



LEGACY  
GALA  
DINNER  
2023

PRESENTED BY  NIOA.

**The 2023 Legacy Gala Dinner Presented by NIOA provides a unique experience for Australian Defence Force leaders and Legacy's top corporate supporters and private philanthropists.**

**Legacy invites your organisation to be a key sponsor of the most anticipated event on the Australian Defence Force social calendar. The Legacy Gala Dinner Presented by NIOA promises a unique experience on Saturday 4 November 2023.**

**All proceeds of the event go towards funding the vital work of Legacy, the preferred and trusted charity of the Australian Defence Force. The 2023 Legacy Gala Dinner Presented by NIOA aims to raise over \$200,000 to fund programs helping widow(er)s, children and families of our veterans.**



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The event attracts guests such as the Chief and Deputy Chief of Army, Commander 1st Division, senior ADF leaders, executives of Defence contractors and suppliers, Legacy's top corporate partners and private philanthropists. In 2023 we look forward to welcoming our interstate special guests and speakers to attend once again, providing an incredibly unique Defence, customer relations and networking opportunity for our sponsors.

The Legacy Gala Dinner Presented by NIOA is a rare and highly effective opportunity for your organisation to promote your community service credentials. Relationships with your staff, suppliers, business partners and customers will also benefit as they understand how your support of Legacy is providing a sense of security for all Australian Defence Force families.



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# ABOUT LEGACY

Legacy Brisbane supports 5,762 family members of fallen and injured veterans across South-East, Central and Western Queensland.



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**In 1923, Legacy made a promise to help families carry on with their lives after the loss or injury of a loved one in military service. It was a simple promise that Legacy has kept for a century; providing the same stability, guidance and assistance that a partner would normally provide to his or her family.**

**Today, Legacy supports over 40,000 people across Australia to ensure they suffer no social or financial disadvantage due to the loss or incapacitation of a veteran.**

**Across South-East, Central and Western Queensland, Legacy Brisbane supports over 5,700 people, including 5,446 widow(er)s, 170 youth and 125 people with a disability. To ensure service delivery within each community, Legacy relies on the support of more than 253 Legacy volunteers (known as Legatees) and staff.**



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# ELIZABETH'S STORY

Your sponsorship will support widows like Elizabeth



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# Elizabeth's Story

Elizabeth was only 38 when she lost her husband Barry.

“He had a massive heart attack. We never expected it. He had no long-term health problems. He was an otherwise healthy person.”

But what made Barry's death even harder for Elizabeth to make sense of was that he had only recently returned home from serving in the Vietnam War. Barry had made it back safely from Vietnam, and was home for 18 months before he died.

When Barry died, Elizabeth's whole world changed in an instant. No longer an army wife, instead, Elizabeth found herself the single mum of four young children. Her oldest, fifteen, her youngest, only just turned three.



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# Elizabeth's Story



In the wake of tragic loss, Legacy opened up a whole new life to Elizabeth. Legacy provides widows like Elizabeth with a caring community, so they can form new friendships and fight debilitating feelings of loneliness.

Legacy provides financial assistance and emergency relief for widows like Elizabeth and her family, so she never feels helpless in the face of uncertainty.

Legacy provides widows like Elizabeth with a network of experts to help her make claims for government assistance... or appeal the decisions which deny her the support she deserves.



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# Elizabeth's Story

**“Legacy was home away from home. My second home. My second family. It’s always helped me to be around others who were in the same position. We talk. I learn from them. We understand each other. The weeks I don’t come in, I’m lost”**

**While Elizabeth is thankful that she’s managed to get by since Barry’s passing, she has known many widows who struggle. Legacy supports widows of all ages – from those who are only in their 20s to others who are over 100!**

**To a grieving widow like Elizabeth, your generous support of Legacy Brisbane is the promise of a lifetime of support.**



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# You're in fine company

**Legacy is a charity funded by donors and sponsors who give generously to improve the lives of individuals and families in need of support.**



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The Legacy Club of Brisbane Limited is one of 44 Legacy Clubs operating in Australia and the UK. It is a registered charity with Deductible Gift Recipient (DGR) status. Legacy Brisbane is registered with the ACNC and registered as a charity in Queensland under the Collections Act 1966 (Qld).

Legacy Brisbane is an Australian public company limited by guarantee and complies with Australian Accounting Standards relevant to its financial operations. The Legacy Gala Dinner Supported by Defence is an input taxed event, meaning that GST is not applicable to any event sales, including sponsorship.

In addition, strong and enduring relationships with businesses, employees and customers provide Legacy with the ability to continue a wide range of welfare activities. The following are just some of the companies that continue to display confidence in Legacy's welfare outcomes and provide the credentials of a contemporary and valued partner.



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# 2022 Sponsors



Gold



Silver



Bronze



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# Our Reach

The Legacy Gala Dinner Presented by NIOA is a true showcase event. As a valued sponsor, your brand will benefit from Legacy's marketing activities including a dedicated website and digital marketing.

- Dedicated electronic direct mail campaign to Legacy donors, corporate supporters and Defence suppliers.
- Dedicated website showcasing all sponsors.
- Dedicated social media campaign to Legacy donors, corporate and community supporters and Defence suppliers.
- On-the-night mentions and branding opportunities



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# Get Involved

Align and expose your brand to key Australian Defence Force leaders, Defence Industry stakeholders and Legacy's top corporate supporters and private philanthropists while also demonstrate your commitment to veterans and their families.



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# Gold Sponsorship Investment

- **\$20,000 – limited to 4 opportunities**

## **Our commitment to you:**

- Exposure and acknowledgement as Gold Sponsor in all pre and post-event marketing activities, promotional material, event literature and media releases with the Australian Defence Force, Defence Industry and wider community.
- Acknowledgement on the night as Gold Sponsor by MC, Commander 1st Division and President of Legacy and digital signage.
- Two (2) x Corporate VIP tables (total of 20 tickets).
- Invitation for ten (10) guests to VIP Pre Drinks Function, hosted by Commander 1st Division.
- Logo placement in Gala program and Gala website
- 1 x individual social media post (pre or post event) (supplied by sponsor if preferred)
- 1 x inclusion in Gold Sponsors acknowledgement social media post
- 1 x inclusion in all sponsors acknowledgement social media post
- 1 x full page ad in program (artwork to be provided by sponsor)
- 1 x feature in Legacy Brisbane's Corporate Newsletter (copy and images supplied by sponsor)



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# Silver Sponsorship Investment

- **\$10,000**  
**Our commitment to you:**
- Acknowledgement as Silver Sponsor in all print and digital material on the night.
- Acknowledgement on the night as Silver Sponsor by MC, Commander 1st Division and President of Legacy and digital signage.
- One (1) x Corporate VIP table (total of 10 tickets).
- Invitation for five (5) guests to VIP Pre Drinks Function, hosted by Commander 1st Division.
- One (1) half page advertisement in the event program (artwork to be provided by sponsor).
- Acknowledgement in all print and digital material on the night
- Logo placement in Gala program and Gala website
- 1 x individual social media post (pre or post event) (supplied by sponsor if preferred)
- 1 x inclusion in Silver Sponsors acknowledgement social media post
- 1 x inclusion in all sponsors acknowledgement social media post
- 1 x ½ page ad in Gala program (artwork provided by sponsor)



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# Bronze Sponsorship Investment

- **\$5,000**

**Our commitment to you:**

- Acknowledgement on the night as Bronze Sponsor by MC and digital signage.
- Logo published as Bronze Sponsor in all event print material on the night.
- One (1) Corporate VIP table (total of 10 tickets).
- 1 x inclusion in all sponsors acknowledgement social media post
- Logo placement in Gala program and Gala website



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# Photobooth Sponsorship Investment

- **\$5,000** *limited to one opportunity*
- Your organisation will benefit from constant brand exposure on the night, while your brand will also live on in printed photo keepsakes and social media uploads.
- **Our commitment to you:**
  - Recognition as the Photo Booth Sponsor on select marketing material and other means of publicity (subject to editor's rights).
  - Brand surrounding Photo Booth (sponsor to provide branded banners etc.).
  - Logo recognition on all photo prints.



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# ADF Table Investment

- **\$2,800**
- Exposure and acknowledgement as a Corporate Sponsor supporting one table of ten (10 tickets) for ADF members to attend the Legacy Gala Dinner free of charge
- **Our commitment to you:**
  - Logo placement on table
  - Acknowledgement on the night as ADF Table Sponsor by MC and digital signage.
  - 1 x inclusion in all sponsors acknowledgement social media post
  - Logo placement in Gala program and Gala website



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# YOUR IMPACT

The Legacy Gala Dinner Presented by NIOA raises significant funds that ensures our vital work supporting the families of fallen and injured servicemen and women can continue.

Each year, Legacy provides the following life changing support to our ADF families located in South East, Central and Western Queensland. Over \$1.28 million was spent on service delivery in 2022.



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# Your Impact

## *Legacy Youth Leadership Program*

170 Legacy Youth are mentored through leadership and personal development skills, promoting a sense of connectedness and belonging, and assist with their transition from teenagers into adulthood.

## *Family Assist Program*

More than 25 families a year engage with Legacy in times of crisis through the Family Assist Program. Legacy provides flexible and practical support to families of veterans who have an injury or illness due to their service.

## *Widow Support Program*

Over 5,400 widows are supported each year, with over 1,000 welfare contact calls made to isolated widows across South East, Central & Western Queensland.



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# Your Impact

## *Educational Grants*

Legacy provides financial assistance to ensure families receive the support and resources they need to achieve their full potential.

## *Explorers Program*

125 People with a Disability participate in social activities and events, combating social isolation and linking to relevant services, such as the NDIS.



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THANK YOU