



Service Above Self

THE ROTARY CLUB OF ST. IVES INC.

P.O. Box 113, St. Ives NSW 2075 Australia

ABN 54 351 194 624



June 2009

The Rotary Club of St Ives invites your organisation to promote your products and services to residents of Northern Sydney, to show your support for the global campaign to eradicate polio.

The Challenge

In the last 20 years, Rotary International, together with the World Health Organisation has reduced the rate of crippling polio infections from 350,000 per year to less than 2,000 per year worldwide. It will be possible to eradicate polio permanently, if we can reach the last areas of humanity with polio virus. The task is difficult: The last areas are remote regions of India, Pakistan, Afghanistan and Nigeria. The task is essential: The virus is highly contagious and can cripple thousands of people who come into contact with an infected person. Every country's un-immunised children are at risk until the virus is eradicated.

The 32,000 Rotary Clubs around the globe have committed to raising over \$US 200 million in the next three years as their contribution to this global effort, which is dubbed the "final inch" of a long journey. The Rotary Club of St Ives, one of the largest clubs in our area, is making a major commitment to this fund-raising effort by holding a "Bollywood Night" at the Hornsby RSL on Saturday 1 August 2009.

What's in it for you? *Product and Service Exposure in your target markets!*

- ✓ This high-profile event is being promoted throughout the Northern Sydney Rotary District, which includes over 2000 Rotarians – business and professional leaders – and their families. The typical Rotarian is a business owner, doctor, lawyer, or accountant with grown children. Many are nearing retirement or are already retired, with disposable income for foreign travel, luxury accommodation, and restaurant dining.
- ✓ The event will also be promoted widely in the St Ives and Hornsby areas. A recent marketing study by Marketfind found that *the St Ives area of Sydney is one of the most affluent suburban areas of Australia, with the majority of households classified as "M1 Prestige." Almost 50% of persons are in the top Socio Economic quintile. It has the highest property values, high computer & Internet usage, high household & personal incomes and has a high concentration of mature families in exclusive suburban areas.* The Hornsby area, where the event will be held, has over 5000 residents with Indian ancestry.

We have developed several ways that you can reach your target markets AND demonstrate your commitment to this important global initiative at the same time. Please review the options on the next page, and let me know if you can assist.

David J H Dean, PhD

President-Elect

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Bollywood!

Sponsorship Opportunities

The Event

This gala polio fund-raising dinner for up to 400 people will be held at Hornsby RSL Club from 7pm on Saturday, 1 August 2009. The theme of the evening is "Bollywood" – highlighting the culture and beauty of India through music, dance, tourism displays, merchandise, and food.



Sponsorship Opportunities

	Principal (1)	Platinum (2)	Gold (5)	Silver (10)
✓ Inclusion of your logo in promotional flyers (from 1 May) and Dinner Program	Yes	Yes	Yes	Yes
✓ Advertisement in Dinner Program	Back page	Inside cover	Full page	Half page
✓ Distribute promotional material at the Bollywood Night event	Own booth	Shared booth	Shared booth	Yes
✓ Display your promotional poster at the Bollywood Night event	Yes – on stage	Yes – on stage	Yes	No
✓ Inclusion in Rotary Club Weekly Newsletter & Website through June 2010	Yes	Yes	Yes	No
✓ Includes VIP Guest dinner tickets for the Bollywood Event	Table of 10	Table of 10	Table of 10	Two tickets
✓ Sponsorship Fee (Up to 50% of the fee can be provided through an in-kind donation for use as raffle/auction prizes)	\$5,000	\$2,500	\$1,500	\$500

Our deadline for sponsorship commitments is 30 June 2009. Principal, Platinum and Gold Sponsorship opportunities are limited, and will be allocated on a first-come, first-serve basis. Please call Surya Patel at 9488 7666 to confirm your sponsorship, and complete the attached form. Thank you for your support!



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BOLLYWOOD 2009 ADVERTISING ORDER

Company Name	Company Mailing Address	
Contact Name	ABN:	
Contact Phone	Email address:	
Please select the advertising package desired. Then return your request by post or fax. We will determine if the desired space is available on a first-come, first-serve basis and confirm your order with a tax invoice. A portion of your sponsorship may be provided "in-kind" at retail value, subject to our agreement.		
<input type="checkbox"/> One-half page (120mm by 85mm) advertisement in program only		\$100
<input type="checkbox"/> Full page (120mm by 170mm) advertisement in program only		\$250
<input type="checkbox"/> Silver Sponsor. Half page advertisement, plus display of your poster, plus 2 dinner tickets. (Only 10 available)		\$500
<input type="checkbox"/> Gold Sponsor. Full page advertisement, plus display of your poster, plus distribution of materials at shared booth, plus website and newsletter presence for one year, plus corporate table for 10 guests. (Only 5 available)		\$1,500
<input type="checkbox"/> Platinum Sponsor. All the above for Gold Sponsor, plus premium positioning on inside cover of program, and promotional display on stage. (Only 2 available)		\$2,500
<input type="checkbox"/> Principal Sponsor. All the above for Platinum Sponsor, plus premium positioning on back cover of program, plus your own booth to promote your products and services during the event. (Only 1 available)		\$5,000

Signature of person placing order:

Advertisement Specifications: Type area for 1/2 page is 120 x 85; Full page is 120 x 170mm. Mono. Advertisement must be suitable for reproduction by instant printing. Simple adverts: please provide camera-ready art on plain white paper to correct size, or text that can be simply typeset using Word on a PC; logos should be simple line drawings in black on plain white background. More complex adverts (e.g. incorporating photograph): must be correct size and e-mailed as an attachment to bcoleman@unwired.com.au

For further information, please contact Surya Patel at 9488 7666

**PLEASE POST TO PO Box 113, St Ives 2075,
OR FAX THIS FORM BACK TO (02) 9988-4552**