



AUSTRALIAN  
STOCKBROKERS  
FOUNDATION

2024 ASF AWARDS

# Event Support Opportunities

Thursday 13th June 2024



Join forces with the ASF to support charities and showcase your commitment to corporate social responsibility.



# About ASF Awards

The roots of our commitment date back to a critical moment in the history of The Matthew Talbot Hostel in Sydney, which supports homeless men. Facing imminent closure due to financial constraints, the hostel found an unexpected lifeline in the form of the financial community. Stockbrokers, recognising the hostel's vital role in the community, banded together to provide the crucial funding needed to ensure its continued operation.

The ASF Awards Night was born from this selfless act of generosity, and its legacy endures to this day.

The event serves as a beacon of hope, showcasing the enduring impact that a united industry can have on the lives of those less fortunate. Over the years, the ASF Awards Night has become synonymous with philanthropy, embodying the spirit of giving back that, we hope, defines our industry.

# Supported Charities

**THE ASF HAS SUCCESSFULLY  
RAISED AND CONTRIBUTED  
ALMOST \$10 MILLION TO  
VARIOUS CHARITABLE CAUSES.**



Despite receiving numerous appeals for assistance each year from a wide range of causes, the ASF faces the challenge of not having an invested pool of funds. We can only distribute what we raise each year during this event.

Our policy, guided by our Directors, focuses on making a meaningful impact on a relatively small number of charities rather than spreading resources thinly across a larger number, ensuring our support creates a substantial difference.

A notable achievement is the ASF's longstanding support for the Matthew Talbot Hostel, with over \$3 million donated since our inception, making us the largest single supporter of this critical facility.

For many other organisations, we play a vital role in their budgets, helping them navigate financial challenges amid competing claims.

Over the years, we have received heartfelt correspondence from individuals and families directly benefiting from our contributions to charities.





Mary's House is a shelter in Sydney supporting women and their children who need help because of domestic violence.



**STaR Association**  
access, opportunity & acceptance

STaR provides early intervention support services for young children with disabilities and special learning needs and for the people who support them.



A SAFE PLACE FOR WOMEN

The only daytime refuge for women in Sydney.



**Parents Beyond Breakup**  
Empowering families - Creating futures



A national suicide prevention charity working in many communities across Australia focusing on separating families.



**RPA  
NEWBORN CARE**

The intensive care unit for sick full-term and premature babies born at RPA and babies born and transferred from other hospitals around NSW.



**St Vincent de Paul Society**  
Matthew Talbot Hostel *good works*

Supporting children and young adults with autism

Providing accommodation & specialised support to men who are homeless or at risk of homelessness.



**Operation Smile**

Changing Lives One Smile at a Time

Providing life-saving reconstructive cleft surgeries for children suffering from cleft lip or cleft palate.

Network Kokoda honours the war time legacy of our Kokoda veterans and the PNG wartime carriers through agriculture, education, health and leadership initiatives by partnering with the villagers along the Kokoda Trail.

# Why Partner With Us?

## **Targeted Exposure:**

Reach a niche audience of financial service professionals and stockbrokers, ensuring that your message is seen by a relevant and influential demographic.

## **Brand Visibility:**

Gain prominent exposure through AFR exposure, program mentions, and digital media, enhancing brand recognition among key industry players.

## **Networking Opportunities:**

Access exclusive networking opportunities with industry leaders, potential clients, and decision-makers during the awards night, fostering valuable business connections.

## **Association with Excellence:**

Align your brand with excellence in the financial industry by supporting an event that honours outstanding achievements, showcasing your commitment to professionalism.

## **Corporate Social Responsibility (CSR):**

Demonstrate your company's commitment to social responsibility by contributing to charities supported by the ASF, enhancing your corporate image.

## **Market Research Opportunities:**

Engage with attendees to gather insights, conduct surveys, and understand market trends, leveraging the event as a platform for valuable research.



# Platinum Partnership

**\$20,000 (INC. GST)**  
**ELEVATE YOUR  
PRESENCE**

## **Complimentary Table (10 Guests):**

Secure your spot at the heart of the celebration with a complimentary table for 10 guests in a premium location. Use the exclusive booking code provided by our Event Managers to ensure a seamless experience.

## **Australian Financial Review Acknowledgment:**

Gain national recognition as a Platinum Sponsor in The Australian Financial Review. Your brand will be acknowledged in a 2-page feature dedicated to highlighting the ASF event and its esteemed sponsors.

## **Branded Table Gift Opportunity:**

Opt for a mutually agreed upon branded table gift, adding a personalised touch to the evening. Leave a lasting impression on attendees as they receive a thoughtful keepsake from your company.

## **Annual Charity Lunch Inclusion:**

Extend your brand presence beyond the awards night. Your Platinum Partnership includes an exclusive invitation for two guests or firm representatives to our annual charity lunch. Network directly with industry leaders and discuss the impact of your support on our philanthropic initiatives.

## **On-Site Banner Display:**

Showcase your brand with an ASF custom pull-up banner displayed in a prominent position on the night, ensuring your logo is visible to all attendees at the event.

## **Newsletter Spotlight:**

Shine in the Foundation's newsletters with a dedicated sponsor feature. Reach our engaged subscribers and showcase your commitment to philanthropy and financial excellence.





# Platinum Partnership

**\$20,000 (INC. GST)**  
**ELEVATE YOUR  
PRESENCE**

## CONTINUED...

### **On-Screen Recognition:**

Amplify your brand presence with your company logo displayed on large screens throughout the night. Benefit from repeated visibility, ensuring maximum exposure among our audience.

### **Website Promotion:**

Enjoy prime visibility on the ASF website. Your company's logo and information will be prominently featured, reaching a diverse online audience.

### **Exclusive Benefits, Exceptional Impact:**

Elevate your brand's profile, engage with industry leaders, and contribute to a legacy of philanthropy.

The Platinum Sponsorship Package offers a unique blend of exclusivity and exposure, ensuring your brand stands out before, during, and after the ASF Awards Night.



# Gold Partnership

**\$10,000 (INC. GST)**  
**ENHANCE YOUR  
PROFILE**

## **Table Discount:**

Enjoy a 10% discount on any tables booked, making your participation in the ASF Awards Night even more cost-effective.

## **Website Promotion:**

Benefit from visibility on the ASF website. Your company's logo and details will be prominently featured, reaching a diverse online audience.

## **On-Site Banner Display:**

Showcase your brand with an ASF custom pull-up banner displayed in a prominent position on the night, ensuring your logo is visible to all attendees throughout the event.

## **Annual Charity Lunch Inclusion:**

Extend your brand presence beyond the awards night. Your Gold Partnership includes an exclusive invitation for a firm representative to our annual charity lunch. Network directly with industry leaders and discuss the impact of your support on our philanthropic initiatives.

## **On-Screen Recognition:**

Amplify your brand presence with your company logo displayed on large screens throughout the night. This ensures repeated visibility, making a lasting impression on our audience.

## **Australian Financial Review Acknowledgment:**

Gain national recognition as a Gold Sponsor in The Australian Financial Review. Your brand will be acknowledged in a 2-page feature dedicated to highlighting the ASF event and its esteemed sponsors.

## **Exclusive Savings, Exceptional Exposure:**

The Gold Sponsorship Package not only provides you with a 10% discount on table bookings but also offers a strategic blend of online and offline exposure.

Elevate your brand's profile, engage with industry leaders, and contribute to the success of the ASF Awards Night.





# Silver Partnership

**\$5,000 (INC. GST)**  
**SHINE BRIGHT**

## **Website Promotion:**

Benefit from visibility on the ASF website, placing your company logo in the spotlight for a wide online audience.

## **Adding Alpha for Charity Participation:**

Seize the opportunity to participate in "Adding Alpha for Charity" – a unique session for Stock/Fund/EFT pitches. The best Stock/Fund/EFT pick will be announced at the 2025 event. Engage with our audience in a meaningful way and showcase your expertise.

## **On-Screen Recognition:**

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night. This ensures maximum visibility and impact.

## **The Australian Financial Review Acknowledgment:**

Solidify your position as a Silver Sponsor with acknowledgment in a 2-page feature dedicated to the ASF event in The Australian Financial Review.

## **Stand Out with Silver:**

The Silver Sponsorship Package offers a comprehensive blend of online and offline exposure, allowing your brand to shine in front of industry professionals.

Participate in a unique industry event, showcase your brand on large screens, and receive acknowledgment in a prestigious financial publication.

# Silent Auction



# Sponsor

**\$10,000 (INC. GST)**

**SECURE THE**

**EXCLUSIVE**

**SPOTLIGHT**

**Exclusive Opportunity - Only One Available!**

## **Website Promotion:**

Enjoy exclusive visibility on the ASF website positioning your company prominently for a diverse online audience.

## **Host Branding Potential:**

Gain the unique opportunity for potential branding of the hosts managing the auction boards, ensuring your brand is associated with the excitement and success of the Silent Auction.

## **Auction Display Materials:**

Have your logo prominently featured on auction display materials, creating a lasting impression on attendees as they engage with the silent auction items.

## **On-Screen Recognition:**

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night, providing maximum visibility.

## **Verbal Recognition:**

Receive exclusive verbal recognition as the Silent Auction Sponsor during the event, highlighting your pivotal role in supporting this engaging and charitable activity.

## **The Australian Financial Review Acknowledgment:**

Secure your place in The Australian Financial Review with acknowledgment as the only Silent Auction Sponsor within the event review featured in a 2-page feature, amplifying your brand's reach nationally.

## **Seize the Exclusive Spotlight:**

As the sole Silent Auction Sponsor, you will be at the forefront of the event, enjoying exclusive recognition and visibility. Elevate your brand, support a charitable cause, and create lasting impressions with this exceptional sponsorship opportunity.

# On-Site Bank



# Sponsor

**\$10,000 (INC. GST)**

**ENHANCE THE  
FINANCIAL  
EXPERIENCE**

**Exclusive Opportunity - Only One Available!**

## **Website Promotion:**

Enjoy prime visibility on the ASF website positioning your institution prominently for a diverse online audience.

## **Staff Branding Potential:**

Unlock the opportunity for potential branding of the staff managing the on-site bank, ensuring your institution's presence is recognised and appreciated.

## **Bank Signage Recognition:**

Have your logo prominently featured on the signage at the on-site bank, creating a seamless and branded experience for attendees as they engage in financial transactions.

## **On-Screen Presence:**

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night, ensuring maximum visibility among the audience.

## **Verbal Recognition:**

Receive exclusive verbal recognition as the On-Site Bank Sponsor during the event, highlighting your essential role in facilitating a seamless financial experience.

## **The Australian Financial Review Acknowledgment:**

Secure your position in The Australian Financial Review with acknowledgment as the only Bank Sponsor within the event review featured in a 2-page feature amplifying your institution's reach nationally.

## **Seize the Opportunity to Enhance the Financial Experience:**

As the exclusive On-Site Bank Sponsor, your institution will play a crucial role in ensuring a smooth financial experience at the ASF Awards Night. Elevate your brand, showcase your commitment to excellence, and create lasting impressions with this impactful sponsorship opportunity.

# Our Team

**THE ASF COMMITTEE IS MADE UP OF PEOPLE WORKING IN AND CONNECTED TO THE STOCKBROKING INDUSTRY.**

The ASF Awards Night is a labour of love brought to you by the dedicated members of the ASF Committee, individuals connected to the stockbroking industry. Committed to creating a meaningful impact, we volunteer our time each year to curate this event. Our committee is comprised of individuals who not only work in the stockbroking industry but are genuinely passionate about making a difference. It is this shared commitment that fuels our efforts to contribute to both the industry and the broader community.

Supported by our event manager, AT Events, we tirelessly work to not only craft a memorable evening for the industry but also to ensure that our philanthropic endeavours take centre stage. Philanthropy is at the heart of what we do, and we are dedicated to highlighting the positive change we can create together.

With the support of AT Events, we strive to make the ASF Awards Night the "night of nights" for the stockbroking industry. Through careful planning and coordination, we aim to provide an unforgettable experience for all attendees, while also emphasising the significant impact our philanthropy work has on those in need.



Over the years, our collective efforts have enabled us to make a substantial difference in the lives of many. By leveraging the ASF Awards Night as a platform for philanthropy, we've been able to support and assist numerous individuals, embodying the spirit of giving within the stockbroking community.

As we continue this annual tradition, we invite you to join us in making a positive impact, celebrating industry achievements, and fostering a sense of community within the stockbroking world.

# Event Venue

**FOR MANY YEARS, THE SOFITEL SYDNEY WENTWORTH HAS BEEN OUR ESTEEMED PARTNER IN BRINGING THE ASF AWARDS NIGHT TO LIFE.**

The iconic Wentworth Ballroom, nestled within this renowned hotel, serves as the spectacular backdrop for our annual celebration – a testament to the sophistication and grandeur of one of the largest ballrooms in Sydney.

The jewel in the crown, the Wentworth Ballroom, captures the essence of elegance and is the heartbeat of our event. With its spacious interiors and opulent decor, it provides a fitting canvas for celebrating industry achievements and fostering a sense of community within the stockbroking world.

The 3rd floor of Sofitel Sydney Wentworth is entirely dedicated to events, offering a seamless and exclusive experience for our guests. The large foyer area, thoughtfully designed, serves as an ideal space for our silent auction. It also doubles as a perfect pre-function gathering spot, setting the stage for an evening of camaraderie

We extend our heartfelt gratitude to Sofitel Sydney Wentworth for their unwavering support and commitment to making our event a resounding success year after year.

As we look forward to another splendid ASF Awards Night, we acknowledge Sofitel Sydney Wentworth as an indispensable ally in our mission to celebrate industry excellence and make a positive impact on the community.



# Ready to Partner?



Please reach out to our committee to explore how we can collaborate to fulfil your sponsorship objectives via our email below.

[enquiries@stockbrokersfoundation.org.au](mailto:enquiries@stockbrokersfoundation.org.au)

Alternatively, you can follow the below link and submit our online form:

<https://www.stockbrokersfoundation.org.au/sponsorship>

Thank you for considering a partnership opportunity.  
We look forward to having your institution play a key role in the success of the 2024 ASF Awards Night celebration.

