

A piper in traditional Scottish kilts playing bagpipes. The piper is a man with a full white beard and a shaved head, wearing a dark jacket and a plaid kilt with a large silver sporran. He is playing a bagpipe with a brown leather bag and three black pipes. The background is dark with a subtle white topographic map pattern.

# Sponsorship Information

St Andrew's Society  
75th Anniversary Ball

Saturday August 27, 2022

Brisbane City Hall

# About the Ball

Saturday August 27, 2022 · Brisbane City Hall

Join us for a spectacular evening filled with live entertainment, fine food and great company to celebrate our 75th anniversary in one of Brisbane's most impressive venues, Brisbane City Hall.

The 75th Anniversary Ball is an opportunity for the Queensland Scottish community to revel in our shared history and rejoice in our future. The Society was nurtured with Scottish hospitality, Scottish honesty, Scottish heraldry, and Scottish humour - all qualities that prevail today, and this is something to celebrate!

Hear the skirl of the pipes, toast the haggis, and watch the swirl of the Highland Fling!

## The Society

As our state's Scottish society, we welcome all those who enjoy Scottish culture and fellowship, for those of Scottish descent, or for anyone with an interest in sharing the history and culture of Scotland.

In 1947, Sir William Glasgow, a senior Australian army officer and politician, sponsored a fund to set up the Society of St Andrew of Scotland Queensland.

Our members benefit from camaraderie and sharing in the uniqueness of knowing our collective efforts will pass on Scottish culture to the next generations in Queensland.

The Society is a not-for-profit organisation and operates to enable philanthropy that aligns with our traditional areas of community support, with a special focus on health and education.

## Membership

Members of the Society play a vital role in the promotion and preservation of Scottish culture and tradition for themselves and their families, and for the people of Queensland.

The Society welcomes membership from everyone who has a strong interest in or close connection to Scotland and wishes to support Scottish activities and institutions.





# Become a Sponsor

A group of dedicated volunteers within the Society are coordinating the ball, and all sponsorship will go towards the costs of putting on a grand Scottish event.

The ball provides an opportunity for promotion to 300+ guests and 450+ members to be strategically grown with this event. The Society has acquired sponsorship from TwentyTwo Digital, a young, vibrant, Brisbane-based digital marketing agency to secure the success of this event.

From this audience there is a connection to the wider community, as roughly 10% of Queenslanders and Australians identify as having Scottish ancestry, making it the fourth most common in the state and country.

The intention is for the ball to be so successful that it becomes an annual event and an annual partnership opportunity!



## Silver

\$2,500

- One table of 10
- Logo recognition in the ball programme

Braw! Excellent!



## Gold

\$5,000

- One premium table of 10
- Logo recognition in the ball programme
- Logo on main room screens
- Verbal mention by the MC
- Acknowledgement on social media and post event eDM to attendees

Gie it laldy! To give one's all!



## Diamond

\$10,000

- Sponsorship naming rights
- Programme acknowledgement
- Logo on main room screens
- Verbal mention by the MC
- Speech or video opportunity
- Two free standing banners supplied by the sponsor
- Acknowledgement on social media and post event eDM

Lang may yer lum reek! May you live long and stay well!