.

*I am passionate about providing an opportunity for people to overcome their addictions and live a full and healthy life. Together we can make this happen – thank you for your support.*

— Joanne Hobbs, Executive Director

**Teen Challenge** originated in New York in the late 1950's where it began as a street ministry. Teen Challenge QLD (TCQ) commenced in 1971, existing to restore hope and rebuild the lives of men and women who are overcoming addiction and other life controlling issues.





## THE STATISTICS

**HIGH**  
SUCCESS  
RATE

Teen Challenge QLD is a **market leader with a high success rate for those who complete the program**

**Did you know?** One Australian dies every 5 hours from **drug overdose** and 70% of overdose deaths occur between the ages of 30-59\*



**A devastating fact** is that Australia has a **drug death rate** 2.5 times the global average\*

**The cost** to **Australian society** attributed to alcohol and drug usage\*\*



\*Penington Institute. \*\*Australian Institute of Health and Welfare.

## THE HIGHLIGHTS

The signature Gala Dinner is a wonderful opportunity to glam up for a great cause – some highlights include:

- ✓ **Celebrity speaker, Duncan Armstrong**
- ✓ **World class entertainment, Zeek Power**
- ✓ **Channel 7 News Presenter, Kendall Gilding as MC**
- ✓ **Live and silent auctions**
- ✓ **Stories of transformation**
- ✓ **Dancing**
- ✓ **3-course dinner**
- ✓ **Networking**





## THE VALUE TO YOU

As a valued Sponsor of the Gala Dinner, you will have the opportunity to:

- ✓ **Choose from 4 sponsorship levels tailored to promote your business**
- ✓ **Access a wide audience outside your normal area of influence**
- ✓ **Align your business to a social cause that impacts lives**
- ✓ **Promote your brand & strategic activities to TCQ's large supporter base throughout Queensland**
- ✓ **Expose your brand to a wider audience through promotional visibility on advertising & marketing channels**
- ✓ **Expand your digital presence through social media exposure**



## THE IMPACT YOU'LL MAKE


Your sponsorship will contribute to TCQ reaching our target of \$210,000 enabling 50 people to complete the rehabilitation program in 2021-22.

*The TC Gala allowed my brand to have exposure to 450 people on the night as well as hundreds more in the lead up to the event. The event attracts a diversity of people including many corporate players. My team appreciated the whole evening and had a great time networking.*

– Matthew Parker, Sundata

# SPONSORSHIP BENEFITS

## SPONSORSHIP LEVEL

	Platinum \$20K	Gold \$10K	Silver \$5k	Bronze \$3K
Company name included in event naming of the Hope Gala 2021 night				
Opportunity to address TCQ Gala guests on the night	BETHANY CHRISTIAN CARE			
Receive brand exposure & naming rights of either the Live Auction or the Silent Auction				
Corporate table (of 10)		1 x Table	1 x Table	
Company banner displayed at event				
Company logo displayed on TCQ website home page				
Company logo printed on all collateral material				
Advertisement in the event program				
Acknowledgment on the evening				
30 second promo video presentation of sponsor's business to be shown on the night				
Social Media acknowledgement post				
Social Media mentions				

"The food, entertainment and networking opportunities were first class."





TC gave me the opportunity,  
through my donation,  
to make a difference in  
a young person's life.

– Kate, Gala Guest 2020

## SAM'S STORY

I had a good upbringing but began taking drugs at 13. My addiction destroyed my relationships, career path, health and hope for the future. After 7 years of living in a world of pain, I moved from New Zealand to QLD to come to TCQ. I completed a year in the program and another year as an intern.

Through TCQ I reclaimed hope,  
found my purpose and  
discovered joy.

## PARTNER WITH US

E [events@teenchallenge.org.au](mailto:events@teenchallenge.org.au)  
P 07 3422 1500  
M Text to 0436 482 809

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