

ODGERS BERNDTSON

Odgers Berndtson and Diabetes NSW & ACT

Charity Golf Day

Tuesday, 28 November 2017

A photograph of a lush green golf course with trees and a clubhouse in the background. A large orange callout bubble with a white border is overlaid on the right side of the image, containing text about a hole-in-one prize.

Hole-in-one
Prize up to
\$50,000
in value



CASTLE HILL
COUNTRY CLUB

Charity Golf Day

Tuesday, 28 November 2017

CASTLE HILL GOLF CLUB
SPURWAY DRIVE, BAULKHAM HILLS NSW 2153

All inclusive event
followed by a Gala Dinner and Auction



CASTLE HILL
COUNTRY CLUB

Introduction from the CEO Diabetes NSW & ACT

Over the last three years the Charity Golf Day has become an important part of the DNSW & ACT fundraising calendar and it's great to have the ongoing support of Odgers Berndtson for the event.

Diabetes does not discriminate. Regardless of gender, age, race or religion we are all at risk. Today one in four people over the age of 25 is living with diabetes or pre diabetes and for all of us there is a one in three chance that we will develop diabetes during our lifetime. On top of this the current impact to the health system and business productivity is \$14bn annually.

That is why day's like today are so important in raising both the awareness of diabetes as well as much needed funds to support those living with the condition. Last year we raised \$110,000 for the Diabetes Kids Fund, which immediately went into programs and services supporting children living with type 1 diabetes. There is no known cause or cure for type 1 diabetes and the impact on children and their families can be devastating.

The Castle Hill Country Club is a challenging but fun venue, and as the day is fully catered you are sure to have a great day out with clients and colleagues. If the feedback from the last two years is anything to go by, you'll enjoy a sensational round of golf and contribute to making a real difference to the lives of many children and their families.

We look forward to seeing you at the Castle Hill Country Club on the day and thank you for your ongoing and generous support.

Sturt Eastwood

CEO, Diabetes NSW & ACT



Message from Odgers Berndtson

For the last two years Odgers Berndtson has had the privilege to partner with Diabetes NSW & ACT to help raise funds and awareness in the fight against diabetes. Collectively we have been overwhelmed with the support and generosity we have received from our sponsors and all those involved in getting behind what is becoming an important fixture on the corporate charity calendar. This annual event has been extremely successful and without a doubt for an important cause, not least of which is ensuring we are well beings and that playing golf is one way of ensuring we get the amount of daily movement required to be fit and healthy.

We are therefore extremely pleased to be hosting the event for the third year running, returning to Castle Hill Country Club, and for those that haven't had the opportunity, I can attest to the quality of the course, the enjoyment of all those who took part and of course the incredible fund raising activity - both years exceeding \$110,000.

This year we have two additional challenges: firstly to keep the momentum going and lift this event up to the next level, and secondly, but just as important, aim to be the most inclusive and diverse golf charity event on the corporate calendar.

Imagine if every fourball had at least one female member – after all, diabetes does not discriminate



ODGERS BERNDTSON

New this year:

- Tax benefits available to sponsors
- Each fourball that has at least one female member will have a stroke deducted from their final score.

Our aim

We believe the formula we have assembled is a good one, so our aim is simple – repeat the enjoyment, fun and success we have enjoyed to date and ensure our day is inclusive and diverse. We have broadened the sponsorship packages and there will be a tax benefit available for this year's event. In tandem with securing sponsorship we have pulled together an Advisory Board to further our efforts and expect that the auction will be bigger and better and allow us to raise more funds for the Diabetes Kids Fund.

Rules for the day

As with the previous two Odgers/Diabetes charity golf events, we will be holding an Ambrose competition allowing all levels of Handicap from this system. Within each fourball - each player must take at least 3 drives to be counted. As a welcome addition, and in line with our drive for diversity and inclusion, each fourball that has at least one female member will have a full stroke deducted from their final score. Private Four Balls are also an important part of the program - not only ensuring we get a strong turnout on the day, but it allows those who are not in a position to be a corporate sponsor an opportunity to participate and get involved.

Tax benefit/Offset

This year we are very pleased to be able to offer a tax benefit to sponsors. When you review the sponsorship packages in the brochure you will see a tax benefit proviso next to the sponsorship total. Many of you will have participated in this type of sponsorship arrangement in the past but for those who are new to this, essentially the tax benefit element of the total cost is less the actual benefit you receive on the day. It is our hope that the offset will encourage greater take up of sponsorship packages allowing us to fill the field and maximise the benefit and enjoyment for everyone, and for Diabetes NSW & ACT.

Why should you get behind this event and this cause

- Approximately 1 in 4 adults have diabetes or pre-diabetes
- Every 5 minutes someone is diagnosed with diabetes. That adds up to 298 a day and 108,708 a year
- Diabetes is the 6th highest cause of death by disease in Australia
- Diabetes is a leading global cause of blindness, kidney failure, heart attack, stroke and amputation
- The prevalence of diabetes is growing by over 7% per year; mostly type 2
- Type 1 diabetes is one of the most common chronic childhood conditions



Diabetes Kids Fund

The Diabetes Kids Fund was established to help children living with diabetes have a full life and achieve their potential. It does this by helping disadvantaged children and those from rural and regional areas attend camps and educational programs to learn about managing their diabetes and build confidence by meeting other kids living with the condition so they no longer feel alone and different.

The Fund also works with families, carers, communities and schools to ensure children living with diabetes are supported in every aspect of their lives enabling them to grow and thrive.



Imagine having not one, not two, but three beautiful children all diagnosed with type 1 diabetes.



Maria Dent was scrolling through family photos from Christmas 2015 when she noticed something different about her daughters, Francis who was 12, and Lillian, 5. They were both thinner. Soon there were also complaints of tiredness and a fungus growing on their tongues.

On the third doctor's visit Maria insisted on a blood test which resulted in both Lillian and Francis being taken to hospital emergency. After a two night stay, Maria and her husband Daniel were dealing with unbelievable news, that both girls had type 1 diabetes.

Before the next Christmas, their middle daughter Clarissa had fallen ill too, and was also diagnosed with type 1 diabetes. On most nights now, Maria gets up at 3am to check the girls blood glucose levels and satisfy herself that all is well. Another ongoing challenge for the family is the burden of educating everyone who takes care of her girls about blood glucose highs and lows.

Diabetes information and support has become a lifeline to the Dents. Maria has been grateful for the resources provided by Diabetes NSW & ACT which she says are easy to understand. In addition, family events, like DiaBuddies Days, have provided the whole family with a safe place to meet others facing similar challenges.

"They are so good. The girls are getting to know there are other kids like them, and it's a big part of them accepting what they're going through."

Maria says her girls mostly take the many challenges of type 1 diabetes in their stride. But of course, some days are harder than others.

"For me, it was disappointing to realise every one of our girls has type 1 diabetes. I've felt a lot of sadness thinking their future will be different to what we imagined. I fear them one day getting issues with their eyes and nerve pain - things that could come later." "But I also think if they can be confident in who they are, and not embarrassed about their diabetes, they will cope well and they can be whoever they want to be."

Supporting Diabetes NSW & ACT helps us provide information and services so that people with diabetes can still have great lives. Help us make a difference to the Dents and others like them.

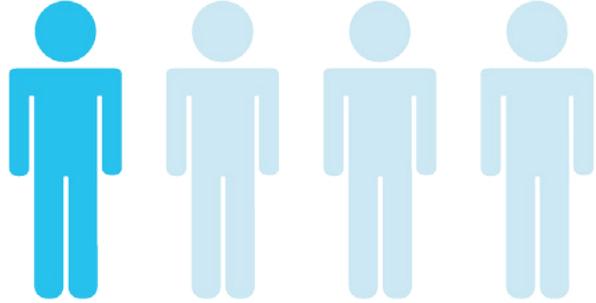


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ODGERS BERNDTSON

It's time we better detect type 2 diabetes

1 in 4 adults 
are either living with diabetes or pre-diabetes

There are currently 500,000 Australians living with silent, **undiagnosed** type 2 diabetes.

Many people live with type 2 diabetes for up to seven years before being diagnosed and in that time they may develop serious health complications like kidney, eye, nerve or vascular damage.

Diabetes is the leading cause of blindness, kidney failure, heart attack, stroke and amputation.

Diabetes and its complications costs Australia \$14bn each year and this is increasing. Soon it will be the number 1 cost to our health system.

Diabetes is more common than you think. It doesn't discriminate and the next person diagnosed could be your mother, father, wife, husband, partner, child or friend.



Where do the funds we raise go?

The Diabetes Kids Fund works to build innovative programs to support children living with diabetes and extend the reach of services so that more children, families and carers get the support they need to live well.

Programs and services delivered through the fund include:

- Family camps and picnics where the kids learn more about managing their diabetes and get to meet others in the same situation
- Specialist support for schools, teachers and mentors who have children with diabetes in their care
- Transport relief for disadvantaged families to help them travel to camps or medical appointments
- 'Information kits' to help families adjust to the diagnosis and life with diabetes
- Apps, magazines, podcasts and videos to help children learn about and manage their diabetes
- Resources for families where English is not their first language



How you can get involved

Corporate Sponsorship

Corporate sponsorship allows us to host this day. Without the sponsors this day would not be possible and we have been very fortunate to have a mix of sponsors over the last two years. Global heavyweights like Dell, Cisco and Salesforce; Iconic Australian Brands like Telstra and Blackmores as well as companies such as Palo Alto Networks, Arkom, Credit Suisse, Bluestar Web, Bauer Media and CA Financial Services.

Private Fourballs

We are indebted to our corporate sponsors who get behind the event and give us the platform on which to raise funds, however, we understand it is not always possible for a company to get involved as a sponsor. We are therefore providing a private four ball option which allows you to get involved in this great day. The importance of private four balls should not be underestimated. For us to have a truly great and enjoyable event having a strong field is important, and the private four ball participation allows us to achieve this.

Donate an Auction Prize

Last year we had a great range of auction prizes. For those that are unable to take part in the event you can always donate a prize to the auction and ensure we raise as much money as possible.

Please let us know if you are interested in getting behind this event and would like more detailed information about sponsorship options and availability.



Thank you to previous sponsors



Thank you to previous partners



LAKE'S FOLLY



CONTEMPORARY



Sponsorship Package Information

Overleaf you will find the sponsorship packages available to get behind this important event. Again I would like to draw your attention to the **tax benefits** associated with the packages on offer. This should allow us to maximise the funds raised on the day and better the totals we have achieved over the last two years. As a corporate event that is gaining momentum every year and addresses a disease that affects us all both at home and in the work place - this is a great way for you to align your company to a premiere event while contributing to an important cause and doing it in a tax efficient manner.

As with previous years we expect these packages to be taken up quickly – so please don't delay to sign up and confirm your support.

You will also notice that there are several opportunities to sponsor a hole-in-one, which will allow us to take out Insurance to cover the payout cost while also generating a real opportunity for participants to win a major prize (cash and/or car). This represents a significant uplift on the previous two years.



To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete the form on page 20 and return to paul.rush@odgersberndtson.com

NAMING RIGHTS/LEAD SPONSOR - SOLD

2 Fourballs, Golf Carts included

Signage on Starters tee plus additional prominent signage space

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

ODGERS BERNDTSON



PLATINUM PARTNER/LEAD SPONSOR

\$25,000 (\$20,000 tax deductible)

3 Fourballs, Golf Carts included

Exclusive signage on two holes

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

2 AVAILABLE | 1 SOLD (TELSTRA)



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To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete the form on page 20 and return to paul.rush@odgersberndtson.com

GOLD - \$10,000 (\$6,000 tax deductible)

2 Fourballs, Golf Carts included

Exclusive signage on two holes

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

4 AVAILABLE



SILVER - \$5,000 (\$3,000 tax deductible)

1 Fourball, Golf Cart included

Exclusive signage at CHGC

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

3 AVAILABLE



To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete the form on page 20 and return to paul.rush@odgersberndtson.com

HOLE-IN-ONE PRIZE - \$7,000 (\$5,000 tax deductible)

1 Fourball, Golf Cart included

Exclusive signage on one hole and prominent advertising on the day

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

3 AVAILABLE



MAIN PUTTING GREEN - \$5,000 (\$3,000 tax deductible)

1 Fourball, Golf Cart included

Signage on the club main putting green

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

4 AVAILABLE



To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete the form on page 20 and return to paul.rush@odgersberndtson.com

DRINKS SPONSOR - \$5,000 (\$3,000 tax deductible)

1 Fourball1s, Golf Carts included

Exclusive signage on one hole

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

1 AVAILABLE



PRACTICE RANGE - \$4,000 (\$2,000 tax deductible)

1 Fourball, Golf Cart included

Signage on the club practice range

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

2 AVAILABLE



To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete the form on page 20 and return to paul.rush@odgersberndtson.com

SHORT GAME PRACTICE AREA

\$4,000 (\$2,000 tax deductible)

1 Fourball, Golf Cart included

Signage on the chipping green

Invitation to gala dinner and auction

Company logo and sponsorship included on all material during the day

2 AVAILABLE



PRIVATE FOURBALL - \$1,000 (no tax deduction)

1 Fourball, Golf Cart included

Invitation to gala dinner and auction



Auctions

As previously mentioned, we have significant objectives to achieve with this charity golf event. If we are to repeat the success of the first event, then there are a few things that we need to do:

Firstly - raise much needed funds for this important cause which touches us all either directly or indirectly.

Secondly - raise awareness of diabetes and the impact that this chronic disease has on individuals, families, companies and the nation.

Finally - ensure that everyone has a great day, makes useful contacts and if you are lucky, win a prize for playing outstanding golf!

THE AUCTION

As part of the gala dinner, we will be organising a number of fundraising activities of which the auction is the most significant. If you are unable to commit to securing a sponsorship package, please let us know if you would be able to commit to donating a prize for the auction.

If we are to build on our previous success, the quality of auction prizes will make a real difference to the funds we raise, and of course, there is the opportunity for participants to bid on something they would not normally get the chance to acquire.

As you can appreciate, the money paid towards the auction prizes goes straight to the bottom line.



Sponsorship Agreement

To sign up for a sponsorship package and confirm your support visit diabetesnsw.com.au/golfday or complete this form and return to paul.rush@odgersberndtson.com

Contact Name _____
Company Name _____
Address _____
Contact Phone _____
Email _____

SPONSORSHIP TYPE (please tick)

	CATEGORY	AVAILABLE	EX GST .	
<input type="checkbox"/>	Naming Rights	0	SOLD	
<input type="checkbox"/>	Platinum	1	\$25,000	(1 Sold)
<input type="checkbox"/>	Drinks	1	\$5,000	
<input type="checkbox"/>	Gold	4	\$10,000	
<input type="checkbox"/>	Silver	3	\$5,000	
<input type="checkbox"/>	Hole-in-one Prize	3	\$7,000	
<input type="checkbox"/>	Putting Green	4	\$5,000	
<input type="checkbox"/>	Practice Range	2	\$4,000	
<input type="checkbox"/>	Short Game	2	\$4,000	
<input type="checkbox"/>	Private Fourball	6	\$1,000	

I _____ on behalf of _____

(company name)
agree to the above mentioned sponsorship package with Odgers Berndtson and Diabetes NSW & ACT

Signed _____
Print Name _____ Date _____

Please return by email to:
Paul.Rush@odgersberndtson.com

Confirmation of your package and the accompanying benefits will be sent to you along with an invoice on receipt of this Sponsorship Agreement.

Advisory Board



Paul Rush

Paul Rush is a Partner in the Sydney Office of Odgers Berndtson where he leads the CIO/CTO/CDO functional practice for Asia Pacific and Japan. He is a member of the Global CIO functional lead team and manages several regional key accounts within the Telecommunications sector.



Sturt Eastwood

Sturt Eastwood is CEO of Diabetes NSW & ACT, Australia's largest member based, non-profit organisation dedicated to supporting people with diabetes. DNSW & ACT is dedicated to supporting the 400,000 individuals living with diabetes in NSW through program delivery, education, advocacy and research. As a person living with diabetes himself, Sturt is a leading advocate for the support of others living with (and at risk of) diabetes.



Bonnie Boezeman AO

Bonnie Boezeman was former Managing Director and Chair of a division of Time Warner in the South Pacific. She has been a non-executive director on a number of public, private, government, tech boards and start-ups. She presently is on the board of the Order of Australia Foundation Assoc, the NSW Olympic Committee, Chair of the East West Foundation, and advisory property boards for the NSW government.



Stuart Fraser

Stuart Fraser is the CEO of Golf NSW. He has over twenty five years' experience in the golfing industry, both in Sports Administration and Club Management. Stuart is recognised as a proven leader in his field and is a passionate golfer who also freely admits he is a general sports tragic!



Mark Hansen

Mark Hansen is the Chief Information Officer at Dexus responsible for the Technology and Innovation functions across the Group. Mark has over 25 years' technology experience in developing and executing IT strategies to drive business performance and improve productivity across a range of sectors including Financial Services, Energy and Commercial Property. Prior to joining Dexus, Mark led the IT functions within major organisations such as Citigroup, Westpac and Macquarie and supported large scale LNG projects with Origin Energy.



Libby Allaway

Libby Allaway co - founder of Let's Connect Women, an organisation established to support women and girls to live an inspired life, both personally and professionally. She has 25 years experience in the fashion industry particularly as a Corporate Image Consultant. she is a TV Presenter, is passionate about supporting women and is a lover of dogs.





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