

Event Support Opportunities

Thursday 19th June 2025



Join forces with the ASF in 2025 for our 30th milestone celebration and showcase your commitment to corporate social responsibility.



About ASF Awards

The roots of our commitment date back to a critical moment in the history of The Matthew Talbot Hostel in Sydney, which supports homeless men. Facing imminent closure due to financial constraints, the hostel found an unexpected lifeline in the form of the financial community. Stockbrokers, recognising the hostel's vital role in the community, banded together to provide the crucial funding needed to ensure its continued operation.

The ASF Awards Night was born from this selfless act of generosity, and its legacy endures to this day.

The 2025 ASF Awards is our 30th milestone celebration.

The event serves as a beacon of hope, showcasing the enduring impact that a united industry can have on the lives of those less fortunate. Over the years, the ASF Awards Night has become synonymous with philanthropy, embodying the spirit of giving back that, we hope, defines our industry.

Supported Charities

**THE ASF HAS SUCCESSFULLY
RAISED AND CONTRIBUTED
CLOSE TO \$10 MILLION TO
VARIOUS CHARITABLE CAUSES.**



Despite receiving numerous appeals for assistance each year from a wide range of causes, the ASF faces the challenge of not having an invested pool of funds. We can only distribute what we raise each year during this event.

Our policy, guided by our Directors, focuses on making a meaningful impact on a relatively small number of charities rather than spreading resources thinly across a larger number, ensuring our support creates a substantial difference.

A notable achievement is the ASF's longstanding support for the Matthew Talbot Hostel, with over \$3 million donated since our inception, making us the largest single supporter of this critical facility.

For many other organisations, we play a vital role in helping them deliver their critical services.

Over the years, we have received heartfelt correspondence from individuals and families directly benefiting from our contributions to charities.





Mary's House is a shelter in Sydney supporting women and their children who need help because of domestic violence.



St Vincent de Paul Society
Matthew Talbot Hostel *good works*

Providing accommodation & specialised support to men who are homeless or at risk of homelessness.



A SAFE PLACE FOR WOMEN

The only daytime refuge for women in Sydney.



Parents Beyond Breakup
Empowering families - Creating futures

A national suicide prevention charity working in many communities across Australia focusing on separating families.



**RPA
NEWBORN CARE**

Operation Smile
Changing Lives One Smile at a Time

Supporting children and young adults with autism

Providing life-saving reconstructive cleft surgeries for children suffering from cleft lip or cleft palate.



STaR Association
access, opportunity & acceptance

STaR provides early intervention support services for young children with disabilities and special learning needs and for the people who support them.

Network Kokoda honours the war time legacy of our Kokoda veterans and the PNG wartime carriers through agriculture, education, health and leadership initiatives by partnering with the villagers along the Kokoda Trail.

The intensive care unit for sick full-term and premature babies born at RPA and babies born and transferred from other hospitals around NSW.

Why Partner With Us?

Targeted Exposure:

Reach a niche audience of financial service professionals and stockbrokers, ensuring that your message is seen by a relevant and influential demographic.

Brand Visibility:

Achieve prominent exposure through digital media, promotion and program mentions, boosting brand recognition among key industry leaders and stakeholders.

Networking Opportunities:

Access exclusive networking opportunities with industry leaders, potential clients, and decision-makers during the awards night, fostering valuable business connections.

Association with Excellence:

Align your brand with excellence in the financial industry by supporting an event that honours outstanding achievements, showcasing your commitment to professionalism.

Corporate Social Responsibility (CSR):

Demonstrate your company's commitment to social responsibility by contributing to charities supported by the ASF, enhancing your corporate image.

Market Research Opportunities:

Engage with attendees to gather insights, conduct surveys, and understand market trends, leveraging the event as a platform for valuable research.



Event Sponsor

\$50,000 (INC. GST)
UNPARALLELED
VISIBILITY

Exclusive Opportunity - Only One Available!

2 Complimentary Tables (20 Guests):

Secure your spot at the heart of the celebration with 2 x complimentary tables for 20 guests (10 per table) in a premium location. Use the exclusive booking code provided by our Event Managers to ensure a seamless experience.

Exclusive Presenting of Awards:

Take the spotlight as the exclusive event sponsor with the prestigious opportunity to present the awards to this year's deserving recipients. Your brand will shine on stage as you congratulate the winners, enjoy visibility in front of an engaged audience, and align your name with the impact and celebration of the ASF Awards.

Showcase On-Screen Advertisements:

You can showcase your firm with an on-screen ad displayed prominently during the event. This is a powerful way to engage our audience and highlight your commitment to supporting impactful cause.

Branded Attire Opportunity:

Extend your brand's presence by having event hosts and hostesses wear your promotional materials – branded banners, hats, or other items. This unique visibility throughout the evening ensures your brand leaves a lasting impression with every interaction, amplifying your reach at this event.

Branded Table Gift Opportunity:

Opt for a mutually agreed upon branded table gift, adding a personalised touch to the evening. Leave a lasting impression on attendees as they receive a thoughtful keepsake from your company.





Event Sponsor

\$50,000 (INC. GST)
UNPARALLELED
VISIBILITY

CONTINUED...

Website Promotion:

Gain premium visibility as the exclusive event sponsor on the ASF website. Your company's logo and details will be prominently displayed, connecting you with a broad and diverse online audience.

Annual Charity Lunch Invitation:

Extend your brand's reach beyond the awards night with an invitation for three guests or representatives to our annual charity lunch. Network with industry leaders, engage in meaningful discussions and see firsthand the impact of your support on our philanthropic initiatives.

Featured in Our Newsletters:

Stand out in the Foundation's newsletters with a dedicated sponsor feature. Connect with our engaged subscribers while highlighting your commitment to philanthropy.

Claim the Ultimate Spotlight:

As the Exclusive Event Sponsor, your brand will take center stage with unmatched recognition and premium visibility. Elevate your brand's prestige, champion a meaningful cause, and leave a lasting impact with this rare and distinguished sponsorship opportunity.



Platinum Partnership

\$20,000 (INC. GST)
**ELEVATE YOUR
PRESENCE**

Complimentary Table (10 Guests):

Secure your spot at the heart of the celebration with a complimentary table for 10 guests in a premium location. Use the exclusive booking code provided by our Event Managers to ensure a seamless experience.

Branded Table Gift Opportunity:

Choose a custom-branded table gift to add a personal touch to the evening. Leave a lasting impression on attendees as they receive a thoughtful keepsake from your company.

Annual Charity Lunch Inclusion:

Extend your brand presence beyond the awards night. Your Platinum Partnership includes an exclusive invitation for two guests or firm representatives to our annual charity lunch. Network directly with industry leaders and discuss the impact of your support on our philanthropic initiatives.

On-Site Banner Display:

Showcase your brand with an ASF custom pull-up banner displayed in a prominent position on the night, ensuring your logo is visible to all attendees at the event.

Newsletter Spotlight:

Shine in the Foundation's newsletters with a dedicated sponsor feature. Reach our engaged subscribers and showcase your commitment to philanthropy and financial excellence.

On-Screen Recognition:

Amplify your brand presence with your company logo displayed on large screens throughout the night. Benefit from repeated visibility, ensuring maximum exposure among our audience.





Platinum Partnership

\$20,000 (INC. GST)
**ELEVATE YOUR
PRESENCE**

CONTINUED...

Website Promotion:

Enjoy prime visibility on the ASF website. Your company's logo and information will be prominently featured, reaching a diverse online audience.

Exclusive Benefits, Exceptional Impact:

Elevate your brand's profile, engage with industry leaders, and contribute to a legacy of philanthropy.

The Platinum Sponsorship Package offers a unique blend of exclusivity and exposure, ensuring your brand stands out before, during, and after the ASF Awards Night.



Gold Partnership

\$10,000 (INC. GST)
**ENHANCE YOUR
PROFILE**

Branded Table Gift Opportunity:

Opt for a mutually agreed upon branded table gift, adding a personalised touch to the evening. Make a lasting impression on attendees with a thoughtful keepsake from your company, ensuring your brand is remembered long after the event

On-Site Banner Display:

Showcase your brand with an ASF custom pull-up banner displayed in a prominent position on the night, ensuring your logo is visible to all attendees throughout the event.

Annual Charity Lunch Inclusion:

Extend your brand presence beyond the awards night. Your Gold Partnership includes an exclusive invitation for a firm representative to our annual charity lunch. Network directly with industry leaders and discuss the impact of your support on our philanthropic initiatives.

On-Screen Recognition:

Amplify your brand presence with your company logo displayed on large screens throughout the night. This ensures repeated visibility, making a lasting impression on our audience.

Website Promotion:

Benefit from visibility on the ASF website. Your company's logo and details will be prominently featured, reaching a diverse online audience.

Exclusive Savings, Exceptional Exposure:

The Gold Sponsorship Package offers a strategic blend of online and offline exposure. Elevate your brand's profile, engage with industry leaders, and contribute to the success of the ASF Awards Night.



Silver Partnership

\$5,000 (INC. GST)
SHINE BRIGHT

Adding Alpha for Charity Participation:

Seize the opportunity to participate in "Adding Alpha for Charity" – a unique session for Stock/Fund/EFT pitches. The best Stock/Fund/EFT pick will be announced at the 2025 event. Engage with our audience in a meaningful way and showcase your expertise.

On-Screen Recognition:

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night. This ensures maximum visibility and impact.

Website Promotion:

Benefit from visibility on the ASF website, placing your company logo in the spotlight for a wide online audience.

Stand Out with Silver:

The Silver Sponsorship Package offers a comprehensive blend of online and offline exposure, allowing your brand to shine in front of industry professionals. Participate in a unique industry event, showcase your brand on large screens, and receive acknowledgment in a prestigious financial publication.

Silent Auction



Sponsor

\$10,000 (INC. GST)

SECURE THE

EXCLUSIVE

SPOTLIGHT

Exclusive Opportunity - Only One Available!

Website Promotion:

Enjoy exclusive visibility on the ASF website positioning your company prominently for a diverse online audience.

Host Branding Potential:

Gain the unique opportunity for potential branding of the hosts managing the auction boards, ensuring your brand is associated with the excitement and success of the Silent Auction.

Auction Display Materials:

Have your logo prominently featured on auction display materials, creating a lasting impression on attendees as they engage with the silent auction items.

On-Screen Recognition:

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night, providing maximum visibility.

Verbal Recognition:

Receive exclusive verbal recognition as the Silent Auction Sponsor during the event, highlighting your pivotal role in supporting this engaging and charitable activity.

Seize the Exclusive Spotlight:

As the sole Silent Auction Sponsor, you will be at the forefront of the event, enjoying exclusive recognition and visibility. Elevate your brand, support a charitable cause, and create lasting impressions with this exceptional sponsorship opportunity.

On-Site Bank



Sponsor

\$10,000 (INC. GST)

**ENHANCE THE
FINANCIAL
EXPERIENCE**

Exclusive Opportunity - Only One Available!

Website Promotion:

Enjoy prime visibility on the ASF website positioning your institution prominently for a diverse online audience.

Staff Branding Potential:

Unlock the opportunity for potential branding of the staff managing the on-site bank, ensuring your institution's presence is recognised and appreciated.

Bank Signage Recognition:

Have your logo prominently featured on the signage at the on-site bank, creating a seamless and branded experience for attendees as they engage in financial transactions.

On-Screen Presence:

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night, ensuring maximum visibility among the audience.

Verbal Recognition:

Receive exclusive verbal recognition as the On-Site Bank Sponsor during the event, highlighting your essential role in facilitating a seamless financial experience.

Seize the Opportunity to Enhance the Financial Experience:

As the exclusive On-Site Bank Sponsor, your institution will play a crucial role in ensuring a smooth financial experience at the ASF Awards Night. Elevate your brand, showcase your commitment to excellence, and create lasting impressions with this impactful sponsorship opportunity.

Pre-Drinks



Sponsor

\$10,000 (INC. GST)
MAKE A
MEMORABLE FIRST
IMPRESSION

Exclusive Opportunity - Only One Available!

Bar Merchandise Branding Potential:

Take advantage of the exclusive chance to brand a mutually agreed upon bar gift or merchandise, adding a personalised touch to the evening. Leave a lasting impression on attendees and ensure your company is prominently associated with the excitement and success of the pre-event mingling.

Bar Display Materials:

Have your logo prominently featured on the bar. Your brand will be front and centre as guests enjoy their time, creating a strong and memorable impression from the very beginning

On-Screen Recognition:

Enhance your brand presence with your company logo displayed prominently on large screens throughout the night, providing maximum visibility.

Website Promotion:

Enjoy visibility on the ASF website positioning your company prominently for a diverse online audience.

Verbal Recognition:

Receive exclusive verbal recognition as the Pre-Drink Sponsor highlighting your pivotal role in supporting this engaging and charitable activity.

Capture the Prime Position:

As the exclusive Pre-Drink Sponsor, your brand will be prominently featured at the forefront of the event. Enhance your visibility, support a worthy cause, and make a lasting impact with this distinguished sponsorship opportunity.

Our Team

THE ASF COMMITTEE IS MADE UP OF PEOPLE WORKING IN AND CONNECTED TO THE STOCKBROKING INDUSTRY.

The ASF Awards Night is a labour of love brought to you by the dedicated members of the ASF Committee, individuals connected to the stockbroking industry. Committed to creating a meaningful impact, we volunteer our time each year to curate this event. Our committee is comprised of people who not only work in the stockbroking industry but are genuinely passionate about making a difference. It is this shared commitment that fuels our efforts to contribute to both the industry and the broader community. With no employed staff, we ensure that the majority of the funds we raise go directly to our chosen charities

Supported by our event manager, AT Events, we tirelessly work to not only craft a memorable evening for the industry but also to ensure that our philanthropic endeavours take centre stage. Philanthropy is at the heart of what we do, and we are dedicated to highlighting the positive change we can create together.

With the support of AT Events, we strive to make the ASF Awards Night the "night of nights" for the stockbroking industry. Through careful planning and coordination, we aim to provide an unforgettable experience for all attendees, while also emphasising the significant impact our philanthropy work has on those in need.



Over the years, our collective efforts have enabled us to make a substantial difference in the lives of many. By leveraging the ASF Awards Night as a platform for philanthropy, we've been able to support and assist numerous individuals, embodying the spirit of giving within the stockbroking community.

As we continue this annual tradition, we invite you to join us in making a positive impact, celebrating industry achievements, and fostering a sense of community within the stockbroking world.

Event Venue

FOR MANY YEARS, THE SOFITEL SYDNEY WENTWORTH HAS BEEN OUR ESTEEMED PARTNER IN BRINGING THE ASF AWARDS NIGHT TO LIFE.

The iconic Wentworth Ballroom, nestled within this renowned hotel, serves as the spectacular backdrop for our annual celebration – a testament to the sophistication and grandeur of one of the largest ballrooms in Sydney.

The jewel in the crown, the Wentworth Ballroom, captures the essence of elegance and is the heartbeat of our event. With its spacious interiors and opulent decor, it provides a fitting canvas for celebrating industry achievements and fostering a sense of community within the stockbroking world.

The 3rd floor of Sofitel Sydney Wentworth is entirely dedicated to events, offering a seamless and exclusive experience for our guests. The large foyer area, thoughtfully designed, serves as an ideal space for our silent auction. It also doubles as a perfect pre-function gathering spot, setting the stage for an evening of camaraderie

We extend our heartfelt gratitude to Sofitel Sydney Wentworth for their unwavering support and commitment to making our event a resounding success year after year.

As we look forward to another splendid ASF Awards Night, we acknowledge Sofitel Sydney Wentworth as an indispensable ally in our mission to celebrate industry excellence and make a positive impact on the community.



Ready to Partner?



Please reach out to our committee to explore how we can collaborate to fulfil your sponsorship objectives via our email below.

enquiries@stockbrokersfoundation.org.au

Alternatively, you can follow the below link and submit our online form:

<https://www.stockbrokersfoundation.org.au/sponsorship>

Thank you for considering a partnership opportunity.

We look forward to having your firm play a key role in the success of the 30th milestone celebration - 2025 ASF Awards Night.

