



cure<sup>own</sup>kids

# Australian Hedge Fund Awards & Hedge Funds Rock 2010

award & event  
sponsorship proposal

Promote Your Brand Among The Victorious



# Celebrating the Best of the Best

On Thursday 23rd September 2010, the who's who of the Australian Hedge Fund industry will converge at The Establishment to honour the top performing players of 2010.

Since 2002, the Australian Hedge Fund Awards has recognised the best of the best. This year we will do the same, but there will be one distinctive difference.

In view of the harrowing challenges that beset the markets in 2008-09, the 2010 awards will take on a new meaning. This year's winners will be applauded not only for their financial performance, but for being the fittest of the fit.

"Tonight, we have had the privilege of witnessing the greatest exhibition of guts and stamina in the history of the ring!"

**"Rocky" (1976)**

## Be The Brand Behind The Prestige

Your company has the opportunity to play a vital role in this prestigious night of nights by sponsoring a component of the Australian Hedge Funds Award or Hedge Funds Rock event.

- Promote your brand among the industry's most victorious
- Have your name associated with the industry's pinnacle event
- Be the memorable name behind a memorable night



Investment ~ \$6K

# Award sponsorship

This is an opportunity to put your name to the industry's premier event.

## Categories. AVAILABLE :

- Australian Hedge Fund of the Year
- Best Emerging Manager
- Best Long Short & Absolute Return Fund
- Best Market Neutral Fund Best Global Macro/ Futures Fund
- Best Global Macro/ Futures Fund
- Contribution to the Australian Hedge Fund Industry
- Best Fund of Fund 2008
- Best Investor supporting Australian Managers

## Packages. INCLUDE:

- Logo on all promotional material for the awards and Hedge Funds Rock
- Branding of the award
- 2 x Tickets to the VIP Cocktail Party
- Presentation of the award on stage
- Prime logo projection throughout the event
- Media coverage
- 5 x tickets to Hedge Funds Rock
- Section sponsorship of the Australian Alternatives Directory



# Event sponsorship

With the road to recovery looking certain, we've got plenty to celebrate in 2010. Make sure your company has a presence at the party of the year!

## MAJOR SPONSOR @ \$20K

- Naming Rights of Awards
- Inside front cover of Australian Alternatives Directory
- Additional Double page advertisement in Directory
- Logo on Hedge Funds Rock invitation & tickets
- Branding of event (as creatively as you like)
- Prime logo projection throughout the event
- Media coverage
- 10 x tickets to Hedge Funds Rock
- 5 x VIP Cocktail party tickets

## CENTRE STAGE @ \$15K

- Double page advertisement in Directory
- Logo on Hedge Funds Rock invitation & tickets
- Branding of Stage
- Logo projection throughout the event
- Media coverage
- 10 x tickets to Hedge Funds Rock
- 5 x VIP Cocktail party tickets

## MAIN BAR @ \$10K

- Single page advertisement in Directory
- Logo on Hedge Funds Rock invitation & tickets
- Branding of Main Bar staff (T-Shirts)
- Logo projection throughout the event
- Media coverage
- 5 x tickets to Hedge Funds Rock
- 2 x VIP Cocktail party tickets





### **CATERING @ \$7K**

- Logo on Hedge Funds Rock invitation & tickets
- Branding of Food Boxes and Napkins
- Logo projection throughout the event
- Media coverage
- 2 x tickets to Hedge Funds Rock
- 2 x VIP Cocktail party tickets
- Branding of wait staff (t-shirts)

### **VIP COCKTAIL PARTY @ \$5K**

- Logo on Hedge Funds Rock invitation & tickets
- Branding of Cocktail Party Area
- Logo projection throughout the event
- Media coverage
- 2 x tickets to Hedge Funds Rock
- 2 x VIP Cocktail party tickets

### **FIRST SHOUT @ \$5K**

- Logo on Hedge Funds Rock invitation & tickets
- Branding of Award pre drink area and part of awards room
- Logo projection throughout the event
- Media coverage
- 2 x tickets to Hedge Funds Rock
- 2 x VIP Cocktail party tickets

### **CURE OUR KIDS ANGELS @ \$2K**

- Logo on Hedge Funds Rock invitation & tickets
- Branding of Cure Our Kids "Angels" (T-Shirts)
- Logo projection throughout the event
- Media coverage





**cureOURkids**

ABN: 77 074 193 401  
Registered Charity No. CFN17442

## About the event organisers

The Australian Hedge Funds Awards and Hedge Funds Rock event are organised by Cure Our Kids in consultation with a committee of industry representatives.

A nonprofit charity dedicated to improving quality of life for children with cancer and their families at The Children's Hospital at Westmead, Cure Our Kids is the recipient of all proceeds raised at these events.

Cure Our Kids prudently directs all funds into providing vital services to children battling cancer and their families at The Children's Hospital at Westmead. For more information about Cure Our Kids, visit:

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