



# Light For Life Fundraiser 2021

Sponsorship Prospectus



# Light For Life

**Saturday 07th August | 6.30pm | Mahatma Gandhi Centre, 145 New North Road, Auckland**

Kia ora, namaste, bula vinaka, ni hao, talofa!

This year's event will be the 4th Light For Life Fundraiser and once again will be a spectacular evening of cultural celebration and charitable giving.

Every year we've reached ambitious goals and proudly donated to various charities. Our 2021 goal is to raise a minimum of \$160,000 to be shared between the following six charities:

*Totara Hospice South Auckland | Child Cancer Foundation | Ronald McDonald House Charities  
| Unicorn Foundation NZ (Neuroendocrine Cancer) | Gandhi Nivas | Cancer Society*

An estimated 500 guests will enjoy an evening of cultural entertainment headlined by international and multiple award-winning tenor, Benjamin Makisi (pictured), dine on a culinary feast showcasing Indian cuisine and have the opportunity to go head-to-head at the live auction.

We look forward to delivering another successful event and welcome you to join us as a sponsor of this exciting and unique event.



# Make a Difference

## Be an integral part of the Light for Life Fundraiser

Whether it's supporting people affected by cancer, assisting medical staff to deliver health services or providing comfort for those with terminal illnesses, The Light for Life Charitable Trust are determined to support organisations who help those in need. The Light for Life Charitable Trust warmly invite you to take this opportunity to support this worthwhile event and make a difference in helping thousands of kiwis.

## Key benefits of becoming a sponsor

You will be

- Demonstrating a commitment towards your corporate social responsibility to your guests; clients, customers, employees and wider networks
- Aligning your business with highly respected charities, advancing knowledge, and gaining recognition from the charity communities
- Enhancing the profile of your business amongst other corporate leaders and opportunities to network
- Attracting new customers through increased brand exposure
- Showing corporate hospitality by providing a unique experience for clients and employees

## Audience

Your brand will be seen by 500 attendees at the event as well as via digital channels leading up to the event.

Guests are exclusive invited supporters of the Light for Life Charitable Trust and all charity partners. Charity CEO's and their board members, high-net worth individuals who have professional and personal connections to the charities, community leaders, business owners and their clients, are those you can expect to be in this year's audience.



# Sponsorship Levels



Light for Life

## Bronze

**\$2,500** + gst

- 1x table of 10 (valued at \$1,500+gst)
- Pull up banner displayed at event (provided by sponsor)
- Small logo placement on Light for Life website
- Small logo placement on media wall
- Small logo on digital display at event

## Silver

**\$5,000** + gst

- 1x table of 10 (valued at \$1,500+gst)
- Pull up banner displayed at event (provided by sponsor)
- MC announced acknowledgement at the event
- Medium logo placement on digital and print marketing material and Light for Life website
- Medium logo placement on media wall
- Medium logo on digital display at event
- Use of Light for Life logo for promotional purposes on your business channels

## Gold

**\$10,000** + gst

- 1x table of 10 (valued at \$1,500+gst)
- Pull up banner displayed at event (provided by sponsor)
- MC announced acknowledgement at the event
- Sponsor acknowledgement in some media and external communications
- Large logo placement on digital and print marketing material and Light for Life website
- Large logo placement on media wall
- Presentation of donation cheque photo opportunity
- Half screen company profile on digital display at event
- Use of Light for Life logo for promotional purposes on your business channels

## Platinum

**\$15,000** + gst

- 2x tables of 10 (valued at \$3,000+gst)
- Front of stage banner (12m x 1.5m - provided by sponsor)
- Pull up banner displayed at event (provided by sponsor)
- MC announced acknowledgement at the event
- Sponsor acknowledgement in all media and external communications
- Prominent logo placement on digital and print marketing material and Light for Life website
- Prominent logo placement on media wall
- Presentation of donation cheque photo opportunity
- Full screen company profile on digital display at event
- Use of Light for Life logo for promotional purposes on your business channels

# Other ways you can support



## Table of Ten \$1,500 +gst

Still contribute to this incredible cause by reserving a table of ten for you and your guests. Includes food, beverages, entertainment and a chance to bid at auction.

## Auction Donation

The live auction is always an exciting and anticipated part of the evening. Do you have an awesome product, service or experience to donate that we could add to our live or silent auction list? Your business logo and name will feature alongside your item in all auction advertising, including the Light For Life website.

## Donation

However big or small, your donation will assist us to keep our event costs down, meaning we'll have more to pass on to the charities. Donations are tax deductible.

# Who will you be supporting?



## Child Cancer Foundation

Child Cancer Foundation supports children with cancer and their families . From the time of a child’s diagnosis, through their treatment and subsequent transition back into the community, Child Cancer Foundation offers support and care for all family members.

[www.childcancer.org.nz](http://www.childcancer.org.nz)

## Gandhi Nivas

Gandhi Nivas provides early intervention and prevention services for NZ men identified at risk of committing harm in the family home. Our innovative community based approach supports men to change their behaviour, reducing the likelihood of further family harm and increasing safety for their families. Gandhi Nivas has helped more than 2,500 families in Tāmaki Makaurau. [www.gandhinivas.nz](http://www.gandhinivas.nz)

## Ronald McDonald House Charities

Ronald McDonald House Charities® New Zealand (RMHC®), provides accommodation and support services to families who must travel away from their home to receive specialist medical treatment, or who have a child in a Paediatric Intensive Care Unit (PICU), Neonatal Intensive Care Unit (NICU), or other specialist paediatric High Dependency Unit (HDU).

RMHC New Zealand enables family centred medical care by ensuring families can remain together, close by the partnering hospital. [www.rmhc.org.nz](http://www.rmhc.org.nz)

## The Cancer Society

The Cancer Society is the leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand. Their mission is to improve community wellbeing by reducing the incidence and impact of cancer.

The Cancer Society of New Zealand is a non-government organisation reliant on community support and donations. [www.cancernz.org.nz](http://www.cancernz.org.nz)

## Totara Hospice - South Auckland

Totara Hospice provides free palliative care services individuals and their families in south and southeast Auckland, so that patients and their whānau are able to focus on living every moment that they have left together. Our services support those with life limiting illnesses with a focus on ensuring in every way possible that a persons final journey is experienced with comfort, care and dignity. [www.hospice.co.nz](http://www.hospice.co.nz)

## Unicorn Foundation NZ (Neuroendocrine Cancer)

Unicorn Foundation NZ is dedicated to revolutionising the way that Neuroendocrine Tumours (NET’s) are diagnosed and managed in Aotearoa. NETs are not rare, but a relatively unknown cancer that can be tricky to detect and treat. Access to treatment, diagnostic testing, research and patient support is so vital for over 3000 kiwis living with NETs today.

[www.unicornfoundation.org.nz](http://www.unicornfoundation.org.nz)

# About the Light For Life Charitable Trust

The Light For Life fundraiser's name derives from Diwali – the Festival of Light. The aim has always been to bring people together to celebrate this special festival, while bringing light to New Zealanders in need.

Cancer is the country's single biggest cause of death. Most New Zealanders will have some experience of it – either personally or through a relative or friend and having this event is a purposeful way to directly benefit New Zealand charities and their patients. The donation made to the Unicorn Foundation NZ in 2019 was enough to help their campaign to bring life-saving treatment to NZ for their cancer patients. (See testimonials on final page).

The Light for Life Charitable Trust was founded by Jatin Patel; a community-minded leader and fundraiser extraordinaire. Jatin's commitment to going the extra mile to help others is evidenced by his fundraising successes and his genuine pride in the contributions he makes. Whether he is volunteering washing dishes in the Hospice kitchen, seeking sponsorship, parachuting out of a plane, peddling his way around the country & overseas on a bike for fundraising or arranging gala dinners, Jatin makes a difference... and he keeps doing it.



## Previous fundraising donations made by Light For Life:

July 2019 – Total funds raised \$151,000

- Donated \$35,000 each to Ronald McDonald House, Unicorn Foundation NZ (Neuroendocrine Cancer), Totara Hospice and Cancer Society.

October 2017 – Total funds raised \$120,000

- Donated \$35,000 each to Totara Hospice, Cancer Society & Starship Foundation

October 2016 – Total funds raised \$106,000

- Donated \$35,000 each to Totara Hospice and Cancer Society

# Examples of marketing material

As listed on the sponsorship levels page

1. Example of digital and print flyer with your logo
2. Example of social media assets with Light for Life and charities logos for promotional purposes on your business channels

**PLATINUM SPONSOR**

**YOUR LOGO HERE**

Saturday 07th August 2021, 6.30pm  
Mahatma Gandhi Centre, Auckland  
[www.light4life.co.nz](http://www.light4life.co.nz)

Proudly supporting

Ronald McDonald House Charities New Zealand, Child Cancer Foundation, Unicorn Foundation New Zealand, Totara hospice, Cancer Society, Gandhi Nivas

# Light for Life Fundraiser

Join this exclusive evening of spectacular celebration of culture and charitable giving. All proceeds will be donated to assist and enhance the wellbeing of thousands of people in Aotearoa today.

Saturday 07th August 2021, 6.30pm  
Mahatma Gandhi Centre,  
145 New North Road, Auckland



Live entertainment headlined by international and award-winning tenor, Benjamin Makisi, a cultural feast and incredible auction items up for grabs!

To sponsor, or purchase tickets visit [www.light4life.co.nz](http://www.light4life.co.nz)



With thanks to our event sponsors

Bronze sponsor's logo here

Silver sponsor's logo here

Gold sponsor's logo here

Platinum sponsor's logo here

Gold sponsor's logo here

Silver sponsor's logo here

Bronze sponsor's logo here





# Let's chat!

We'd love to talk about how you can contribute to this worthwhile event, so if you're interested in becoming a sponsor, or if you have other ideas or preferences for how your business can help, get in touch!

Jess Page - Event Manager

events@light4life.co.nz

021 251 4229

Jatin Patel - Light for Life Director

jatin@jpassociates.co.nz

027 2914 149

[www.light4life.co.nz](http://www.light4life.co.nz) Charity number: CC58685



# Messages from our charities

*"It was a pleasure working with Jatin and the team for the Light for Life event in 2019, which raised \$35,000. Thank you for choosing to support RMHC® New Zealand. This donation provides over 200 nights of free accommodation and support for families with a child in hospital away from home."*

*- Grace Train, Regional Development Advisor – RMHC New Zealand*

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*Every week in Aotearoa, three families are told the heartbreaking news that their child has cancer. Child Cancer Foundation don't receive any funding from the government, so we rely on the generosity of our fellow Kiwis to help these tamariki and their families. That's why we are so grateful to be a part of the Light for Life fundraising event. Your incredible donation will ensure that we can continue supporting Kiwi children and whānau as they go through the toughest experience of their lives."*

*- Chris Key, National Partnership Manager, Child Cancer Foundation*

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*"We are so pleased to have been chosen as a benefiting charity of the Life For Life fundraising event. Thank you to Jatin and Light for Life - Your donation will be going towards the counselling cost for our Papakura home, which many families will benefit from."*

*- Ranjna Patel, Gandhi Nivas Advisory Board Member and Director Tāmaki Health*



*"Government funding for our Hospice services covers roughly 60% of the actual costs of provision. Hence support from community through events like Light for Life are critical enablers for the sustainability of care and support services to patients and their families/whānau. Without events like yours, our ability to keep on making hospice happen across communities would be limited".*

*- Tina McCafferty, Chief Executive, Totara Hospice*

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*"Unicorn Foundation is a small charity that is making a big difference thanks to the funding from Light for Life. Their donation of \$35,000 equipped us for our successful campaign to bring the main life-extending treatment, called PRRT (peptide receptor radionuclide therapy) to Auckland last year. This is transforming the lives of patients and their families, and we couldn't be more grateful. Thank you Light for Life!"*

*- Michelle Sullivan, Chief Executive, Unicorn Foundation NZ*



*"The Light for Life donations have had an incredible impact for Cancer Society Auckland Northland. Your kind donations have touched every area of our work and on behalf of the New Zealanders going through cancer who we serve, thank you for being there with them."*

*- Arron Peacock, Head of Fundraising, Marketing and Communications - Cancer Society Auckland*