



15th ANNUAL
SYDNEY
Chocolate
BALL



**PARTNERSHIP
OPPORTUNITIES**



**Saturday 24 October 2026
Sydney Event Centre**

luke mangan
& COMPANY
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SPONSOR THE SYDNEY CHOCOLATE BALL

The Sydney Chocolate Ball's success is driven by the brands who support it — we need your support to bring our 2026 event to life!

The Sydney Chocolate Ball has always been built on the generosity of visionary partners — brands and individuals who believe in the power of purpose. This iconic event brings together over 500 influential guests for an unforgettable evening of indulgence, storytelling, and philanthropy. But its true impact comes from those who stand behind it through donations of product, prizes, time and experiences.

We need your support to help change lives.

By aligning your brand with one of Australia's most prestigious charity galas, you'll not only elevate your profile — you'll help fund vital research, expand access to treatments, and give hope to children and families living with Facioscapulohumeral Dystrophy (FSHD).

This isn't just sponsorship. It's legacy.

Immerse your brand in Sydney's blue-ribbon gala



ABOUT THE CAUSE

Facioscapulohumeral muscular dystrophy (FSHD) is a progressive, inherited muscle-wasting disease that affects adults and children worldwide. Over time it weakens the muscles throughout the whole body, robbing the ability to walk, talk, smile, eat or even blink. There are currently no effective treatments or cure for this debilitating disease.

FSHD Global Research Foundation is a patient-led organisation accelerating the development of treatments and a cure. Through strategic investment in medical research, clinical trial readiness and global collaboration, we are transforming what once seemed impossible into a future where effective therapies are within reach.

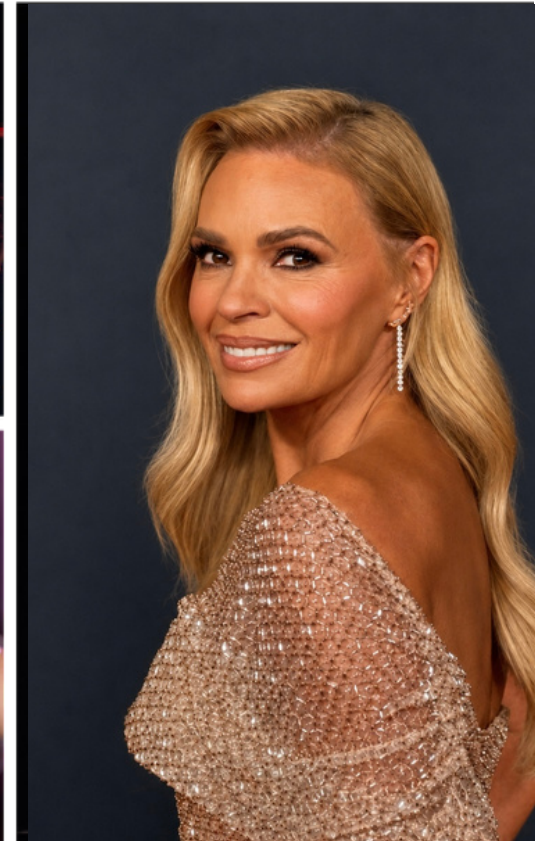
After decades of our funded research, breakthroughs in the genetic cause of FSHD have unlocked a new era of discovery. The first targeted therapies are now in clinical trials.

Ensuring these future treatments reach everyone who needs them is critical. Many people living with FSHD, including children, people with advanced disease and those who rely on wheelchairs remain underrepresented in research and ineligible to participate in trials.

That is why FSHD Global is investing in Inclusion Science, ensuring future therapies are designed, tested and accessible for the entire FSHD community.

All funds raised at the Sydney Chocolate Ball will support the programs and global collaborations preparing the FSHD community for the next era of treatment and access.

Because together, we are proving that the mission to treat — and ultimately cure — **FSHD is now Mission Possible.**



ABOUT THE EVENT

The Sydney Chocolate Ball offers a night like no other, where luxury meets purpose. Held at the iconic Sydney Event Centre, this extraordinary black-tie gala brings together leaders from the corporate, philanthropic and entertainment worlds for an evening dedicated to impact.

More than an evening of elegance, the Chocolate Ball is a powerful platform for storytelling, generosity and hope.

Hosted by television presenter and media personality Sonia Kruger, guests will enjoy a chocolate-inspired three-course menu designed by celebrity chef Luke Mangan OAM, paired with fine French champagne, premium wines and world-class entertainment, including celebrity auctioneer Robert Klaric — all while supporting the life-changing work of the FSHD Global Research Foundation.

Now in its 15th year, the Sydney Chocolate Ball has become one of Australia's most iconic charity events, raising more than \$16 million to accelerate medical research, innovation and patient advocacy.

Each year, the Ball brings together a community of generous supporters united by a shared belief that extraordinary progress is possible when people come together with purpose.

After 15 years of impact, partnership and momentum, one thing has become clear: Our Mission is Possible.



2026 PARTNERSHIP OPPORTUNITIES

Cocktail Bar Sponsor \$10,000

Be the toast of the evening as the exclusive Cocktail Bar Sponsor. Showcase your brand during the vibrant welcome hour and enjoy prominent exposure throughout the whole evening. It's a prime opportunity to align with a powerful cause while networking with leaders from the corporate, philanthropic, and entertainment worlds. Put your brand where conversations start and connections are made.

Sponsorship Recognition:

- TV for advertising your brand through a video loop positioned behind the bar
- Naming rights to the bar
- Position a staff member at the bar to capture and nurture relationships
- Logo placement as the bar sponsor on all collateral/communications pre/post-event
- Full-page advertisement in the event program
- Sponsorship acknowledgement by MC including a toast to your brand

Beauty Bar Sponsor \$5,000

Give guests the red-carpet glow they deserve. Position your brand at the most glamorous stop of the night — a luxe beauty bar offering makeup touch-ups and lash applications to keep attendees fresh, flawless, and camera-ready.

Sponsorship Recognition:

- Brand integration into the beauty station
- Signage, product placement & experiential marketing
- Instagrammable moments + influencer exposure
- Acknowledgement in the program and onstage by the MC

Luxury Product Sponsor

Showcase your brand and create impact. We welcome an array of product sponsors from premium drinks, to indulgent treats including beer, spirits, champagne, confectionary, chocolate, or other premium extras in keeping with the event's prestigious offering. Put your brand in the hands of Sydney's most influential gala audience.

Sponsorship Recognition:

- Logo and advertisement in the event program
- Signage, product placement & experiential marketing
- Instagrammable moments + influencer exposure



DONATE A PRIZE TO OUR FUNDRAISING INITIATIVES

Your donation isn't just generous — it's transformative.

By donating luxury products or experiences — whether it's a dream vacation, exclusive hospitality, or high-end fashion — you directly support life-changing research. Your generosity will be showcased to a prestigious audience, offering your brand high-profile recognition across event materials and the Foundation's network. This is your chance to contribute to a meaningful cause while gaining exceptional visibility among influential guests.

Live Auction Sponsor \$10,000 + in value

Take centre stage at the Sydney Chocolate Ball's show-stopping moment. With limited opportunities available, your product or experience will be auctioned live, by a professional and entertaining auctioneer, capturing the attention of an elite audience. As a sponsor, your brand will be front and centre, celebrated as a key contributor to our fundraising success and high-profile exposure.

Sponsorship recognition:

- Feature video showcasing your item
- Full-page advertisement in the event program
- Promotion on event website & digital auction platform
- Stage recognition and MC acknowledgement during the evening
- Recognition via the Foundation's social media, website and EDM communications

Silent Auction Sponsor \$100 - \$10,000

A prime sponsorship opportunity for brands aiming to engage with an influential, discerning audience. Your products or experiences will be featured in a high-visibility setting, with categories including Travel, Art, Homewares, Sport, Jewellery, Fashion, Health & Wellness, Corporate Services, and more. Align your brand with luxury and philanthropy while connecting with guests who value quality.

Sponsorship recognition:

- Logo, photo, and item description in the program and online platform
- Digital promotion and inclusion in our auction communications
- Brand promotion via the Sydney Chocolate Ball website

Raffle Sponsor

Feature your brand alongside 3–4 standout prizes in our raffle — one of the most exciting and engaging moments of the evening. Your contribution will be spotlighted, offering high visibility and connecting your brand with an enthusiastic, generous audience.

Our raffles:

- Traditional Raffle: logo, picture, description in the event program
- Luxury Raffle Item: 1 item (\$10,000+) with exclusive promotional opportunities and MC acknowledgement
- Luxury Raffle Sponsor: provide product placement to our guests who purchase \$500 or more in raffle tickets



TABLE SPONSORSHIP & TICKETING

By joining us at the Sydney Chocolate Ball, you'll be directly funding vital research to give children with FSHD the future they deserve and help us continue our mission.

Together, we can find a cure.

Table sponsorships for the Sydney Chocolate Ball offer an exclusive opportunity to host 10 guests, with a range of benefits tailored to your sponsorship tier. Individual tickets are also available for those who wish to attend and support this meaningful cause. Ticket prices are inclusive of GST.

Diamond	Platinum	Gold
\$28,000	\$20,000	\$15,000
Bespoke Lindt chocolate three course menu by Luke Mangan OAM for 10 guests	Bespoke Lindt chocolate three course menu by Luke Mangan OAM for 10 guests	Bespoke Lindt chocolate three course menu by Luke Mangan OAM for 10 guests
Dom Pérignon Champagne	Ruinart Champagne	Moët & Chandon Imperial Brut Champagne
VIP Chocolate Gift Bag	Chocolate Gift Bag	Chocolate Gift Bag
Accommodation at The Star Grand Hotel	Accommodation at The Star Grand Hotel	
Private Butler table service		
Private transfer to and from the event		
A private audience with a Foundation Executive Team Member		
On screen brand acknowledgement and verbal recognition by MC	On screen brand acknowledgement and verbal recognition by MC	On screen brand acknowledgement and verbal recognition by MC
Brand acknowledgement on event website, social media and marketing collateral	Brand acknowledgement on event website, social media and marketing collateral	Brand acknowledgement on event website, social media and marketing collateral
Logo on media wall	Logo on media wall	Logo on media wall
Logo in event program and a choice of full page editorial feature or advertisement in the event program	Logo in event program and a choice of half page editorial feature or advertisement in the event program	Logo listing in the event program
Opportunity to proudly use our Sydney Chocolate Ball Sponsor logo	Opportunity to proudly use our Sydney Chocolate Ball Sponsor logo	Opportunity to proudly use our Sydney Chocolate Ball Sponsor logo

OTHER WAYS TO GET INVOLVED

Even if sponsorship is not possible for you this year, there are still powerful ways you can make a difference:

Volunteer

Be part of the magic that makes the Sydney Chocolate Ball unforgettable. We're looking for passionate, reliable volunteers to help bring this incredible night to life – from event setup to supporting our fundraising activities throughout the evening. It's your chance to give back, connect with others, and play a hands-on role in creating a night that changes lives. Your time can make a real difference.

Make A Donation

If you can't join us on the night, your donation can still change lives. By making a tax-deductible gift, you'll ensure that no child living with FSHD is left behind. Your support will give families hope and help us build a future where children can run, play, and dream without limits.

With your generosity, we can make that world a reality.



WHY BE INVOLVED?

Sponsoring the Sydney Chocolate Ball isn't just about brand placement — it's your chance to be part of something truly impactful and inspiring. By getting involved, you'll enjoy:

- Meaningful Corporate Social Responsibility
- Direct connection to a premium, influential audience
- National media and digital exposure • Association with innovation, luxury, and community care.

MEDIA EXPOSURE

The Sydney Chocolate Ball has a proven track record of generating significant media coverage for the event, the Foundation, and our supporters. Our presence spans a wide array of platforms, including:

Television: Channel 10 – Studio 10, Sky Business, Sky News Australia, Peter Switzer, Channel 7 – The Morning Show

Radio: WSFM, NOVA, 2GB with Alan Jones & Ross Greenwood, 2UE, ABC National, Adelaide Radio, and Tasmanian National

Print: The Australian, The Financial Review, The Daily Telegraph, The Daily Mail (UK), MX magazine, Vogue Magazine.

Join us, and gain exposure across some of the most influential media outlets while aligning your brand with a cause that truly matters.

Social Media: A large online presence through;
Facebook: /FSHDGlobal
Instagram: @fshdglobal
LinkedIn: fshd-global-research-foundation

Hashtag: #SydneyChocolateBall
YouTube: FSHDGlobalResearch

EVENT SNAPSHOT

Date: Saturday 24 October 2026

Venue: Sydney Event Centre

Guests: 500+ luxury-focused, high-net-worth attendees

Reach: 50,000+ via social, media & Foundation network

THE AUSTRALIAN



FINANCIAL REVIEW

nova

The Daily Telegraph



VOGUE

2GB
SYDNEY

Daily Mail



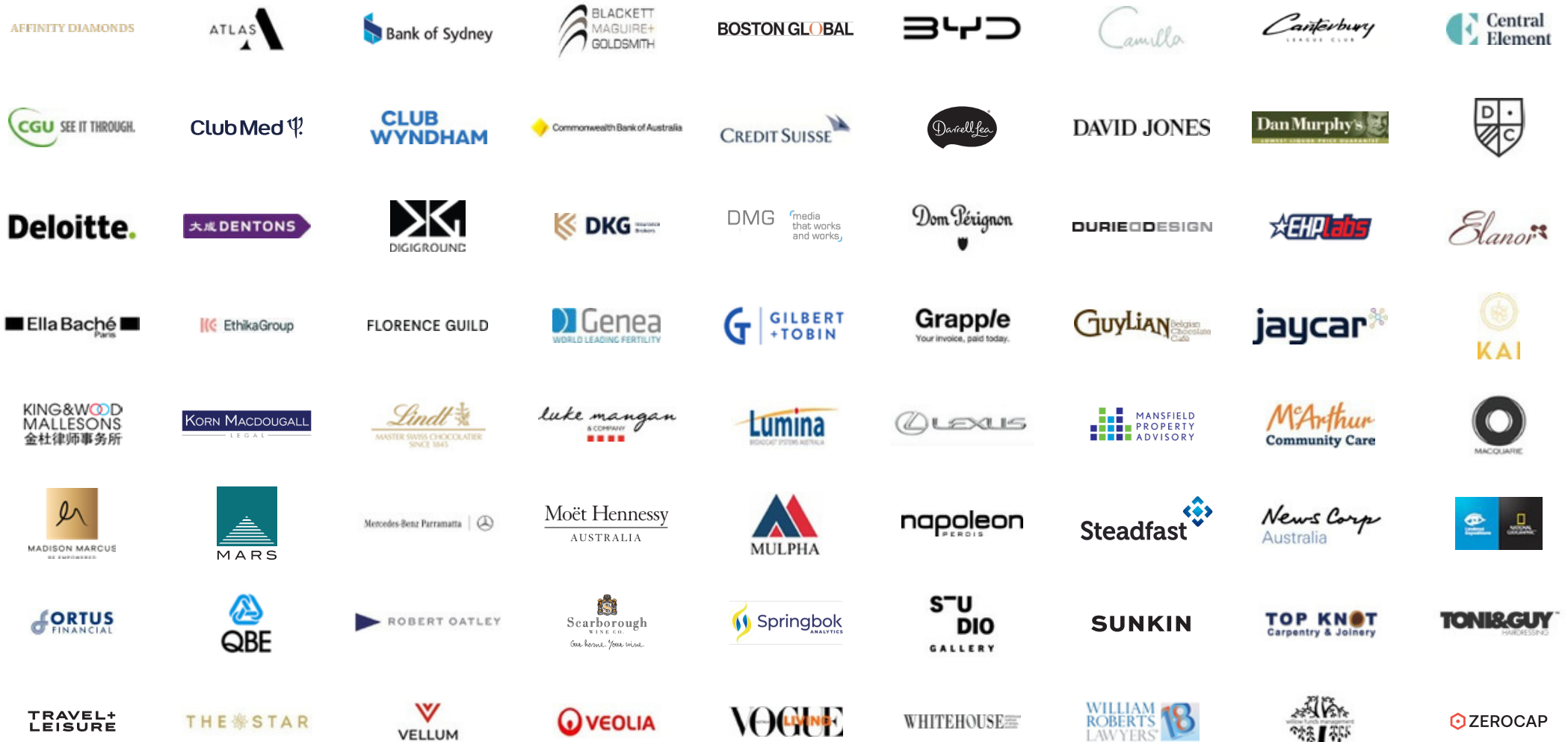
sky news



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SOME OF OUR VALUED SUPPORTERS



THANK YOU

Help us continue our mission.

Whether you're a luxury brand, travel provider, beauty label, or corporate changemaker — your sponsorship helps accelerate treatments and diagnostics for people living with FSHD.

Be recognised. Be generous. Be part of a movement that changes lives.

Thank you for your interest in supporting the Sydney Chocolate Ball. To discuss a partnership, please contact a member of our executive team:

Natalie Cooney
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natalie@fshdglobal.org

Emma Weatherley
Managing Director
emma@fshdglobal.org

Danielle Thomson
Director of Partnerships and Events
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www.sydneychocolateball.com.au

www.fshdglobal.org



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**MISSION:
IMPOSSIBLE**

After 15 years, our Mission is Possible. 

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