



PAT CRONIN  
FOUNDATION

# Be Wise Ball 2025

**Saturday 28 June 2025, 7pm**  
**Melbourne Town Hall**

*A black-tie evening of world-class entertainment,  
incredible food and drinks, and amazing prizes.*

*More than a night out—it's a chance to honour Pat's  
legacy and support our mission to End the Coward Punch.*

# MISSION 1 MILLION

## TOWARDS A WORLD FREE FROM THE COWARD PUNCH

The Pat Cronin Foundation educates Australians about the dangers of the Coward Punch. Through schools, sports clubs, workplaces and communities, we're on a mission to reach 1 million people by 2027—empowering them to choose respect, not violence.

### Why we exist

In 2016, 19-year-old Pat Cronin was struck in the head with a Coward Punch while helping a mate. Two days later, his family made the heartbreaking decision to turn off his life support.

Since then, we've worked to ensure no other family suffers the same loss. Each education session, whether it reaches one person or hundreds, is a step closer to ending the Coward Punch. Through Pat's story and expert facilitation, we guide people to become leaders who choose empathy over violence.

Pat's not here to look after his mates anymore. But we are. And with your support, we all can.

### Stepping up, Together

Education is the key to ending violence. Research shows the most effective time to shape attitudes is during school years, when young people are learning right from wrong and forming their values.

That's why our programs target students with real stories, expert guidance, and teaching them that actions have consequences. We've extended this work to include community groups and more recently, workplaces too.

We've already reached over 260,000 students. Our goal is 1 million by 2027. But we can't do it alone.

## JOIN US

The Pat Cronin Foundation relies on the generosity of corporate, community and individual partners to deliver our life-changing education.

By sponsoring our work, you'll be helping to prevent senseless violence—while building stronger connections with your customers, clients and community.

### ***Be Wise Ball 2025***

[patcroninfoundation.org.au/support-us/events/be-wise-ball/](https://patcroninfoundation.org.au/support-us/events/be-wise-ball/)



**PAT CRONIN  
FOUNDATION**

# Major Sponsor Package

**\$25,000 (+GST)**

**Each Major Sponsor will receive significant exposure at the Be Wise Ball including:**

- One table of 10 at the Be Wise Ball in a prime position.
- Full-page recognition in the program.
- Company logo displayed on large screens at regular intervals during the event.
- Logo and recognition on the Foundation website, linked to your website.
- Logo on media wall and on your tables.
- Verbal acknowledgement by the MC during the evening.
- Two free standing banners supplied by the sponsor, in the venue in a prominent position.
- LinkedIn post recognising your sponsorship and support of the Pat Cronin Foundation.
- Acknowledgement on social media, corporate newsletter and all emails to attendees.
- Branded social assets to promote your support on your channels.
- Be Wise Workplace presentation to your team or club.

# Gold Sponsor Package

**\$10,000 (+GST)**

**Each Gold Sponsor will enjoy:**

- One table of 10 at the Be Wise Ball.
- Logo recognition as a Gold Sponsor in the program.
- Logo on the Be Wise Ball website, linked to your website.
- LinkedIn post recognising your sponsorship and support of the Pat Cronin Foundation.
- Verbal acknowledgement by the MC during the evening.
- Acknowledgement on social media, corporate newsletter and all emails to attendees.
- Branded social assets to promote your support on your channels.

**Be Wise Ball 2025**

[patcroninfoundation.org.au/support-us/events/be-wise-ball/](http://patcroninfoundation.org.au/support-us/events/be-wise-ball/)



**PAT CRONIN  
FOUNDATION**

## Wine Raffle Sponsor

**\$5,000 (+GST)**

For this opportunity, participants purchase tickets for a chance to win one bottle of Penfolds Grange, one of Australia's most prestigious and sought-after wines. Everyone walks away with a bottle of wine!

- Two tickets to the Be Wise Ball.
- Verbal acknowledgement by the MC during the evening.
- Detailed prize description and acknowledgement on the raffle prize list.

## Program Sponsor

**\$5,000 (+GST)**

This opportunity gives you a half page advert in the program otherwise only available to major sponsors, as well as verbal acknowledgement by the MC during the evening and on social media.

## Corporate Table Sponsor

**\$4,000 (+GST)**

Each Corporate Table sponsor will enjoy:

- One table of 10 at the Be Wise Ball.
- Tabletop banner display.
- Branded social assets to promote your support on your channels.
- LinkedIn post recognising your sponsorship and support of the Pat Cronin Foundation.

**Be Wise Ball 2025**

[patcroninfoundation.org.au/support-us/events/be-wise-ball/](http://patcroninfoundation.org.au/support-us/events/be-wise-ball/)



**PAT CRONIN  
FOUNDATION**

# Photo Booth Sponsor

**\$2,500 (+GST)**

This opportunity gives you two tickets to the Be Wise Ball, as well as your logo on the printed photos attendees take home, or to put up on the staffroom wall! There is also verbal acknowledgement by the MC during the evening.

# Silent Auction and Raffle Donations

Donate a unique experience, holiday, sport item, lifestyles, homewares, electronic product or a gift voucher as a silent auction or raffle prize and receive the following benefits:

- Detailed prize description and acknowledgement in the silent auction or raffle prize list.
- Detailed prize description and logo displayed on the dedicated silent auction website.
- Acknowledgement and logo in the printed program.
- Company logo included on the Pat Cronin Foundation website, linked to your website.

Join us on the road to educating 1 million people by sponsoring the Be Wise Ball. Your support will make a difference.

**Learn more at: <https://patcroninfoundation.org.au/support-us/events/be-wise-ball/>**

**Be Wise Ball 2025**

[patcroninfoundation.org.au/support-us/events/be-wise-ball/](https://patcroninfoundation.org.au/support-us/events/be-wise-ball/)



**PAT CRONIN  
FOUNDATION**

# THANK YOU TO OUR 2024 SPONSORS



- Alba Spa
- Aligned Leisure
- Anissa Sharif
- Eltham Midway Jeweller
- Eltham Swimming School
- Gabby Cummings
- Luup Store Mornington
- Luna Park
- Nicole Hassall
- Matt Davies - S E Products
- Melbourne River Cruises

- Melbourne Storm
- Michael Peacock
- Monty Studio
- Puffing Billy Railway
- Richmond Football Club/  
Aligned Leisure
- Ritz of Rosanna
- The Lume
- Vicki Ward and Colin Brooks
- Victorian Racing Club
- VOK Beverages

**Be Wise Ball 2025**

[patcroninfoundation.org.au/support-us/events/be-wise-ball/](https://patcroninfoundation.org.au/support-us/events/be-wise-ball/)



**PAT CRONIN  
FOUNDATION**