



SPONSORSHIP PROPOSAL

**THE AUSTRALIAN PEACEKEEPERS AND
PEACEMAKERS VETERANS' ASSOCIATION
FUNDRAISING DINNER**

DATE: 12 SEPTEMBER 2026

VENUE: THE AUSTRALIAN WAR MEMORIAL CANBERRA



INTRODUCTION

The Australian Peacekeepers and Peacemakers Veterans' Association Ltd (APPVA) is an all-volunteer, non-remunerated veteran support charity that assists Australians who are serving, or have served, in peacekeeping, peacemaking, and humanitarian operations within Australia and overseas.

INVITATION TO PARTNER IN DELIVERING OUR INAUGURAL FUNDRAISING DINNER

This dinner honours the service and sacrifice of Australian peacekeepers through the celebration of the opening of the new Peacekeeper Galleries at the Australian War Memorial. It will be a prestigious event hosted by APPVA, offering sponsors national visibility, premium hospitality, and alignment with a historic commemorative milestone.

Guests will enjoy a three-course meal, complemented by a full range of alcoholic and non-alcoholic beverages. The evening will also feature a selection of auction items, offering additional opportunities to contribute to fundraising efforts supporting the APPVA's ongoing initiatives.





ABOUT THE EVENT

A PLATFORM FOR ENGAGEMENT AND INFLUENCE

The evening will feature a keynote address by **General the Honourable Sir Peter Cosgrove AK AC (Mil) CVO MC (Retd)**, as well as an address by Mr Matt Anderson PSM, Director of the Australian War Memorial.

The program will also include speeches and attendance by senior government representatives, Defence leadership, and members of the diplomatic corps.

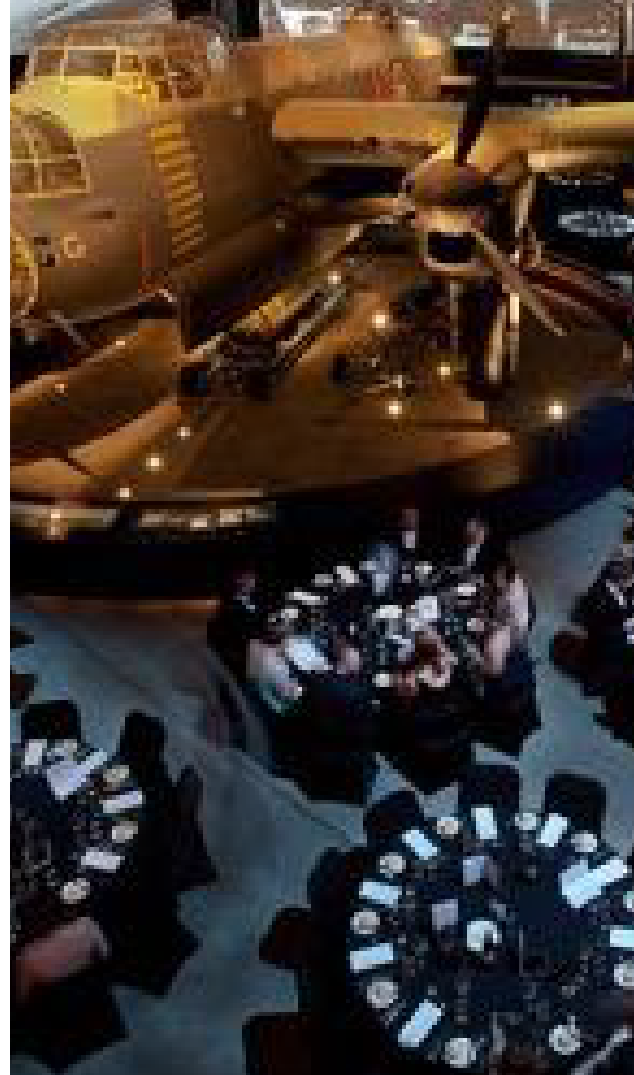
A fundraising auction will be conducted throughout the evening, providing additional opportunities to support APPVA's ongoing initiatives.

Please note that guest confirmations can only be finalised within three months of the event. Guest lists are subject to change and may be amended at any time, including on the evening of the event.

EVENT OBJECTIVES

The outcomes of this event will also assist with our programs and nationally significant commemorative activities including:

- **MONUMENT TO ADF PERSONNEL WHO DIED IN TRAINING**
- **PEACEKEEPER RETURN TO COUNTRY PROJECT AND DOCUMENTARY**
- **CARE PACKAGES FOR PEACEKEEPERS**
- **RED EARTH RECOVERY**





SPONSORSHIP OPPORTUNITIES

TAILORED PARTNERSHIP OPPORTUNITIES

This event provides an exclusive environment in which to build relationships with senior defence stakeholders and engage alongside eminent national and international leaders, while demonstrating visible support for initiatives of national significance. Our sponsorship tiers have been structured to deliver clear value through strategic brand exposure, curated engagement opportunities, and association with respected programs and commemorative activities.

BRONZE SPONSOR

Table of 10

Quarter-page advertisement in Peacekeeper magazine (electronically cross-published to 85,000 readers of The Last Post)

Announcement across social media of over 20,000 followers

SILVER SPONSOR

The benefits of Bronze plus:

A premium Table of 10.

Program logo inclusion.

Invitation to the APPVA Red Earth Recovery Simpson Desert Crossing Event for one passenger.

Contribution of an article in 2026/27 and a half-page advertisement in Peacekeeper magazine (electronically cross-published to 85,000 readers of The Last Post).

Verbal recognition during the event.

GOLD SPONSOR

The benefits of Silver plus:

Opportunity for a member of your organisation to accompany veterans and the film crew for the Return to Country program.

Contribution of **two** articles in 2026/27 and a full-page advertisement in Peacekeeper magazine.

Free membership for the veterans within your organisation for one year.

Announcement across social media of over 20,000 followers.

PLATINUM SPONSOR

The benefits of Gold plus:

Acknowledgement as the platinum sponsor of the dinner.

Speech opportunity.

Acknowledgement as being the major seed funding contributor for the Monument to ADF Members Killed in Training.

Private guided tour of the Peacekeeper Galleries.

An article per edition in 2026/27 and a full-page advertisement in Peacekeeper magazine.

Logo prominence Banner displayed at event.

Announcement across social media of over 20,000 followers.

5 AVAILABLE
\$5,000 (GST INC)

3 AVAILABLE
\$15,000 (GST INC)

2 AVAILABLE
\$25,000 (GST INC)

1 AVAILABLE
\$50,000 (GST INC)

All donations are tax deductible



WHY SPONSOR US?

THE VALUE OF YOUR SPONSORSHIP

Partnering with the Australian Peacekeeper and Peacemaker Veterans' Association (APPVA) enables organisations to directly support nationally significant commemorative projects and veteran wellbeing initiatives that deliver lasting impact across Australia's defence and peacekeeping community.

● TARGETED EXPOSURE

Sponsorship of the Inaugural Fundraising Dinner contributes to initiatives that honour sacrifice, strengthen connection, and support the wellbeing of serving and former personnel, while providing partners with the opportunity to engage alongside senior defence leaders, government, diplomatic representatives, and corporate stakeholders in a highly curated setting.

● OUR PROJECTS IN MORE DETAIL

The Australian Military Training Monument

APPVA is delivering a nationally significant memorial to honour Australian Defence Force personnel who have lost their lives while training for operational service. Approved for a prominent position on Anzac Parade in Canberra, this monument will address a longstanding gap in Australia's commemorative landscape.

Peacekeeper Return to Country Program and Documentary

APPVA is developing a Return to Country Program designed to support selected peacekeeping veterans in revisiting the nations where they once served. These journeys are intended to honour service, support personal healing, strengthen understanding of Australia's peacekeeping history, and preserve these experiences through a professionally produced documentary.

Care Packages for Peacekeepers and Family Support

This project is aimed at delivering care packages to currently deployed peacekeepers while also providing home-front support to their families. These packages are designed to bring a tangible sense of connection and comfort to those serving overseas, while reinforcing support for loved ones during their absence.

Red Earth Recovery – Red Centre Wellbeing Expedition

Red Earth Recovery is a structured wellbeing initiative delivered as a professionally facilitated, tagalong 4WD expedition across the Simpson Desert. The Red Centre Wellbeing Expedition brings Australian veterans together in a remote environment to foster peer connection, shared challenge, and supported reflection, strengthening mental health, resilience, and social connection.

Additional information is available on our website using the QR here:





LET'S CONNECT

JOIN US AS A SPONSOR

Your sponsorship strengthens national recognition of peacekeeping service and supports the wellbeing of veterans and families through our initiatives.

PLEASE DIRECT ALL ENQUIRIES FOR SPONSORSHIP TO OUR CEO, ROD HENDERSON.



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