

# A Bear Affair

MEANINGFUL IMPACT  
AND POWERFUL  
PARTNERSHIPS





# A Bear Affair 2026

## CELEBRATING AN EXTRAORDINARY 25 YEARS OF BEAR COTTAGE

A Bear Affair stands among Sydney Children's Hospitals Foundation's (SCHF) respected and high-impact charity galas, a truly remarkable night that unites business leaders, philanthropists, innovators, and community champions around one powerful purpose: supporting Bear Cottage, NSW's first dedicated children's hospice.

As we mark an incredible 25-year milestone, 2026 promises to be our most inspiring and unforgettable year yet. It's an especially exciting time for brands to partner with A Bear Affair as the event offers a premium platform that connects partners with a highly engaged audience, while driving a meaningful and measurable impact for children with life-limiting conditions and the families who hold them close.

### **About Bear Cottage**

Bear Cottage is not just a paediatric hospice; it is one of Australia's most special and compassionate places of care for children with life-limiting conditions and their families. Here, every moment is treasured. Every life, however brief, is enriched, celebrated and held with dignity.

As NSW's first dedicated children's hospice, Bear Cottage provides vital respite, specialised paediatric palliative care and end-of-life support, all at no cost to families. This holistic model of care supports the medical, emotional and psychosocial needs of each child, while also caring for parents, siblings and the wider family unit.

For many families, caring for a child with a life-limiting condition is a 24/7 responsibility. This can be profoundly isolating and place significant emotional, financial and physical strain on the entire household. Time at Bear Cottage eases these pressures, offering families the chance to rest, reconnect and simply be together – supported by a team who understands their journey deeply.

# WHY PARTNER WITH A Bear Affair?

## Connect with an audience who cares

Each year, more than 600 senior executives, industry leaders, business owners, philanthropists, and high-capacity donors attend the gala, creating a rare opportunity to meaningfully engage with individuals who prioritise authentic community impact. Your brand becomes part of that conversation, with meaningful exposure across event marketing, digital channels, on-the-night presence, and post-event communications. In partnership, we'll position your brand as a leader supporting transformational paediatric palliative care, delivering a powerful combination of visibility, influence, and purpose.

## Engage through meaningful brand moments

The SCHF team will work with you to bring your partnership to life. From premium event presence to building storytelling moments to share, we ensure your involvement feels aligned, purposeful and memorable, building lasting connections that extends your brand's influence beyond the night.



## Proven impact

Since its humble beginnings in 2002, A Bear Affair has raised **more than \$8 million** for Bear Cottage.

In 2025, the gala raised an incredible **\$860,000**, a testament to the commitment of our partners and guests over the years.

You'll play a crucial role in ensuring Bear Cottage can continue providing:

- 24/7 specialised paediatric palliative care
- Short-term respite for families
- End-of-life care grounded in compassion and dignity
- Holistic programs that support mental, emotional and spiritual wellbeing

**Your partnership helps ensure no family ever faces  
the unimaginable alone.**

# 2026: A YEAR TO aim higher, together

As we look ahead to the 2026 gala, we are striving to set a new fundraising record and expand the reach of Bear Cottage's essential services.

We would be honoured to collaborate with you to create a meaningful partnership. Together, we can create life-changing moments for the children and families who need it most.



**600+**  
guests



**Sat 1 Aug 2026**  
The Star, Sydney



**25 years**  
of impact



**A Bear Affair**  
2025 highlights

## ABOUT THE Committee



Photo: A Bear Affair 2025 Committee

Alongside the Sydney Children's Hospitals Foundation (SCHF) team, our dedicated A Bear Affair committee provides strategic direction, leadership and expertise to shape an unforgettable event that truly resonates with high-value audiences and drives transformational results for the cause.

The committee is a highly engaged group of community and industry leaders who play a pivotal role in supporting SCHF in delivering one of Sydney's most impactful charity galas. Each member brings deep networks, strategic insight, and a shared commitment to ensuring children with life-limiting conditions, and their families, receive the very best care at Bear Cottage.

Representing sectors such as media, healthcare, government, automotive, and business, our committee members are well-connected across the Sydney region and uniquely positioned to champion the event's vision and purpose. Their collective leadership has been instrumental in shaping an event that consistently attracts high-value guests, premium partners and supporters who are passionate about paediatric palliative care.

### **A Bear Affair 2026 Committee**

Jean Hay AM (Honorary Member), Jane Lavis, Bronwen Simmons, Adam Macdessi, Gillian Gale, Lesley Montgomery (Chair), Danielle Nicks, Sonja Mole, Kira Casey

# PROVEN RESULTS, greater ambition

A Bear Affair is a powerful reminder of what can be achieved when community, purpose and philanthropy come together. Thanks to our partners and guests, Bear Cottage can continue providing vital paediatric palliative care, respite, and support to families navigating the unimaginable.

## A Bear Affair 2025

### A night of extraordinary impact

Last year's A Bear Affair was made possible by a generous community of supporters who came together to help make a meaningful difference for Bear Cottage.

We were proudly supported by:

- our Presenting Partner, the **Tony McCullough Foundation**,
- Platinum Partner **Earthworx Group**,
- Gold Partner **Truckmate Australia**,
- Silver Partners **Tribeca**, **Earthing Solutions**, **IGM Group**, and
- Jewellery Partner **House of K'dor**.

Their generosity played a pivotal role in making the evening such a success.

As we look to 2026, Bear Cottage marks an extraordinary milestone – **25 years of impact**. Together with our partners, we're planning a truly magical celebration to honour this legacy and elevate our impact even further.

## A Bear Affair 2026

As A Bear Affair returns in 2026, we are seeking visionary partners who share our commitment.

This is an opportunity for your brand to align with a cause that changes children's lives whilst driving commercial return and impact for your brand.

In return, our partnerships can deliver the following for your brand;

- Brand visibility
- Alignment with an impact cause
- Opportunities for staff to engage with a cause that creates meaningful impact
- Foster stronger partnerships through social impact
- Build new business connections and provide networking opportunities
- Offer storytelling assets that show how your brand is a leader in social impact





# An exciting opportunity

Through our gala partnerships, we're trusted by leading brands across Australia

**Tony McCullough  
Foundation**

**Tribeca**  
Global Natural Resources

**EARTHING  
SOLUTIONS**

**TRUCKMATE**  
SYDNEY AUSTRALIA

**PROVIDENT**  
DELIVERING VALUE TO YOUR PROJECTS

ESTD 1945  
**CALABRIA**  
FAMILY WINES

**IGM  
GROUP**

**EARTHWORX**

**QANTAS**

**4 PINES  
BREWING  
CO.**

**Hyundai  
Help for  
Kids**

**sukin**  
AUSTRALIAN • NATURAL

**DEVICE  
TECHNOLOGIES**

**henry&hymas**

## EXAMPLE

# partnership inclusions

Each A Bear Affair partnership is bespoke and thoughtfully designed to reflect your values, meet your strategic objectives and deliver exceptional results. Example partnership benefits are outlined below.



### BRAND VISIBILITY

- Exclusive recognition as a key event partner
- High-visibility branding across invitations, programs, media wall, and digital channels



### VIP ENGAGEMENT & NETWORKING

- Complimentary VIP positioned tables to host your own network, partners, or connections
- Build strategic connections with business leaders and like-minded brands – expanding reach and enhancing credibility through trusted associations



### EXPERIENTIAL ACTIVATIONS

- Rights to design high-impact, bespoke activations that reflect your brand
- Immersive, memorable and shareable moments that guests will talk about long after the event.

## EXAMPLE

# partnership inclusions

From premium hosting experiences to tailored brand activations, we work closely with you to elevate your presence and leave a lasting impression.



### CONTENT, DIGITAL REACH & MEDIA

- Amplification across SCHF's owned digital channels – website and social media channels
- Access to professional event imagery and post-event reporting



### FUNDRAISING & UNIQUE EXPERIENCES

- Opportunities to blend commercial creativity with social impact through unique prizes, fundraising moments and activities - boosting engagement and shareable moments



### A PARTNERSHIP WITH IMPACT, EXPERTLY EXECUTED

SCHF's experienced team ensures every detail is flawlessly executed:

- Project management, creative coordination, and event production
- Post-event reporting to showcase brand outcomes and philanthropic impact

# Price guideline

The inclusions outlined are indicative of what a partnership package could entail. We would be delighted to work with you to tailor a bespoke package that aligns with your objectives, goals and budget, ensuring your involvement delivers maximum impact and value.

Partnership decisions confirmed by 1 July.

PACKAGE	PRICE	EXAMPLE INCLUSIONS
<b>PRESENTING PARTNER</b> <i>0 available</i>	\$50,000+	<b>Unlocks the full suite of high-impact, premium assets:</b> Presenting Partner status delivers unmatched brand elevation at A Bear Affair—premium hosting, custom activation, speaking opportunities, and maximum visibility across event, digital, and social channels. Includes two tables of 10 guests.
<b>Thank you to Presenting Partner, Tony McCullough Foundation</b>		
<b>MAJOR PARTNER</b> <i>1 available</i>	\$30,000+	Major Partners stand out with premium visibility and branding, and a signature activation or fundraising moment that leaves a lasting impression on every guest. Includes one table of 10 guests.
<b>PREMIER PARTNER</b> <i>4 available</i>	\$20,000+	Premier Partner status offers event access, tiered branding, and a signature moment designed to engage guests and showcase your brand presence. Includes one table of 10 guests. <b>Confirmed partner: Hyundai Help for Kids</b>
<b>EVENT SUPPORTER</b> <i>8 available</i>	\$5,000 for a VIP table of 10. Perfect for organisations seeking high visibility on the night, client hosting, or a special group experience	Experience A Bear Affair at its most exclusive. A VIP table that includes: <ul style="list-style-type: none"><li>• Prominently positioned table</li><li>• VIP host logo recognition in the official event program</li><li>• Brand visibility across digital screens throughout the evening</li><li>• Branded table signage showcasing your support</li><li>• A three-course meal with premium beverages</li><li>• Spectacular live entertainment from Australia’s leading performers</li></ul>
<b>GENEROUS PARTNER</b> (Event supporter/ Gift In Kind)	\$2,000 + of in-kind	<ul style="list-style-type: none"><li>• Social media mention on SCHF channels and MC/auctioneer acknowledgment at the event (subject to GIK value and SCHF approval).</li><li>• Promotion of auction prize via digital bidding platform.</li><li>• Two event tickets.</li><li>• In-kind or acknowledgment receipt.</li></ul>



## SCHEDULE A

# think-tank session

## WITH US

**Let's get creative**

We'd love to explore unique ways to build a bespoke partnership with A Bear Affair that aligns with your goals while maximising impact, both for your brand and the children we support.

Schedule a meeting with the SCHF Partnerships Team to discuss your objectives and co-create a tailored partnership that reflects the uniqueness of your brand and the transformative outcomes we deliver for sick children and their families.

Together, we can create something truly impactful.

**GET IN TOUCH**

[catalina.forero@schf.org.au](mailto:catalina.forero@schf.org.au)



# Ticket pricing & inclusions

A Bear Affair: Celebrating 25 Years—A Night of Reflection, Heart, and Hope



## Entertainment Highlights

Expect standout talent, exquisite dining, and unforgettable moments to elevate the night.

## Master of Ceremonies

### Jayne Azzopardi

Jayne is one of Australia's most respected and recognisable journalists, celebrated for her role as newsreader on the 9Network's Today show. With more than two decades of experience reporting major national and global events, from federal politics to royal weddings, she brings sharp insight, warmth, and an approachable charisma to every stage she steps onto.

Beyond the newsroom, Jayne is a proud mum of two and enjoys a vibrant family life in Sydney with her husband, Trent. Her authentic presence, professionalism, and ability to connect effortlessly with audiences make her an exceptional MC for the event.



## Sean Maloney

Sean Maloney is the dynamic voice behind Australian rugby, known for his energy, humour, and unmistakable commentary style as lead broadcaster for Stan Sport and World Rugby. A former Shute Shield player, he has gone on to call the biggest moments in the sport—from Super Rugby to the Rugby World Cup and the World Sevens Series—earning admiration for his passion and quick wit.

On stage, Sean's natural storytelling ability and infectious enthusiasm create an atmosphere that is both entertaining and engaging. His deep knowledge of sport, combined with his larger-than-life personality, makes him a standout MC who brings excitement and connection to the event.

## Ticket Pricing:

- **Individual Tickets: \$300**
- **Table of Ten: \$3,000**

Each ticket includes a premium three-course meal catered by Doltone House, accompanied by exceptional beverages from Calabria Family Wines and 4Pines, along with spectacular live entertainment featuring Australia's top performers.

Tickets will be available for purchase starting May 2026.



# About SCHF

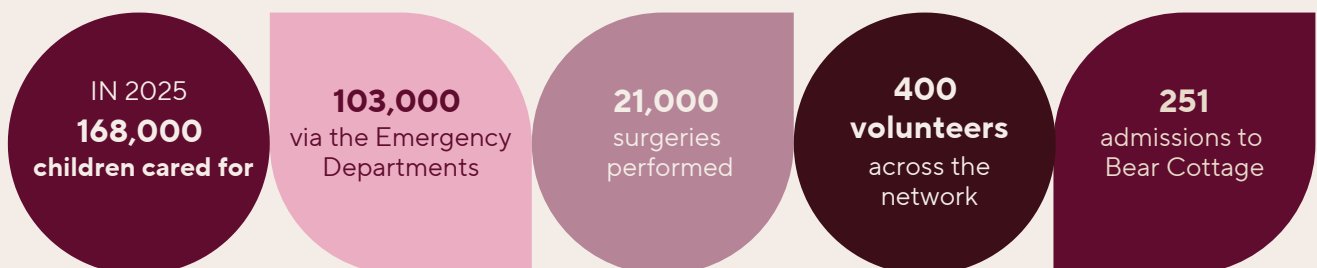
Sydney Children's Hospitals Foundation (SCHF) is one of the largest and most trusted kids' health charities – and one of the biggest hospital foundations in the world.

As the exclusive fundraising partner of the Sydney Children's Hospitals Network, we support a comprehensive network of care that includes: Sydney Children's Hospital, Randwick, The Children's Hospital at Westmead, Bear Cottage, the Newborn and paediatric Emergency Transport Service (NETS), and Kids Research.

Whether it's funding new equipment, specialist training, ground-breaking research or building state-of-the-art facilities, money raised through SCHF is changing the future for sick kids and their families.

## Snapshot: The Network cared for over 168,000 children in 2025

- 103,000 presentations via Emergency Departments
- 21,000 surgeries performed
- 400 volunteers in palliative care, administrative support, ward grandparents and weekend play services
- 251 admissions to Bear Cottage





# Thank you

Secure your place at this grand event  
where prestige meets purpose,  
influence meets impact, and your  
partnership leaves a lasting legacy.

## Contact

**CATALINA FORERO**

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Sydney  
Children's  
Hospitals  
Foundation

