
Challenge
DIAMONDS
ARE A GIRL'S BEST FRIEND GALA DINNER

About Diamonds

Thursday 17 June 2027

The Diamonds Are A Girl's Best Friend Gala Dinner (Diamonds) is an annual, all-women event that sees 1,500 women come together to celebrate and empower women!

Held annually at Palladium at Crown, this year Diamonds will celebrate 27 fabulous years. Delivering a night that always impresses, the longevity of this event is a testament to its success.

A highlight of Melbourne's social calendar, Diamonds is one of the most highly anticipated all women events of the year.

Funds raised from Diamonds directly support Challenge, specifically the Women for Challenge program. This program provides tailored and practical assistance to mothers of children living with cancer, ensuring they receive the care, connection and support they need during an incredibly difficult time.







About Challenge

Challenge is a not-for-profit organisation that supports children and families living with cancer, 365 days a year. Our support is free and immediate, helping to lighten the cancer journey by addressing the practical, social, and emotional needs of all our members.

PROGRAMS FOR CHILDREN
Camps, hospital support, activity days, playgroup sessions, ticketing, massage therapy, music & art therapy.

PROGRAMS FOR FAMILIES
Lunches and weekends away, home help, date nights, holiday accommodation, transportation and financial assistance, and activities.

SCHOLARSHIPS & TRUSTS
Academic and creative scholarships for primary, secondary, and tertiary students.

BEREAVEMENT SERVICES
Support and advice, social groups, and retreats.

Sponsored Table



Diamond Sponsor

$10,000

- Table of ten
- Premium position front and centre
- MC acknowledgement
- Logo inclusion:
  - Diamonds website
  - Event program
  - Big screens on the night
  - EDM to our database
- Access to over 1,500 influential women
- Boost corporate social responsibility
- Gift bag for each guest
- Ten bottles of Mumm for the table
- Advert in Program
- Advert in Diamonds EDM
- Post on the @diamondsgala instagram



Gem Sponsor

$6,000

- Table of ten
- Premium position
- MC acknowledgment
- Logo inclusion:
  - Diamonds website
  - Event program
  - Big screens on the night
  - EDM to our database
- Access to over 1,500 influential women
- Boost corporate social responsibility
- Gift Bag for each guest

Activation Sponsor



Wrap our Photobooth

The Photobooth is one of the most popular activations on the night, creating lots of guest engagement and social sharing throughout the event.

You have the opportunity to wrap the photobooth in your own branding and design, with logo placement also included on all printed photo strips given to guests as a keepsake from the evening.



Activation Sponsor

Bring the Diamonds experience to life.
What sets Diamonds Are a Girl's Best Friend apart from other events is the incredible atmosphere and interactive activations. From the Beauty Bar and Tarot Readers to Colour Analysis, Photo Booth and stunning Photo Walls, these activations create memorable moments, encourage engagement and keep guests entertained throughout the event.

- Two tickets to attend Diamonds
- Logo inclusion:
  - Diamonds website
  - AV sponsor scroll
  - Event program
  - EDM communications to our database
- MC acknowledgement during the event
- Association with the event's most engaging and memorable experiences
- Opportunity to boost your organisation's corporate social responsibility
- Brand exposure to over 1,500 incredible women

Product Sponsor



Gift Bag Sponsor

The Diamonds gift bag has become an iconic part of the evening, and you can be a part of it. We welcome your involvement through the supply of one standard-sized product for each guests (1,500 required).

- Two tickets to attend on a VIP table
- logo inclusion:
  - Diamonds website
  - AV sponsor scroll
  - Event program
  - EDM to our database
- MC acknowledgement
- Boost corporate social responsibility
- Target over 1,500 incredible women!



Raffle & Auction

We require donated items for our raffle, silent and live auctions. You can support us by donating an experience, accommodation, dining, hair and beauty, sporting memorabilia, jewellery, hampers, homewares, artwork, alcohol, or electrical items. The list is endless!

- Donated item on display
- Target over 1,500 incredible women!
- Logo inclusion:
  - Diamonds website
  - EDM to our database
- Event program acknowledgement

<u>over $2,000 in value:</u>

- Item labeled 'Premium'
- Added logo inclusion:
  - AV sponsor scroll
- Mention in event program
- Item write-up on AV screens

Event Sponsor



Services Sponsor

If you want to support us but don't have an item, you may be able to offer a service such as entertainment, theming or prop hire, graphic design, printing, or photography.

- Target over 1,500 incredible women!
- Logo inclusion:
  - Diamonds website
  - EDM to our database
- Event program acknowledgement

<u>over $5,000 value:</u>

- MC Mention
- Added logo inclusion:
  - Event Program
  - AV sponsor scroll



Sponsor a Challenge Mum

Purchase a table and donate it to our Challenge Mums! Your generous contribution will provide these remarkable women with an unforgettable evening, filled with joy and support.

Table: $2,500

- 10 Challenge mums to attend
- Logo inclusion:
  - Diamonds website
  - EDM to our database
  - AV sponsor scroll
- Mention in event program
- Target over 1,500 incredible women!
- Boost corporate social responsibility.

Mum and guest: $500

- Mum and a guest to attend.
- Tax deductible receipt



If you are interested in supporting Challenge in other ways, please contact us for a tailored sponsorship package specific to your organisation.

CONTACT

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