

# To business owners wanting to partner with us

**Glenside Lions**  
*Art Show*



**Lions of Glenside Inc.**  
PO Box 280  
Glenside SA 5065

I am writing to you, offering a business sponsorship opportunity with the Iconic and well known, Glenside Lions Art Show's 31<sup>st</sup> Annual Art Show, to be held from 26<sup>th</sup> October 2022 to 30<sup>th</sup> October 2022 at the City of Burnside – Iconic Ballroom (*corner Portrush & Greenhill Rd's.*). In 2021 we were awarded "Community Event of the Year" at the Australia Day ceremonies, held at Hazelwood Park by Burnside City Council.

I know there is a strong desire to give back to the local community, and we greatly appreciate the support of local businesses in the past. Through their generosity we have helped numerous local charities over the last 30+ years, such as:

**Dementia Australia.**  
**Legacy SA**  
**Heart Kids**  
**Cystic Fibrosis South Australia Inc**  
**MNDSA**  
**Arthritis Foundation of SA Inc**

**Mary Potter Foundation**  
**RDNS Foundation**  
**Burnside CFS**  
**Lions Hearing Dogs and many more**  
**Spelds (SA)**  
**Operations Flinders Foundation Inc.**

We have raised and contributed over \$357,000 to these beneficiaries (*and many more*) direct from the Glenside Lions Art Show activities.

Each Year we attract over 200 Local Artists, 500 visitors, 50 volunteers with up to 20 local business sponsors participating to raise awareness and funds for our beneficiaries.

In 2022 we will again support **Catherine House** (*for a second year*) who provides crisis, longer term accommodation and support services to women experiencing homelessness in SA. Catherine House is South Australia's only homelessness and recovery service for women.

They aim to end the homelessness for every woman – for good and offer person centred support and Trauma-informed care, focusing on clients' existing strengths and knowledge.

- *54 Women accommodated nightly across all their programs*
- *Over 600 activities held in the Women's Centre, which is open to current and former clients.*

We have attached our current Sponsorship package for your commitment and to make a difference. There are 4 options to choose from which comprise of:

✿**Platinum Sponsor** ✿**Gold Sponsor** ✿**Silver Sponsor** ✿**Bronze Sponsor**

If you would like to participate in this year's event as a sponsor, please contact us to discuss your involvement. Thank you for your time and consideration.

Sincerely,

**Cathrine Greven**  
**Glenside Lions Art Show Director**

**Leonie Varga**  
**Sponsorship Liaison Officer**



Lions of Glenside Inc.  
PO Box 280  
Glenside SA 5065



Glenside Lions  
Art Show

# LIONS OF GLENSIDE INC. PRESENTS THE 31<sup>st</sup> ANNUAL ART SHOW

## PREFERRED PARTNER OPTIONS



In 2022, the Lions Club of Glenside Art Show has chosen Catherine House (for the second year) as its beneficiary to receive all the proceeds from this valued and widely supported community event. We, the Lions of Glenside are approaching businesses within the community to help raise funds to support this charity.

We have developed a simple, low cost and effective marketing strategy that will promote those valued partners who align themselves with this community event. We encourage you to engage and support this event to help benefit Catherine House and align your business/services as a sponsor of this community event.

The Art Show is to be held in the Burnside Ballroom (*corner of Portrush & Greenhill Rd, 's*) from Wednesday 26<sup>th</sup> October 2022 to Sunday 30<sup>th</sup> October 2022.



Proudly Supporting  
**Catherine House**

### How we help

Catherine House provides supported accommodation services to women experiencing homelessness, who are 18 years or older, and unaccompanied by children.

Catherine House is the only recovery based service for women experiencing homelessness in South Australia.

### Our mission

Through recovery orientated interventions, we work in partnership with women, creating opportunities to have greater personal wellbeing for a meaningful and satisfying life.

Contact Leonie Varga on  
0449 847 022 for further  
details.



# Benefits



Glenside Lions  
*Art Show*

## The benefits for sponsors are:-

- Collaboration of business, charity and community with Art.
- Supporting a Charity that receives limited government funding in your local state/area.
- Aligning your business with
  - a. Catherine House – the charity
  - b. Lions of Glenside and Lions Australia and Lions International
  - c. Burnside City Council
  - d. Other local businesses
  - e. Local and interstate Artists and Art Lovers
  - f. Local Community organisations like CFS Burnside and Pepper Street Art Studio.
- Marketing of our Art show around Australia using SEO technology and Google ranking, (page 1 every time), that drives art lovers, artists, intending purchasers and visitors directly to our website which increases sponsorships exposure, nationally.
- Social media links to your business through structured and targets posts 10 weeks prior to the art show.
- Along with the choice of package, will determine the media coverage your business receives.

# Preferred Partners Options



DETAILS	Platinum	GOLD	SILVER	BRONZE
Opening night 26 <sup>th</sup> October. Tickets	8	6	4	2
Acquisitive choice (up to \$1,000)	✓	X	X	X
1 Minute "spotlight" presentation at opening ceremony	✓	X	X	X
Your business's pull-up banner is displayed throughout the entire Art Show	✓	✓	✓	X
Your name on the Art Screens throughout the entire Art Show	✓	✓	✓	X
Advertising of your business in our 2022 Art Show Catalogue	2 pages	1 page	1/2 page	1/3 page
Website link to your business page via our website Plus, on <a href="#">Catherine House</a> web page	✓	✓	✓	x
Advertising of your business and the size of font of your name & logo in our promotional material: - <i>1. On the Websites from 1<sup>st</sup> August 2022 until 31<sup>st</sup> July 2023</i> <i>2. Our Facebook Page 1<sup>st</sup> August 2022 to 31<sup>st</sup> July 2023</i> <i>3. Logo/Posts on Catherine House's FaceBook Page (7,600 + followers)</i> <i>4. The Lions Bookmart, Tasmore from 1<sup>st</sup> August 2022 to 31<sup>st</sup> October 2022</i> <i>5. At the 2022 Art Show (26 Oct – 30<sup>th</sup> Oct 2022)</i>	LARGE	Normal	Small	Micro
<b>Your investment with an invoice &amp; receipt</b>	<b>\$3,630</b> Inc. GST	<b>\$1,375</b> Inc GST	\$880 Inc GST	\$440 Inc GST

# PREFERRED PARTNER OPTIONS



**Business Name** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Business ABN** \_\_\_\_\_

**Business Contact Person** \_\_\_\_\_ (name)

*(To discuss advertising/logo etc.)*

**Best Number/email)** \_\_\_\_\_

## Choice of package

<input type="checkbox"/> <b>Platinum</b>	<input type="checkbox"/> <b>GOLD</b>	<input type="checkbox"/> <b>SILVER</b>	<input type="checkbox"/> <b>BRONZE</b>
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## Payment Options

Cheque / money order enclosed

– Made payable to The Lions Club of Glenside Inc.

## OR

Electronic transfer of funds

BSB 085 232

Account Number 029082193

Reference = Your Company Name or identifier

An Invoice will be issued upon signing of this agreement, in which case payment is requested within 14 days of invoice issued.

**Cathrine Greven**

**Glenside Lions Art Show Director**

E [c.greven@greven-co.com.au](mailto:c.greven@greven-co.com.au) M 040 060 0816

**Leonie Varga**

**Sponsorship Liaison Officer**

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