Sponsorship Opportunity – Night of Enchantment, Butterfly Ball

Celebrating 20 Years of The Butterfly Connection

Supporting Local People Through Life's Toughest Challenges

For 20 years, The Butterfly Connection has been a lifeline for individuals and families across Alice Springs and Central Australia facing serious illness, injury, trauma and unexpected medical hardship.

Established by locals for locals, The Butterfly Connection provides practical financial support when people need it most. Every dollar raised remains in Central Australia, helping local families navigate some of life's most difficult circumstances.

In 2026, we proudly celebrate this milestone with the 20th Anniversary, ***Night of Enchantment, Butterfly Ball***; an evening of connection, generosity and community spirit.

The Butterfly Ball brings together business leaders, community members, government representatives, healthcare professionals and supporters from across the region to raise vital funds that directly assist local people in need.

Event Snapshot*:* Night of Enchantment, celebrating 20 Years of The Butterfly Connection
Location: Alice Springs Convention Centre, Saturday 31 October 2026

Why Partner With Us?

By sponsoring the Butterfly Ball, your organisation will:

- Demonstrate genuine community leadership
- Align your brand with a trusted local charity
- Support vulnerable people in Central Australia
- Increase visibility among business and community leaders
- Strengthen your corporate social responsibility profile

- Engage with a large audience before, during and after the event

Fundraising Activities:

- Butterfly experience Zones
- Live Auction
- Silent Auction
- Raffles

Our Commitment

Every sponsorship contribution helps ensure The Butterfly Connection can continue assisting local individuals and families facing unexpected financial hardship during serious illness, injury, trauma

Local donations. Local impact. Local people helping local people.

For further information please contact Rachel McCallum on 0407 792 130 or thebutterflyconnectionasp@gmail.com

Kind Regards,
The Butterfly Connection Committee

SPONSORSHIP PACKAGES

DIAMOND BUTTERFLY SPONSOR $5000

- Premium logo placement
- Reserved table of 10 guests
- Recognition during formal proceedings
- Half-page program advertisement
- Dedicated social media recognition
- Inclusion on event signage and screens
- Website recognition

PLATINUM BUTTERFLY SPONSOR – $3,000

- Prominent logo on all marketing materials

- Acknowledgement in speeches and event program
- Social media promotions before and after the event
- Logo on event screens
- Full-page advertisement in event program
- Reserved table of 6 guests
- Opportunity to provide branded item in guest gift bags

GOLD BUTTERFLY SPONSOR – $2,000

- Logo on selected marketing materials
- Logo in event program
- Social media acknowledgement
- Reserved table of 4 guests
- Opportunity to contribute promotional material for guest bags

SILVER BUTTERFLY SPONSOR – $1,000

- Logo in event program
- Event acknowledgement
- 2 event tickets
- Social media mention

COMMUNITY BUTTERFLY SPONSOR (IN-KIND DONATIONS

Suitable for:

• Gift vouchers • Accommodation packages • Artwork • Donation of professional time, skills and expertise.	• Experiences • Products • Services • Auction and raffle items

Recognition provided throughout the event and online.

BUTTERFLY EXPERIENCE ZONES

Become a Butterfly Experience Zone Sponsor and help create a memorable Butterfly Ball experience while supporting The Butterfly Connection.

For a contribution of ***$1,000***, your business will host a themed fundraising zone during the event. Whether it's a simple game, a photo opportunity, a lucky draw, or a creative interactive display, your zone is an opportunity to connect with guests in a fun and relaxed way. We can help with volunteers on the night if required.

For the 2026 Night of Enchantment, Butterfly Ball, sponsors are invited to embrace a ***Halloween-inspired Enchanted evening***. We encourage creativity, but there is no expectation to create a large-scale activation. The goal is simply to provide an engaging experience that helps raise funds and awareness

Sponsor Responsibilities

- Add decorations or styling to your allocated zone.
- Have volunteers or staff available to welcome guests.
- Offer a simple activity, game, prize draw, or fundraising idea.
- Create an engaging experience that suits your business and budget.
- Support fundraising throughout the evening.

Sponsor Benefits

- Business name and logo displayed at the Experience Zone.
- Recognition in the event program.
- Social media acknowledgement before and after the event.
- MC recognition during the evening.
- Opportunity to showcase your business to guests and community leaders.
- Two tickets to attend the Butterfly Ball as a Butterfly Zone Sponsor.

A note for sponsors

Don't overthink it. Some of the most successful Experience Zones are simple, interactive ideas that encourage guests to have fun and make a donation. The Butterfly Connection team can also provide guidance and support to help bring your idea to life.

Example ideas

- Butterfly Photo Experience
- Butterfly Wish Tree
- Mystery Prize Wall
- Spin-to-Win Wheel
- Guess the Lollies Jar
- Pumpkin Toss Challenge
- Lucky Key Draw
- Butterfly Wings Selfie Station
- Halloween-themed Mini Games
- Butterfly Chocolate smash

Special Event Sponsorship Opportunities

Where you don't have any responsibility and we promote your business throughout the evening

Opportunity	***Investment***
Welcome Drinks Sponsor	$3,000
Entertainment Sponsor	$2,500
Major Auction Sponsor	$3,000
Raffle Sponsor	$1,500
Dessert Sponsor	$2,000

Every contribution, regardless of size, will directly support local people facing challenging circumstances. As recognition of your generosity, your business will be acknowledged through our event fundraising platform, event promotions and during the evening where appropriate.

This year represents not only a celebration of 20 years of community support, but also an opportunity to ensure The Butterfly Connection can continue helping local families for many years to come.

Rachel McCallum
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thebutterflyconnectionasp@gmail.com

The Butterfly Connection
Celebrating 20 Years of Supporting Central Australian Families

DONATION FORM SECTION

Please email details or fill in this form and return to thebutterflyconnectionasp@gmail.com

DONATION COMMITMENT FORM

Business Name: _____ Contact Person: _____ Phone: _____ Email: _____ Description of Donation:	Estimated Value: $ _____ Collection Required: ☐ Yes ☐ No Signature: Date: