



2026 SPONSORSHIP PROPOSAL

HEDGE FUNDS ROCK AND THE AUSTRALIAN ALTERNATIVE INVESTMENT AWARDS

25TH ANNIVERSARY

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.

2026 marks the **25th 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.



Chairman
MICHAEL GALLAGHER
 0412 224 400
 AIMA Australia
 mgallagher@aima.org



Director
KIM IVEY
 0452 464 597
 Vertex Capital Advisers
 kim@alternativefuturefoundation.org.au



Deputy Chair
NELSON LAM
 0402 336 228
 Berkshire Capital
 nlam@berkshireglobal.com



Director
NINA DUNN
 0410 526 362
 Fidare Consulting
 nina@fidare.com.au

MEET THE TEAM

MEET THE TEAM

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Director
SIMON IBBETSON
 0414 678 900
 Eternal Wealth Group
 simon@alternativefuturefoundation.org.au



Director
MARK BENNETT
 0417 002 525
 Citco Fund Services
 mark@alternativefuturefoundation.org.au



Company Secretary
BRIDGET CLAREBROUGH
 02 99478321
 Clifford Chance
 bridgetclarebrough@cliffordchance.com



Director
NICOLE HAMMOND
 02 9531 5655
 Bennelong
 nicole.hammond@bennelongfunds.com



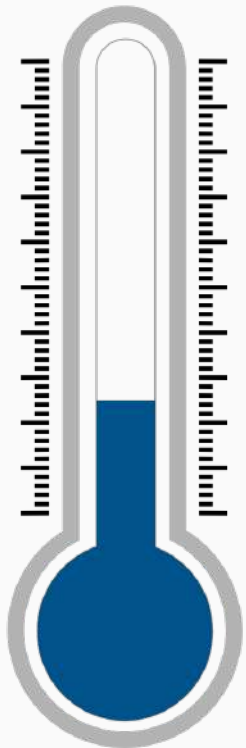
Director
SHERIDAN LEE
 0418 228 789
 Shed Enterprises
 slee@shed-ent.com.au



OUR GOALS FOR 2026

OUR MAJOR GOAL FOR 2026 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.

**WOMEN'S
COMMUNITY
SHELTERS**



VOLUNTEERING

Creating the next generation of generosity. Hands-on, meaningful volunteering programs for kids and families in Sydney. School holiday programs & corporate programs.

**KIDS
GIVING
BACK**



HELP 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 25

HEDGE FUNDS ROCK & THE AUSTRALIAN ALTERNATIVE INVESTMENT AWARDS 2026

DATE: THURSDAY 17TH 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 | ALEXANDER FUNDS MANAGEMENT | ALPHADESK | ANTIPODES PARTNERS | APEX FUNDS | ASX | AUSGRID | AUSTRALIAN FUND MONITORS | BARRENJOEY | BENNELONG FUNDS MANAGEMENT | BERKSHIRE GLOBAL ADVISORS | BLACKROCK | BLOOMBERG TRADEBOOK | BNP PARIBAS | BNY MELLON | CAIA | CASTLE HALL ALTERNATIVES | CHANNEL CAPITAL | CREDIT SUISSE | CITCO FUND SERVICES | CITI | CME GROUP | COLONIAL FIRST STATE | CREDIT SUISSE | CUSTOM HOUSE | CXI SOFTWARE | DELOITTE | DEUTSCHE BANK | DMS GOVERNANCE | ELLERSTON CAPITAL | EQUITY TRUSTEES | EY | GI ASSET MANAGEMENT | GLG | GMO | HSBC | IG MARKETS | INTERCONTINENTAL EXCHANGE | INSIGHT INVESTMENTS | JP MORGAN | K2 ADVISORS | KING IRVING | KODA CAPITAL | LA TROBE | LEGG MASON | LGT CAPITAL | LONSEC RESEARCH | MACQUARIE GROUP | MAPLES | MONTGOMERY INVESTMENT | MORGAN STANLEY | MSC GROUP | NAB | NAVIGATOR GLOBAL INVESTMENTS | NEX OPTIMISATION | ONE INVESTMENT GROUP | PENGANA CAPITAL | PENTALPHA | PERPETUAL LIMITED | PINNACLE INVESTMENT MANAGEMENT | PLATINUM | POLAR 993 | QIC LIMITED | REGAL | RIVERGUM INVESTORS | SPECTRUM AM | SS&C TECHNOLOGIES | TOTUS CAPITAL | TRADING SCREEN | TRIBECA INVESTMENT PARTNERS | UBS | UNITY FUND SERVICES | VELOCITY TRADE | WALKERS | WINTON GROUP

AWARD SPONSOR

\$11,000 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 guests
- 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 in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event.
- Logo in the sponsor section on the HFR Website

LAST CATEGORY AVAILABLE

**ALMOST
SOLD OUT**



CENTREPIECE SPONSOR

\$10,000 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Branding of the table centrepieces
- Logo on all promotional material
- Prime logo projection throughout the event
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event.
- Logo in the sponsor section on the HFR Website

SOLD OUT



CHARITY CHAMPION

\$7,500 + GST

**1 LAST
AVAILABLE**

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
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event.
- Logo in the sponsor section of the HFR Website



FIRST PLEDGE SPONSOR

\$10,000 + GST



SPONSORSHIP PACKAGE INCLUSIONS

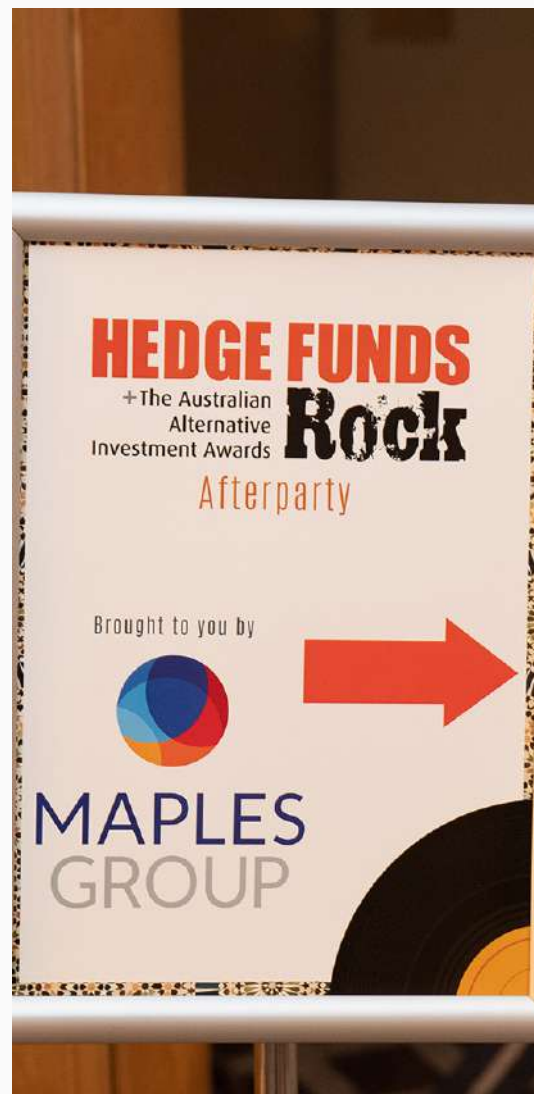
- 1 x Table of 10 people
- 2 x Tickets to the VIP Cocktail Party
- Branding of all pledge forms placed at every seat in the room
- Will be invited on to stage by the Chairman to make the first pledge of the night with large branded cheque
- Logo projection throughout the event
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event.
- Logo in the sponsor section of 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 the entire After Party**
- Logo projection throughout the event
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event.
- Logo in the sponsor section of 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 in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event
- Logo in the sponsor section of 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
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event
- Logo in the sponsor section of the HFR Website

TAKEN



VIDEO SPONSORSHIP

\$7,500 + GST

SPONSORSHIP PACKAGE INCLUSIONS

- 5 x Tickets to Hedge Funds Rock and the Australian Alternative Investment Awards 2026
- 5 x Tickets to the VIP Cocktail Party
- Opportunity to play promotional video on the night
- Logo projection throughout the event
- Proportional branding in the event program
- Inclusion of the Sponsor's logo in relevant digital newsletters and subscriber communications sent in relation to the sponsored event
- Logo in the sponsor section of the HFR Website



FOUNDATION AMBASSADORSHIPS

\$25,000 + GST

AMBASSADORSHIP INCLUSIONS

- 2 x Tickets to sit at the Chairman's Table at the event
- 2 x Tickets to the VIP Party
- Official verbal acknowledgement and thanks on stage by the Foundation Chairman as an Ambassador of the Alternative Future Foundation
- Public acknowledgement and thanks on the Foundation Website
- Presentation of a dedicated award on stage noting your contribution
- Mention in the event program and in relevant digital newsletters and subscriber communications



