

THE
*Million Dollar*TM
LUNCH

FRIDAY 3 AUGUST 2018
PALLADIUM AT CROWN

RAISING FUNDS FOR
**CHILDREN'S
CANCER
FOUNDATION**



**CROWN
RESORTS**



RAISING FUNDS FOR
**CHILDREN'S
CANCER
FOUNDATION**



Gillon McLachlan, Patron of the Children's Cancer Foundation and AFL Chief Executive and Jeremy Smith, Chairman of the Foundation invite you to join them at **The Million Dollar Lunch**, hosted by Crown Resorts.

The Million Dollar Lunch is a unique event which raises funds for the Children's Cancer Foundation. The success of the event is crucial to the ongoing work of the Foundation, which funds programs in cancer research, clinical care and family support.

The quality of the event is apparent from the calibre of our Cornerstone Partners – Crown Resorts, AFL, Qantas, Volvo Dealers of Melbourne and CrownBet – as well as **The Million Dollar Lunch** Committee.

The event is unique in terms of the extent of corporate support, efficiency of fundraising and disclosure of event costs. **The Million Dollar Lunch** 2017 raised a gross revenue of more than \$2.1 million, with costs limited to \$119,000, including the time of two part-time Foundation staff. The net result is that 94% of the \$2.1m gross raised (\$2,016,000) is directed to project funding.

Join us on Friday, 3 August 2018 and help make a meaningful difference to the lives of children with cancer.



The Cause

Each year, 810 Australian children are diagnosed with cancer and 5,600 children continue their treatment. While the survival rate has increased to 83%, many childhood cancer survivors will develop a treatment-related cancer later in life.

The Children's Cancer Foundation was established in 1992 by parents of children with cancer to give their children – and those in the future – access to the world's best treatment and support to save their lives.

Since then, the Foundation has distributed more than \$46 million to support Australian children with cancer and their families, funding projects across:

- **Clinical Research** – supporting innovative, outcome driven research and building research capacity in Australia.
- **Clinical Trials** – facilitating new, more effective cancer treatments to increase the number of trials available for children.
- **Clinical Care** – enhancing the level of care, and helping children cope with pain and psychological issues.
- **Family Support** – providing resources and hospital-based staff to help parents and children navigate the overwhelming world of treatment.

Since 2005, the success of **The Million Dollar Lunch** has been critical in underpinning our project funding.

For more information about the Children's Cancer Foundation visit: childrenscancerfoundation.com.au.



The Event

The Million Dollar Lunch brings together influential guests for an extraordinary afternoon of fundraising, entertainment and networking in support of the Children's Cancer Foundation.

More than 650 business, entertainment and social identities attend **The Million Dollar Lunch** – leaders from Melbourne's banking, media and entertainment, legal, real estate, property development and retail sectors.

The Million Dollar Lunch Committee:

Danielle Bleazby
Aileen Boyd-Squires
Peter Crinis
Narelle Curtis
Will Deague
Sue Gudinski

Zaven Mardirossian
Gillon McLachlan (Patron)
Thomas Mort
Ann Peacock
James Roche
Peter Sidwell

Richard Simkiss
John Simeone
Jeremy Smith (Chairman)
Sean Taylor
Margaret Zita

The Million Dollar Lunch stage has been graced by innumerable world-class entertainers over the event's long legacy, with performances from Australian favourites Daryl Braithwaite, Diesel, Evermore, Delta Goodrem, Missy Higgins, Vance Joy, Olivia Newton-John, Guy Sebastian, Mark Seymour, Sheppard and Jon Stevens and international superstars Richard Ashcroft, Ronan Keating and Matchbox 20.

Hosts of this extraordinary event have included Samantha Armytage, Edwina Bartholomew, Ben Elton, Helen Kapalos, Eddie McGuire AM, Hamish McLachlan, Rove McManus, HG Nelson and Karl Stefanovic. The event has also been supported by high profile media personalities including Kate Langbroek, Ambassador of the Children's Cancer Foundation, Rebecca Judd, Gorgi Coghlan and Pia Miller.

Each year, a distinguished menu is created especially for the event by iconic chefs, including Shannon Bennett, Guillaume Brahimi, Donovan Cooke, Kelly Jackson, Neil Perry, Scott Pickett, Jacques Reymond, Sean Tan and Hari Unterrainer to name but a few, paired with premium Champagne and wines.



The Opportunity

The Million Dollar Lunch 2018, to be held on Friday, 3 August at the Palladium at Crown, is an exclusive opportunity to showcase your brand to influential leaders of corporate Melbourne.

Host a Table

Entertain your guests at a unique and exclusive event, where they will be treated to exceptional food, wine, champagne and entertainment. Tables of 10 guests are available for \$15,000 (\$3,000 ticket price and \$12,000 donation to the Children's Cancer Foundation).

Grand Auction and Premium Raffle

The Grand Auction and Premium Raffle are electrifying components of the event and underpin our fundraising endeavours. Grand Auction and Premium Raffle donors receive MC recognition, logo recognition on **The Million Dollar Lunch** website, within the event program and on event screens, and are included in an electronic Direct Marketing campaign sent to our extensive database.

- The Grand Auction—absolute money can't buy experiences including luxury goods and unforgettable holiday experiences, plus a media package valued at over \$600,000.
- The Premium Raffle—stunning prizes including a luxury vehicle valued at over \$80,000. Premium Raffle tickets are sold for \$1,500 each.

Mystery Envelopes

Mystery Envelopes are immensely popular with guests and available in three values – \$1,000, \$500 or \$250 – with each envelope containing a prize greater than face value. Mystery Envelope donors receive acknowledgement in the event program and on the event website.

For more information visit themilliondollarlunch.com.au or contact Laura Beckett, Marketing and Events Manager via email laura@childrenscancerfoundation.com.au or phone 03 7001 1452.

themilliondollarlunch.com.au

T: +61 3 7001 1450

E: themilliondollarlunch@childrenscancerfoundation.com.au

Children's Cancer Foundation
Level 4, 4 Freshwater Place
Southbank, VIC 3006