



# Winter Ball 2023

## SPONSORSHIP PACK

Saturday 12th August, 2023

Bathurst Goldfields

428 Conrod Straight

Mount Panorama NSW 2795

# ABOUT VERITAS HOUSE

## **Supporting young people to be safe, secure & valued**

Established in 1981, Veritas House provides accommodation and support services to more than 900 vulnerable children, young people and their families annually across the Central West.

Our Mission is to:

- End the cycle of homelessness
- Empower people to reach their full potential
- Strengthen interpersonal, family and community relationships
- Work in the best interests of children and young people in Out of Home Care (Foster Care)



# CASSIDY'S STORY

Before arriving at Veritas House's Youth refuge at nearly 18 years of age, Cassidy describes how staff from Veritas persistently reached out to offer her help. "I had been through a rough domestic violence situation. I was doing drugs every day, to the point where I was doing crime and getting arrested. I was not the best version of myself. I was on the street and Veritas called me again. They said, 'We can come and get you, just tell us where you are. We want to help you.' At this point, I had nothing. Nobody around me; no family. So I said, 'Okay, I'll come'. They were genuinely concerned about me, and they didn't judge me at all, not for a second."

During her stay at the youth refuge, Cassidy received help to access drug and alcohol support services, mental health services, financial support to pay her debts and manage her money, as well as assistance to develop a resume, get her Responsible Service of Alcohol (RSA) and Responsible Conduct of Gambling (RCG) certificates and secure employment within the hospitality industry. Veritas House caseworker, Anna, recalls the impressive effort Cassidy put in to making these positive changes in her life. "When she first entered the refuge, she was detoxing off drugs, but she made a quick turnaround. She came a long way within that environment and towards the end of her stay, she was very much like a role model for the other young people there."

Cassidy describes the responsibility she felt as the oldest resident in the refuge, to set a good example, "I sort of turned into a big sister, which was new to me, like, being someone that people would look up to," says Cassidy.

Having achieved stability during her stay at the youth refuge, Cassidy moved to a Veritas House Transitional Youth Flat and began working directly with Anna to live independently. "She's a very motivated young person. She completed the module 'Rent It, Keep It', where we go through things like, what's a lease, what's a bond, paying rent and bills. I showed her things like how to read a pay slip and do a tax return, and assisted her to get a loan, so she could get a car."

After a few short months in the transitional flat, Cassidy was ready to move into a private rental with a flat mate and has since taken over the lease to live independently. "It feels like so many people just gave me a chance. My work gave me a chance, Veritas gave me a chance and my roommate gave me a chance. It's led me to the best part of my life," says Cassidy. "Now I work full-time as a bar supervisor. I love it; it's a big passion. I have my own place; it's a really nice little house. I've got my dog and I've got a great group of friends. I'm going to keep saving money until I can afford to go to uni. My goal is to do a public health course; I'm really interested in

women's health, so I'd like to be a women's health educator or something like that."

Of the Veritas House workers who supported her, Cassidy says, "They were just coming from such a place of kindness, genuine kindness. It wasn't like, 'This is my job. I have to do this.' They were worried and concerned about me. It is definitely not weak to ask for help, as much as it feels like it at the time. You can do so much more with other people around you and other people helping you."





## THE WINTER BALL

With access to affordable housing continuing to be the greatest barrier for people we are supporting over a range of services, our Winter Ball raises much needed funds for Transitional Youth Housing, to provide accommodation to young people transitioning from homelessness to independence, so they can reach their full potential.

It is our pleasure to offer a range of sponsorship opportunities to local businesses and invite you to consider supporting us either financially or through an in-kind donation of products or services.

We are seeking a variety of items to be auctioned on the night, ranging from gift vouchers and merchandise, through to holiday packages and once-in-a-lifetime experiences.

This is an opportunity for the business community to help us do more to help young people who are escaping homelessness to live independently.

# SPONSORSHIP PACKAGES

We have five tailored sponsorship packages suitable to your level of investment, either financial or in-kind with products and services.

- **Platinum Sponsor confirmed for 2023**
- **Gold Sponsor** - \$5,000 and above
- **Silver Sponsor**- \$2,500 and above
- **Bronze Sponsor** - \$1,000 and above
- **Sponsor** - Under \$1,000

By becoming a sponsor, not only will you be helping to assist young people escaping homelessness to live independently, you will also improve your brand perception, attract new customers and gain influence that other forms of advertising cannot buy.

Our event has a capacity of 450 people and is set to attract residents of Bathurst, Orange and surrounding areas.

For a full list of the benefits you will receive as a sponsor, please see over the page.





## PRE-EVENT

- Linked Logo displayed on Veritas House’s dedicated event page on the website
- Inclusion in sponsor lists on social media posts promoting the Ball
- Logo displayed on email marketing related to the Ball
- Mentioned in 2BS radio advertising/interviews promoting the Ball
- Logo displayed on posters promoting the Ball
- Logo included in newspaper advertising of the Ball

	Platinum	Gold	Silver	Bronze	Sponsor
• Linked Logo displayed on Veritas House’s dedicated event page on the website	✓	✓	✓	✓	✓
• Inclusion in sponsor lists on social media posts promoting the Ball	✓	✓	✓	✓	✓
• Logo displayed on email marketing related to the Ball	✓	✓	✓	✓	
• Mentioned in 2BS radio advertising/interviews promoting the Ball	✓	✓	✓		
• Logo displayed on posters promoting the Ball	✓	✓			
• Logo included in newspaper advertising of the Ball	✓				

## EVENT EXPERIENCE

- Sponsor list on A1 poster board - sized according to sponsorship value
- Sponsor list on event program - sized according to sponsorship value
- Sponsor list on holding screens - sized according to sponsorship value
- Tickets to attend the ball - Platinum: 10, Gold: 4, Silver: 2
- Ad space in event program (supplied by sponsor) - Platinum: Full Page, Gold: half page, Silver: footer
- Opportunity to display 1x pull-up banner within a designated high-foot-traffic area at the event
- Opportunity to distribute promotional materials (e.g. brochures) to attendees
- High profile branding opportunity: "Complimentary Coat Check powered by..."

	Platinum	Gold	Silver	Bronze	Sponsor
• Sponsor list on A1 poster board - sized according to sponsorship value	✓	✓	✓	✓	✓
• Sponsor list on event program - sized according to sponsorship value	✓	✓	✓	✓	✓
• Sponsor list on holding screens - sized according to sponsorship value	✓	✓	✓	✓	
• Tickets to attend the ball - Platinum: 10, Gold: 4, Silver: 2	✓	✓	✓		
• Ad space in event program (supplied by sponsor) - Platinum: Full Page, Gold: half page, Silver: footer	✓	✓	✓		
• Opportunity to display 1x pull-up banner within a designated high-foot-traffic area at the event	✓	✓			
• Opportunity to distribute promotional materials (e.g. brochures) to attendees	✓				
• High profile branding opportunity: "Complimentary Coat Check powered by..."	✓				

## POST-EVENT

- Inclusion in sponsor list on follow up ‘Thank You’ emails to all attendees
- Sponsor attendees photograph posted and tagged (with permission) to Veritas House’ event album on Facebook
- Promotion included in Veritas House eNewsletter

	Platinum	Gold	Silver	Bronze	Sponsor
• Inclusion in sponsor list on follow up ‘Thank You’ emails to all attendees	✓	✓	✓	✓	
• Sponsor attendees photograph posted and tagged (with permission) to Veritas House’ event album on Facebook	✓	✓			
• Promotion included in Veritas House eNewsletter	✓				

If you would like to discuss becoming a Veritas House Winter Ball Sponsor, please call us on 1300 011 973. Alternatively, to confirm your commitment and to ensure we acknowledge your contribution accurately, please complete this form and return to [contact@veritashouse.org.au](mailto:contact@veritashouse.org.au)

### 1. Company Details

Company Name (as you would like it to be listed):

ABN (for invoicing purposes for financial sponsorships only):

Company Address:

Contact Name:

Position:

Phone Number:

Email:

### 2. Please indicate the nature of your sponsorship:

- Financial
- Goods or services in-kind (including experience packages, such as overnight stays)
- Both financial & goods or services in-kind

### 3. Please confirm the total retail value of your sponsorship:

**Platinum Sponsor -confirmed for 2023**

- \$5,000 and above (Gold Sponsor)
- \$2,500 and above (Silver Sponsor)
- \$1,000 and above (Bronze Sponsor)
- Other amount: \$

*Please provide your company logo in jpeg format for inclusion on promotional materials.*







"Transitional housing affords a person to come up for air. It puts a pause on their life so that they can stop and think, just for a minute. It is a space for someone to catch their breath and plan what happens next."

Emily, former Veritas House service user



# Winter Ball 2023

THANK YOU

[CONTACT@VERITASHOUSE.ORG.AU](mailto:CONTACT@VERITASHOUSE.ORG.AU)

1300 011 973

[VERITASHOUSE.ORG.AU](http://VERITASHOUSE.ORG.AU)