



2025 SPONSORSHIP PROPOSAL

HEDGE FUNDS ROCK AND THE AUSTRALIAN ALTERNATIVE INVESTMENT AWARDS

 ALTERNATIVE
FUTURE
FOUNDATION

24 YEARS ON
BE PART OF THE DIFFERENCE

HEDGE FUNDS
+ The Australian
Alternative
Investment Awards **Rock**

True to its name, Hedge Funds Rock and the Australian Alternative Investment Awards began as a combination of Hedge Funds and rock 'n roll. The celebrated annual event was launched in 2002. In the years since, over **\$5 million** has been raised for charities assisting Australians in need of support.

The event has become the established industry cause and is now governed by a regulated foundation. **The Alternative Future Foundation was** incorporated as a charity in July 2018 and is the primary benefactor of the funds raised at Hedge Funds Rock. The Foundation's aim is to build a **permanent capital base**, for deployment to **charitable bodies working directly with Australians in need of support**, to help them build **positive alternative futures for themselves and their families**.

Hedge Funds Rock and the Australian Alternative Investment Awards Inc. is managed by Foundation committees whose members are from the alternative investment industry. The objective of the HFR and the Awards is to gather the alternative investment industry together to commemorate the "Best in Breed" alternative investment managers, raise money for well deserving charities, and to provide a networking event with established and new industry colleagues.

2025 marks the **24th year** of Hedge Funds Rock - **a celebration** of industry achievements over the preceding twelve months.

Each year over 400 guests gather to honour the who's who of the industry at a formal dinner in Sydney. This occasion provides fund managers, service providers, investors, and consultants a wonderful opportunity to **network and socialise** whilst being entertained by the increasingly **inventive film clips** created by the nominated fund managers. And of course, our fundraising initiatives including **one-of-a-kind items and experiences in our auction**.

Once the formalities are over the real fun begins with an **after party** which continues into the early hours of the morning. Its aim is simple, the Foundation harnesses the **willingness and financial support** from inside and outside the Australian alternative investment community, celebrating our alternative investment leaders and supporting the Foundation's amazing charities.



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 Head of Sponsorship Committee
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MEET THE TEAM

MEET THE TEAM

MEET THE TEAM

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 Investment Committee (ex-Officio)
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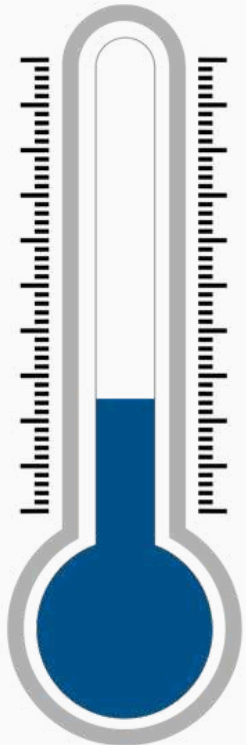


Committee Member
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OUR GOALS FOR 2025

OUR MAJOR GOAL FOR 2025 IS TO **RAISE \$450K +** FOR THE ALTERNATIVE FUTURE FOUNDATION TO BE SUBSEQUENTLY DONATED TO OUR NOMINATED CHARITY PARTNERS.

**\$450k +
target**



SUPPORT

Women's Community Shelters works with communities to establish new shelters that enable homeless women to rebuild self-esteem and achieve control and fulfilment of their lives.



MUSIC THERAPY

We will help more children with special needs and disabilities. Nordoff Robbins helps transform lives through music therapy.



HELP 40 SICK KIDS

A \$100,000 donation to Redkite helps 40 families who all need support as children start their journey battling cancer.



EDUCATION

Tranby's vision is to transform the lives of Aboriginal & Torres Strait Islander Peoples through quality education. They seek to build stronger communities.





HEDGE FUNDS ROCK TURNS 24

HEDGE FUNDS ROCK & THE AUSTRALIAN ALTERNATIVE INVESTMENT AWARDS 2025

DATE: WEDNESDAY 24th SEPTEMBER

TIME: 6:00-10.30PM
AFTER PARTY 10.30PM-LATE

VENUE: FULLERTON HOTEL SYDNEY

SINGLE TICKET: \$400 + GST

TABLE OF 10: \$4000 + GST

WEBSITE: hedgefundsrock.org.au

HEDGE FUNDS
+The Australian
Alternative
Investment Awards **Rock**

PAST ATTENDEES AND SPONSORS

THE WHO'S WHO OF THE INDUSTRY

| ABERDEEN | AFEX | ALLERON INVESTMENT MANAGEMENT | ALEXANDER FUNDS MANAGEMENT |
ALPHADESK | ANTIPODES PARTNERS | APEX FUNDS | ASCOT SECURITIES | AUSGRID | AUSTRALIAN
FUND MONITORS | BENNELONG FUNDS MANAGEMENT | BERKSHIRE GLOBAL | BLACKROCK |
BLOOMBERG TRADEBOOK | BNY MELLON | CAIA | CASTLE HALL ALTERNATIVES | CHANNEL CAPITAL
| CREDIT SUISSE | CITCO FUND SERVICES | CITI | CME GROUP | COLONIAL FIRST STATE | CQS |
CREDIT SUISSE | CUSTOM HOUSE | CXI SOFTWARE | DELOITTES | DEUTSCHE BANK | DMS
GOVERNANCE | ELLERSTON CAPITAL | EQUITY TRUSTEES | ERNST & YOUNG | EZE SOFTWARE | GI
ASSET MANAGEMENT | GLG | GMO | HENRY DAVIS YORK | HSBC | IG MARKETS |
INTERCONTINENTAL EXCHANGE | INVAST AUSTRALIA | INSIGHT INVESTMENTS | JP MORGAN | K2
ADVISORS | KODA CAPITAL | LEGG MASON | LEVITAS CAPITAL | LGT CAPITAL | LONSEC RESEARCH
| MAINSTREAM | MACQUARIE GROUP | MAPLES & CALDER | MERRILL LYNCH | MONTGOMERY
INVESTMENT | MORGAN STANLEY | NAB | NEWGATE CAPITAL | NEX OPTIMISATION | NWQ CAPITAL
MANAGEMENT | ONE INVESTMENT GROUP | ORCHARD HARBOUR | PENGANA CAPITAL |
PENTALPHA | PERPETUAL LIMITED | PINNACLE INVESTMENT MANAGEMENT | PLATINUM | QIC
LIMITED | REGAL | RIVERGUM INVESTORS | RODGER MONTGOMMERY | SAXO CAPITAL MARKETS |
SPECTRUM AM | SS&C ADVENT SOFTWARE | SS&C TECHNOLOGIES | TOTUS CAPITAL | TRADING
SCREEN | TRIVETT BESPOKE | TRIBECA INVESTMENT PARTNERS | TRIPLE A PARTNERS | UBS | UNITY
FUND SERVICES | VELOCITY TRADE | WALKERS | WATERMARK FUNDS MANAGEMENT | WEST FACE
CAPITAL | WINTON GROUP |

AWARD SPONSOR

\$11,000 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Presentation of chosen award on stage
- Branding of the award
- Logo on all promotional material
- Prime logo projection throughout the event
- Proportional branding of event program
- Inclusion in our quarterly newsletter to members
- Logo in our general sponsor section on the HFR Website

LAST THREE AVAILABLE CATEGORIES
FOR SPONSORSHIP

REACH OUT TO SEE WHICH AWARD
CATEGORIES ARE STILL AVAILABLE

**ALMOST
SOLD OUT**



CENTRE PIECE SPONSOR

\$10,000 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Logo on all promotional material
- Prime logo projection throughout the event
- Proportional branding of event program
- Inclusion in our quarterly newsletter to members
- Logo in our general sponsor section on the HFR Website



CHARITY CHAMPION

\$7,500 + GST

THIS IS A VERY SPECIAL WAY TO CONTRIBUTE & BE ON STAGE

- A representative from your company introduces one of our charities. Approx 3 mins on stage, sharing the charities background, personal insights about their purpose. Encouraging attendees to get behind them with donations.
- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Logo on screen at the beginning of your segment
- Tax deductible donation of \$3,500
- Branding on our event program
- Logo in our general sponsor section on the HFR Website



FIRST PLEDGE SPONSOR

\$10,000 + GST



SPONSORSHIP PACKAGE INCLUSIONS

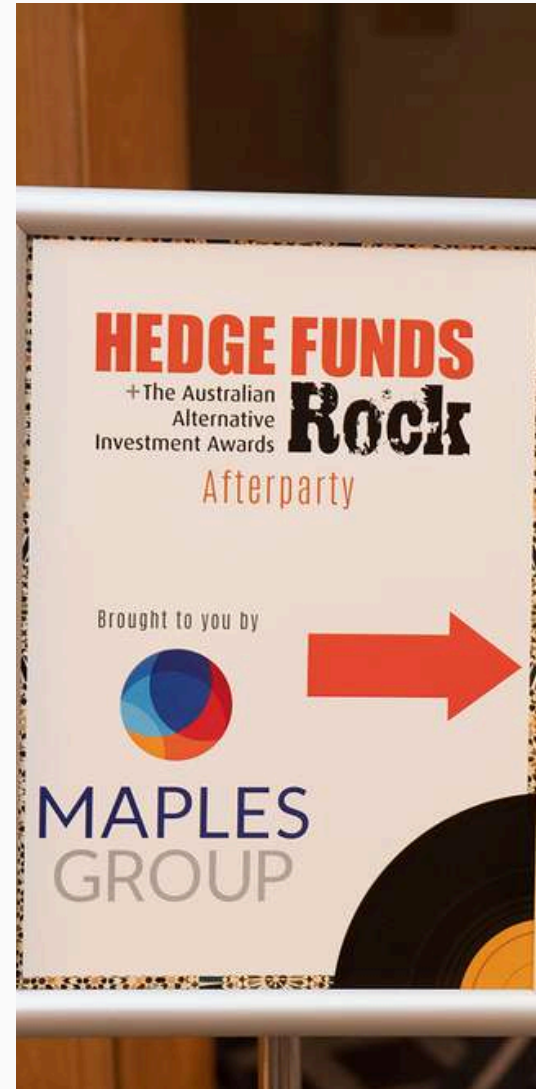
- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Branding of all pledge forms placed at every seat in the room
- Will be invited on to stage by the Chairman to make the first pledge of the night with large branded cheque
- Logo projection throughout the event
- Proportional branding of event program
- Logo in our general sponsor section on the HFR Website

AFTER PARTY SPONSORSHIP

\$9,000 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Branding of entire After Party
- Media coverage
- Logo projection throughout the event
- Proportional branding of event program
- Logo in our general sponsor section on the HFR Website



LIVE AUCTION SPONSOR

\$5,000 + GST

OR Contribution of a Live Auction Prize Valued at \$5,000+



SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Acknowledgement by MC and Auctioneer as Live Auction Sponsor
- Branding included as part of the Live Auction
- Opportunity to include a prize in the live auction valued at \$5,000+
- Logo projection throughout the event
- Proportional branding of event program
- Logo in our general sponsor section on the HFR Website

VIP COCKTAIL PARTY SPONSORSHIP

\$9,000 + GST



SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 10 x Tickets to the VIP Cocktail Party
- Logo on VIP Cocktail Party invitation and tickets
- Branding of Cocktail Party area
- Media coverage
- Logo projection throughout the event
- Proportional branding of event program
- Logo in our general sponsor section on the HFR Website



VIDEO SPONSORSHIP

\$7,500 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 5 x Tickets to Hedge Funds Rock and the Australian Alternative Investment Awards 2025
- 5 x Tickets to the VIP Cocktail Party
- Opportunity to play promotional video on the night
- Logo projection throughout the event
- Proportional branding of event program
- Logo in our general sponsor section on the HFR Website
- Media Coverage



FOUNDATION AMBASSADORSHIPS

\$25,000 + GST

AMBASSADORSHIP INCLUSIONS

- 2 x Tickets to sit on Chairman's Table at the Event
- 2 x Tickets to the VIP Party
- Individuals will be acknowledged by the Foundation Chairman as an Ambassador of the Alternative Future Foundation
- Will be thanked publicly on stage
- Will be presented an award noting their contribution
- Will receive a tax deductible donation receipt from the Alternative Future Foundation



