Event Particulars

Friday 16 September 2016
Hilton Adelaide Ballroom, Victoria Square
Doors open 6:45pm for a 7:30pm start

Event Description

A ball with fundraising, entertainment and the Ice Factor fashion show. Ice Factor students will be professionally trained to model the clothes of leading fashion labels.

Program Description

The Ice Factor Program was developed by the SAISF (a non-profit voluntary group) and targets teenagers identified by their high school as ‘at risk’, homeless, or disengaged. The Ice Factor Program has grown from one group of at risk teenagers from one high school in a pilot program, to over 200 teenagers per year coming from 18 high schools in Adelaide and surrounds – a total of nearly 2000 students.

Built around Ice Hockey, it is a life skills program, which, through the development of a team identity, provides the motivation for changes in behaviour. If students fail to change behaviour and attend school, they cannot continue the program.

The participants attend the Ice Arena weekly for two hours, which includes one hour on the ice and life skills training. It is now a school SACE unit.

Event Aim

The purpose of the event is two fold; it provides the students in the Ice Factor program with a once in a lifetime experience, giving them a new sense of achievement and confidence; and it is the Program’s only public fundraiser, aiming to raise enough money to buy each student a pair of ice skates, as well as funds to keep the program running. The event is possible only because of the generosity of those who volunteer their skills and resources to support the production. Without community support, this program and this opportunity would not be available to our ‘at risk’ youth.
SPONSORSHIP

Why sponsor the Ice Factor Spectacular 2016?

This program is unique and is your chance to have an impact on the future. Those who support the event and those who attend on the night are part of the experience for these young people. Many participants are at the crossroads of their lives and this event provides a turning point. You will be part of meeting some of our graduates who acknowledge the program’s contribution to their development. As Ashley from our 2005 Team Reapers will tell you, “But for this program, I do not know where I would be today” (Ashley was awarded the Golden Key Award at University for finishing in the top 15% of his year).

How to sponsor the Ice Factor Spectacular 2016:

Financial Sponsors

In order to fund this event we are looking for financial sponsors to make donations. Please see the schedule on the following page outlining the different sponsorship packages.

Auction Sponsors

We are looking for businesses and individuals to donate auction items so that all profits may go straight to the program.

Silent Auction – 30 items:
10 items RRP $100 - $500
10 items RRP $500 - $700
10 items RRP over $700

Live Auction – 3 items RRP over $10,000

Fashion Sponsors

Without fashion sponsors the main event of the night cannot go ahead. We are asking for fashion designers and retailers to provide clothing and accessories to compile a bracket of the fashion show, to be worn by the students.
## FINANCIAL SPONSOR PACKAGES

### GOLD SPONSORSHIP $5,000

- 1 Table for 10 at the Ice Factor Spectacular including a 3 course meal and drinks
- Major sponsor acknowledgment throughout the night as a key sponsor
- Mentioned on pre-event publicity including radio and television advertising
- Logo, description and link on Ice Factor website and event program. Logo on the Ice Arena website (150,000 attendees on the website each year)
- 1 Family Pass to the Ice Arena for a year (2x Adults, 2x Children)

### SILVER SPONSORSHIP $3,000

- 4 Tickets to the Ice Factor Spectacular including a 3 course meal and drinks
- Prominent sponsor acknowledgment throughout the night as a key sponsor
- Mentioned on pre-event publicity including radio and television advertising
- Logo, description and link on Ice Factor website and event program. Logo on the Ice Arena website (150,000 attendees on the website each year)
- 1 Family Pass to the Ice Arena for 6 months (2x Adults, 2x Children)

### EMERALD SPONSORSHIP $1,000

- 2 Tickets to the Ice Factor Spectacular including a 3 course meal and drinks
- Prominent sponsor acknowledgment throughout the night as a key sponsor
- Mentioned on pre-event publicity including radio and television advertising
- Logo, description and link on Ice Factor website and event program. Logo on the Ice Arena website (150,000 attendees on the website each year)
- 1 Family Pass to the Ice Arena for 3 months (2x Adults, 2x Children)

In your reply to this package please stipulate how you wish to support the program and if advertising applies to your level of sponsorship, please provide a logo or advertisement graphic.

Yours Truly,

Marie Shaw QC  
Founder of the Ice Factor Program  
(Volunteer)