



**SECURE THE SWEETEST
SPONSORSHIP DEAL
IN MELBOURNE....**

**SPONSOR A METRE OF
CAKE IN 2010**



An awareness and fundraising initiative of the **Cerebral Palsy Support Network**

www.melbourneslongestcake.org.au

Background

Melbourne's Longest Cake is an annual initiative of the Cerebral Palsy Support Network, as its major fundraiser and public awareness event.

Melbourne's Longest Cake involves the baking, assembly and decoration of a cake that is at least 100 metres long. Stretching along the Yarra Promenade at Crown, the cake is the culmination of a huge team effort involving the assistance of hundreds of volunteers. Ingredients and labour are generously donated by Crown, who take care of the logistics required to stage this annual spectacle, and its team of chefs bake to perfection this massive cake. The recruitment of apprentice chefs and cookery students from tertiary institutions around the state leads to the successful final assembly and decoration of the cake.

Business and corporate sponsors are invited to participate in the fundraising effort by pre-sponsoring metre lengths of cake. The cake is displayed with sponsor name or logo plaques along its length, and the general public are invited to share the occasion by purchasing a generous slice of magnificent cake which is enjoyed along with a complimentary drink and free entertainment. Popular performers are joined by sportsmen and celebrities to entertain the crowds while they are enjoying their cake and all the fun of the festivities.

Please peruse our website and view fabulous photographs of previous year's events and find out more about how you can be involved in this important fundraiser. Profits from cake sales and sponsorship go to the Cerebral Palsy Support Network Members Trust Fund, to directly benefit and assist members of the community with Cerebral Palsy to lead healthier, happier and more productive lives. A percentage of profits are also donated to Solve! At The Royal Children's Hospital to aid research into the causes, effects, preventions and evaluate rehabilitation programs and therapies for people with Cerebral Palsy.

Melbourne's Longest Cake 2010

Melbourne Food and Wine Festival is a well-publicised, successful annual cultural event attracting thousands of food and wine enthusiasts from all over Australia. As part of this festival, the Melbourne's Longest Cake event appeals to a wide variety of participants, including families and individuals of all ages.

Businesses are invited to support the event by sponsoring metre sections of cake. Sponsorship of Melbourne's Longest Cake will provide businesses with the opportunity to promote their company and gain exposure across a significant and very broad audience.

Expected Attendance and Event Promotion

Attendance at each of our previous Melbourne's Longest Cake events has been in excess of 10,000 people comprising of general public, family and friendship groups. The Age will again be approached to promote it by providing filler ads via their 'non-profit' sponsorship program. As part of the Melbourne Food and Wine Festival program, the event will also be promoted on their website and in the festival program guide booklet that has a print run of 350,000. This guide is distributed across a broad statewide network and is also inserted in The Age newspaper. As a major public spectacle, Melbourne's Longest Cake attracts local and national press, radio and TV coverage before, during and after the event.

Sponsorship Options

There is a range of sponsorship levels available depending on your budget and company size. Sponsors can select from five levels offered at only \$1,000 per metre – Amethyst (1 metre), Emerald (2 metres), Ruby (3 metres), Sapphire (5 metres) and Diamond (10 metres). See table opposite for full benefits of each sponsorship level.



Sponsor Benefits

1. Cake Advertising

Definitely the sweetest sponsorship deal in Melbourne! In front of each metre of cake, company and business logos are displayed. Each metre is over 100 serves of delicious cake. Your company logo will be beautifully presented on an A4 sized white chocolate plaque elevated on a stand for great presentation and visibility. Remember, multiple metres sponsored, means multiple displays of your logo on the cake, so your company gets even more exposure on the day.

2. Hospitality Benefits

For every metre you sponsor you will receive 10 VIP passes to the event. Melbourne's Longest Cake is a great way of getting people together. Share your sponsorship experience by issuing your VIP passes to encourage staff, clients or key customers to come along. All pass holders will receive a generous slice of delicious cake plus a hot or cold drink of their choice. You can also collect your sponsored cake to take-away by arrangement, all boxed up for your convenience and ease of removal. Serve the cake the next day during morning tea break at the office and put a smile on your staff's faces!

3. Acknowledgement of Sponsorship

An A4 photograph of your logo in front of your sponsored section of cake with a letter of appreciation, all in a presentation folder and delivered to your office after the event.

4. Online Advertising

Your logo will be placed on the Melbourne's Longest Cake website with a link through to your company website. Size and prominence of logos will be determined by level of sponsorship. When someone clicks on your logo, an icon will appear that displays how many metres your business has sponsored. Your logo presence and web link online stays on the Melbourne's Longest Cake website for 12 months!

5. Public Acknowledgement

All sponsors will be acknowledged during the event by the Master of Ceremonies.

6. Logo Placement on Marketing Collateral Materials

Logos of Sapphire and Diamond level sponsors will be included on event promotional printed materials where possible. This may include posters, postcards, flyers etc.

7. Inclusion in Media Releases

Sapphire and Diamond level sponsors will be included in event-related press releases to targeted print, radio and television media outlets.

8. Event Signage

Diamond level sponsors will have the opportunity to bring along their own signage to place near their sponsored metres of cake.

9. Opportunity to Give a Public Speech

Diamond level sponsors will be invited to have a senior representative give a brief presentation during the event.



5 X SPONSOR PACKAGES AVAILABLE:

	AMETHYST	EMERALD	RUBY	SAPPHIRE	DIAMOND
SPONSOR BENEFITS	\$1,000 plus GST	\$2,000 plus GST	\$3,000 plus GST	\$5,000 plus GST	\$10,000 plus GST
1. Cake Advertising	1 metre	2 metres	3 metres	5 metres	10 metres
2. Hospitality Benefits	10 tickets	20 tickets	30 tickets	50 tickets	100 tickets
3. Acknowledgement of Sponsorship	✓	✓	✓	✓	✓
4. Online Advertising	✓	✓	✓	✓	✓
5. Public Acknowledgement	✓	✓	✓	✓	✓
6. Logo Placement on Marketing Collateral Material				✓	✓
7. Inclusion in Media Releases				✓	✓
8. Event Signage					✓
9. Opportunity to Give a Public Speech					✓

SECURE THE SWEETEST SPONSORSHIP DEAL IN MELBOURNE AND BE PART OF MELBOURNE'S LONGEST CAKE IN 2010!

Complete the 'Sponsorship Proposal' form enclosed and return, or should you need more information please contact:

Victoria Garner
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Thank you to our Melbourne's Longest Cake 2009 sponsors:



A WORLD OF ENTERTAINMENT.™

