



**NEW SOUTH WALES  
POLICE LEGACY LTD**

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Dear Friends

On behalf of the Board of Management of NSW Police Legacy Ltd, I am writing to invite you to support our 2008 Blue Ribbon Dinner.

NSW Police Legacy is a not-for-profit organisation which looks after the welfare of the families of deceased NSW Police Officers. Currently we provide emotional and financial support to more than 1060 widows and widowers, and almost 300 children. NSW Police Legacy is funded entirely by donations and receives no financial support from the Government. This year marks the charity's 21<sup>st</sup> year of operation.

Our annual Blue Ribbon Dinner is a black-tie gala event, which this year will be held at Acer Arena (formerly the Sydney SuperDome) in Sydney Olympic Park on Friday 19 September. The dinner will be hosted by our Vice Patron, Commissioner Andrew Scipione APM, of NSW Police. Invitations to this event have been sent to our Patron, Her Excellency Professor Marie Bashir AC, CVO, Governor of New South Wales, the Premier, The Honourable Morris Iemma MP and to our Vice-Patron, NSW Minister for Police, The Honourable David Campbell MP. Our MC for the evening is the well known Channel 7 media personality, Ms Chris Bath and the night's entertainment is courtesy of the renowned NSW Police Band. The evening will begin with pre-dinner drinks from 6.30pm prior to seating for the commencement of the Dinner at 7pm. A three-course dinner will be served accompanied by wines provided by Casella Wines. Throughout the evening, entertainment is provided as well as live and silent auctions, and mystery prize purchases.

The Blue Ribbon Dinner is a high profile event and NSW Police Legacy's key fund-raiser of the year. We ask you to consider assisting NSW Police Legacy in the following ways:

- By purchasing a table at the Dinner, we offer your organisation a table for eight hosted by two serving Police Officers or a table of ten;
- Donating your organisation's products or items as gifts to the Blue Ribbon Dinners' prize pool;
- Consider sponsoring the event- please see the attached sheet for details of how this will benefit your organisation, while at the same time supporting the families of deceased NSW Police Officers.

If you do choose to become a supporter of the 2008 Blue Ribbon Dinner, we will acknowledge your donation through the Blue Ribbon Dinner Program and on the Police Legacy website.

More information about NSW Police Legacy can be found on our website at [www.policelegacynsw.org.au](http://www.policelegacynsw.org.au).

Your time taken reading this letter is greatly appreciated.

WE REMEMBER THEM.

Yours sincerely

*Alison Boyd*

Alison Boyd  
Company Secretary

## **NSW Police Legacy 2008 Blue Ribbon Dinner Sponsorship Details**

**WHAT WE SEEK:** Organisations to provide varying levels of sponsorship or commercial support. Sponsorship can be in the way of monetary or product assistance.

**WHAT WE CAN GIVE:** Depending on the level of assistance and final negotiations, we can extend a range of privileges and benefits including, but not limited to:

❖ **Corporate Hospitality**

Your business would receive tickets for the 2008 NSW Police Legacy Blue Ribbon Dinner, including the opportunity to be hosted by a Senior Police Officer (and partner) if desired.

❖ **Official Designation**

Major sponsors will be recognised as an 'Official Supplier / Sponsor' to the 2008 NSW Police Legacy Blue Ribbon Dinner.

❖ **Naming Rights**

The principal sponsor would be offered the naming rights of the 2008 Blue Ribbon Dinner. For example, the event could be named and marketed as the 2008 NSW Police Legacy / (*your company name*) Blue Ribbon Dinner.

❖ **Use of NSW Police Legacy Logo**

Your business would gain the right to use the official NSW Police Legacy logo in all agreed forms of marketing, up until the 30 September 2009.

❖ **Signage**

Your business would receive the benefit of displaying an advertising banner at the dinner itself.

❖ **Marketing & PR**

Your business would receive rights to be involved in the promotion of your products through a range of initiatives (possibly sampling, demonstrations etc at the event). Further, where media advertising is used to promote the dinner, your business would be recognised as a sponsor.

❖ **Photographs**

Your business would be permitted to use photographs from the event for any agreed advertising campaigns or for inclusion in your Annual Report.

❖ **Promotional Material**

Your business logo would appear on the following:

- Media releases, publications and the official program of the 2008 NSW Police Legacy Blue Ribbon Dinner. As well as mainstream media, this would include Police Service Weekly (circulated to over 20,000 sworn and unsworn personnel); Police Association Journal; Police Credit Union Magazine and affiliated publications.
- On letterhead supporting all 2008 NSW Police Legacy Blue Ribbon Dinner correspondence.
- NSW Police Legacy Blue Ribbon Dinner.

For further information, please contact Alison Boyd or Lisa Azzopardi on (02) 9212 7611 or by email to [info@policelegacynsw.org.au](mailto:info@policelegacynsw.org.au)