



ALLENBY

SPONSORSHIP PROPOSAL

Event Details

1 DECEMBER 2025

For over three decades, the Robert Allenby Golf Day and Gala Dinner has become more than just a household name within the Challenge community.

This annual event allows participants to match their golfing game against some of the sport's most elite talents, whilst enjoying a magnificent day on the greens of the Yarra Yarra Golf Club.

The day is followed by a sensational evening at Crown Palladium where guests are indulged with delicious food, wine, and entertainment.

Challenge supports children and families living with cancer 365 days a year. With a holistic and practical focus, we help to lighten the cancer journey.

Challenge is largely dependant upon this event for its ongoing success. All funds raised will go directly to our programs.





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.

Packages



Golf & Dinner Package

\$4,500

A day and night that only promises the best of the best, this package includes:

- A group of **four** to play at Yarra Yarra Golf Club - one of Australia's more prestigious golf courses, boasting a pristinely presented Sandbelt course.
- Dinner for **ten** at Crown Palladium, where you will be wine and dined with a three-course meal, premium beverages, high-quality live and silent auction prizes, and live entertainment.

Plus:

- A premium tee gift pack valued at over \$200 for each golfer
- Breakfast and lunch for morning groups and lunch for afternoon groups
- All on course food and beverages
- Opportunities to win Nearest-The-Pin and The Longest Drive
- The opportunity for your group to win over \$20,000 worth of prizes.



Dinner Package

\$2,500

Not interested in a round of golf? Just join us in the night with our 'Dinner Package', which includes:

- Dinner for **ten** at Crown Palladium, where you will be wine and dined with a three-course meal, premium beverages, high quality live and silent auction prizes, and special guest entertainment.

Golf Day Sponsor



Golfer Prizes

Part of our mission to deliver a top tier event, includes the chance for members of the top 3 teams to win a prize, as well as prize opportunities for the longest drive and nearest to pin. Your assistance would be warmly received.

Golfer's Gift Bag

Over the years, the Golfer's Gift Bag has become an iconic part of the golf event, with each golfer receiving a bag on arrival. You can help spruce up our Golfer's Gift Bag through the supply of one standard-sized product for each of our golfers (200 required).

Hole in One Sponsorship

Every golfer has the opportunity to win a car if they hit a hole-in-one. With prize insurance, this is a fantastic opportunity for a dealership to not only display a car on the tee, but also sell one should there be a winner.

Entertainment on the Tee

While golfers are waiting to tee off, we provide catering, massage and giveaways around the course. If you can help us keep the entertainment rolling throughout the day, we would gratefully welcome your involvement.



Gala Night 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.

- Logo inclusion:
 - Allenby website
 - Event program on every table
 - AV sponsor scroll at the event
 - EDM to our database of 3,500
- Enhancement of corporate social responsibility through a fun environment



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!

Over \$4,000 Item Value:

- Logo inclusion:
 - Allenby website
 - Event program on every table
 - AV sponsor scroll at the event
 - EDM to our database of 3,500
- Donated item on display on the night
- Enhancement of corporate social responsibility through a fun environment

Under \$4,000 Item Value:

- Logo inclusion:
 - Allenby website
 - EDM to our database of 2,500
- Acknowledgement in the event program
- Donated item on display on the night
- Enhancement of corporate social responsibility through a fun environment



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

CONTACT

Stacey Korp
Challenge Event Manager
stacey@challenge.org.au

Ian Wood
Golf Day Organiser
ian@focalpromotions.com.au