

**AUS
USA**

COMMEMORATIVE VETERANS' DINNER

HONOURING ALL WHO SERVE

PRESENTING DINNER SPONSOR

The logo for lendlease, featuring a stylized, multi-colored shape (green, yellow, blue) with the word "lendlease" in white lowercase letters.

**American
Australian
Association**

**Wednesday 7 May 2025
Australian War Memorial | ACT
5:30 PM - Reception
6:30 PM - Dinner**

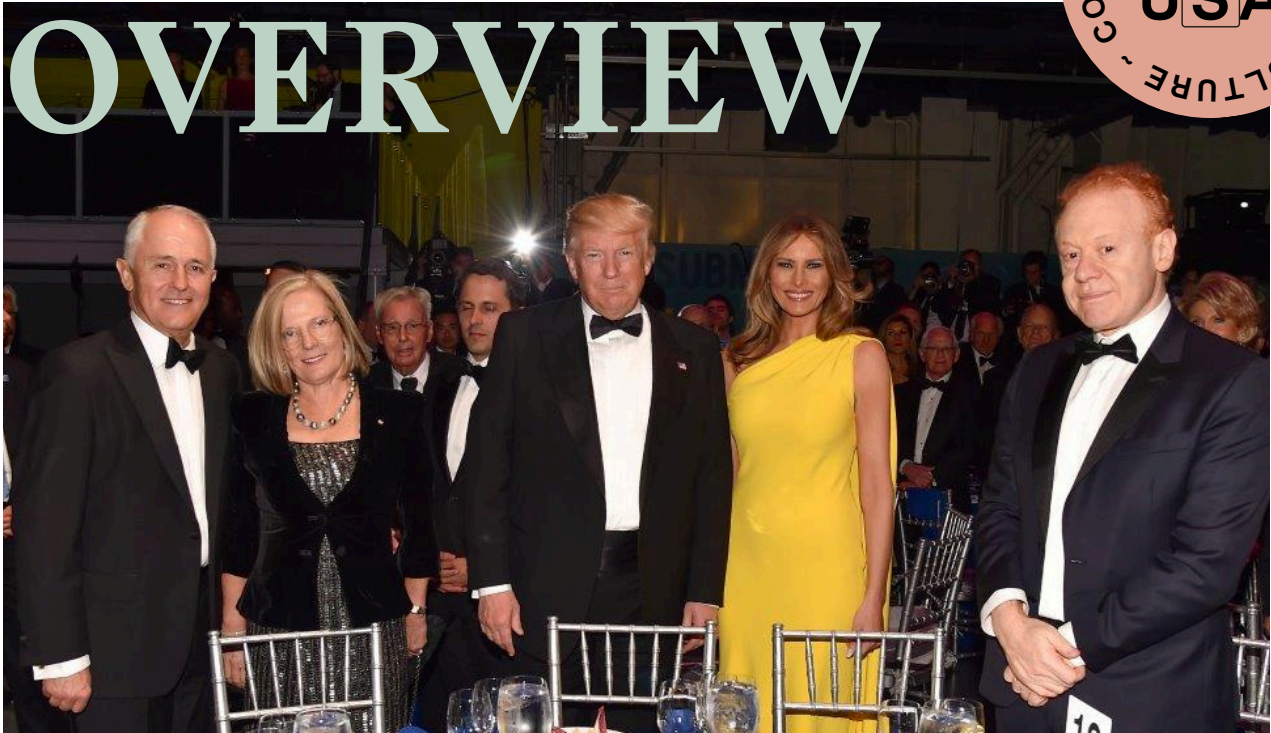


The American Australian Association is the largest privately funded non-profit organisation dedicated to broadening, strengthening and developing ties across the Pacific. We forge new paths for progress across government, business, education and cultural endeavours – a mission that remains at the forefront of our scholarships, programs, and events. For over 75 years, we have connected our two cultures, guided our people and provided new opportunities for a diverse network of trail blazers.

The Association's scholarships & exchanges champion progress, creativity and expression, providing new opportunities to young Australian, Indigenous Australian, American and Native American leaders to undertake transformational study, research and professional development in each other's country. To date, we have awarded more than US \$18million (AU \$28.6 million) to over 1,100 graduates, veterans and artists.

The American Australian Association builds enduring connections where culture, commerce and community come together to open the door to boundless possibility.

EVENT OVERVIEW



In celebrating our many differences, Americans and Australians have always come together under a common belief in freedom, openness and optimism to unite our two countries.

Within the broader context of the Battle of the Coral Sea anniversary (4-8 May), widely regarded by many as the ‘Battle that saved Australia’, the American Australian Association will host an inaugural American – Australian Commemorative Veterans’ Reception & Dinner, honoring the service of Australian and American veterans, past, present and future.

The American Australian Veterans’ Commemorative Reception & Dinner will honour the service and sacrifice of all American and Australian veterans. It will highlight the close ongoing allied partnerships between Australian and American services, governments, and industry, promote and showcase the American Australian Association Veterans’ Scholarship Fund, and it’s American and Australian veteran scholar recipients. The event will philanthropically help support the American Australian Association Veterans’ Scholarship Fund, through charitable donations, and the opportunity to create new ‘Named’ Scholarships.



EVENT PATRONS



VADM Mark Hammond AO
Chief of Navy
Royal Australian Navy

Patron of Australian Veterans



Ms. Erika Olson
Charge d'Affaires
United States Embassy,
Canberra

Patron of American Veterans



VETERANS' FUND



Following the 75th Anniversary of the Battle of the Coral Sea Commemorative Dinner, hosted by the American Australian Association aboard the USS Intrepid (Air and Sea Museum) in New York in May 2017, proceeds from this historic evening enabled the creation of the Association's new American-Australian Veterans' Scholarship Fund. Since its 2017 inception, over 75 American and Australian veterans have been awarded more than AU \$4.5 million.

The Scholarship Fund has a particular emphasis on providing further educational opportunities for veterans and disabled veterans who wish to undertake study at an undergraduate or postgraduate level; and supports directional scholarship grants from Australia to US, and US to Australia.

The Association continues to fund this program through corporate named scholarships, our annual ANZAC Day & Veterans' Lunch in New York, and by creation of this new annual Commemorative Veterans' Dinner in Canberra.

Funds raised from this dinner will help create a new American Australian Association Veterans' scholarship.

Your crucial support allows us to continue fostering the talent of our future leaders.

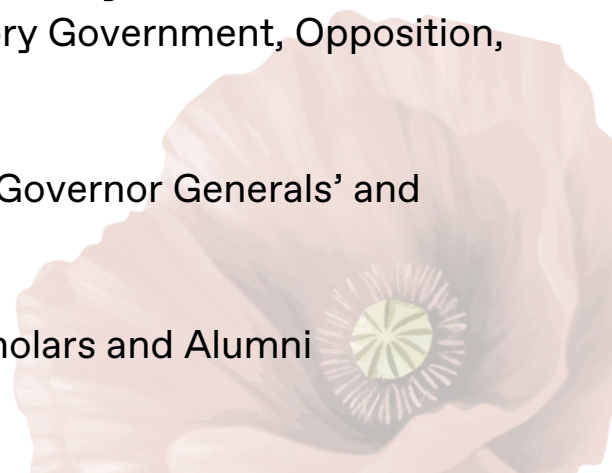


ATTENDEES

160 attendees will gather at the Australian War Memorial in Canberra representing a range of American & Australian stakeholders including:



- American and Australian veterans
- Executive level and high-profile Business & Industry Leaders
- Head of State, Senior Federal & State/Territory Government, Opposition, Defence Officials & Departmental Leaders
- Diplomatic Representatives
- Former Government officials, including past Governor Generals' and Prime Ministers
- Australian War Memorial senior leadership
- American Australian Association Veteran Scholars and Alumni







PRESENTING SPONSORSHIPS

PRESENTING DINNER SPONSOR - \$25,000

SOLD OUT

Inclusions:

- Premium Table at Commemorative Dinner (10 guests) - 2 nominated guests to be seated at the Head Table, with remaining 8 invited guests seated on at an adjacent table, to be accompanied by two VIP guests provided by the Association.
- Pre-Dinner Reception (10 guests)
- Presenting sponsor logo listing on invite, website, socials, event signage & digital logo loop
- Speaking opportunity at Dinner for company executive
- Opportunity to present 90 second promotional video at Dinner
- Verbal recognition from Host at Dinner
- 2:00 pm - Option to participate in a Behind the Scenes guided VIP tour of the Australian War Memorial storage and collection facility at Mitchell (providing unique access to new acquisitions & much loved objects not currently on public display (4 guests)
- 4:15 pm - VIP Seating at AWM Last Post Ceremony (10 guests)
- Access to event photos for marketing purposes

CUSTOM OPPORTUNITIES

Presenting co-sponsors will have priority access to customised brand activations. We can work with you to create exciting installations and activations through the evening to expose your brand to this elite audience.



PRESENTING SPONSORSHIPS

PRESENTING RECEPTION SPONSOR | \$15,000

Inclusions:

- Pre-Dinner Reception (10 guests)
- Premium Table at Commemorative Dinner (10 guests) - 1 nominated guest to be seated at the Head Table, with remaining 9 invited guests seated on an adjacent table, to be supplemented by one VIP guest provided by the Association.
- Presenting sponsor logo listing on invite, website, socials, event signage & digital logo loop
- Speaking opportunity at Reception or Dinner for company executive
- Verbal recognition from Host at Dinner
- 2:00 pm - Option to participate in a Behind the Scenes guided VIP tour of the Australian War Memorial storage and collection facility at Mitchell (providing unique access to new acquisitions & much loved objects not currently on public display (4 guests)
- 4:15 pm - VIP Seating at AWM Last Post Ceremony (10 guests)
- Access to event photos for marketing purposes

CUSTOM OPPORTUNITIES

Presenting sponsors will have priority access to customised brand activations. We can work with you to help create exciting installations and activations through the evening to expose your brand to this elite audience.

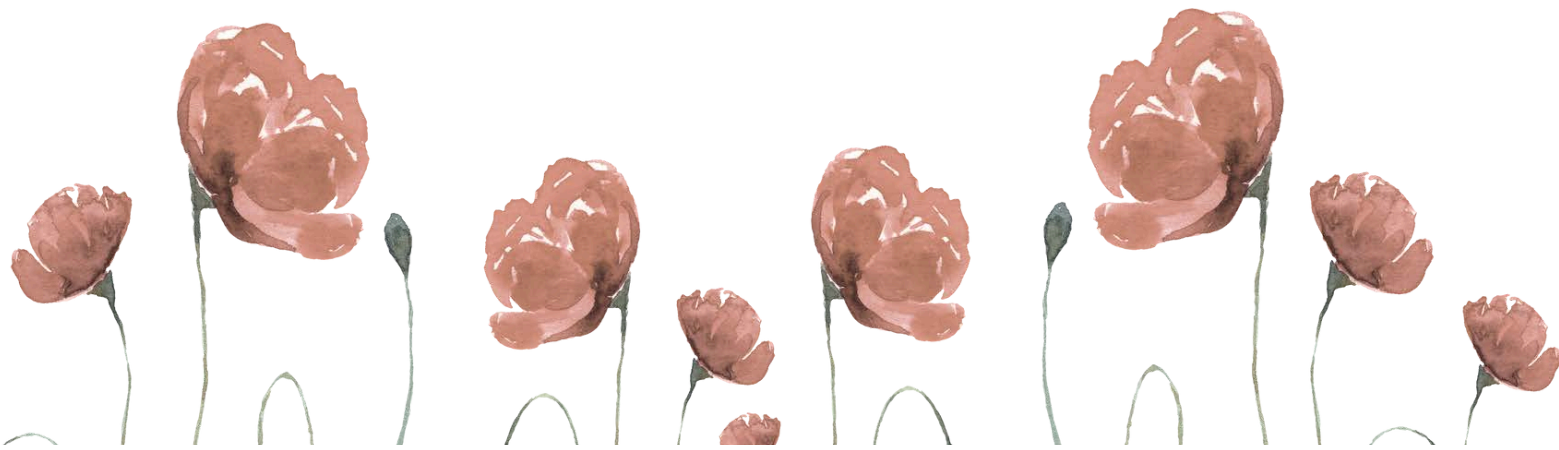


TABLE SPONSORSHIP

CORAL TABLE SPONSOR | \$5,000

Inclusions:

- Pre-Dinner Reception (8 guests)
- Coral Table at Veterans' Commemorative Dinner (8 guests)
- Note: All Coral tables seat 10 guests, and sponsors will each host 2 special guests of the Association (VIPs, Veterans' or Veteran scholars) at their table
- Logo listing on website, socials, event signage & digital logo loop
- Verbal recognition from Host at Dinner
- 2:00 pm - Option to participate in a Behind the Scenes guided VIP tour of the Australian War Memorial storage and collection facility at Mitchell (providing unique access to new acquisitions & much loved objects not currently on public display (2 guests)
- 4:15 pm - VIP Seating at AWM Last Post Ceremony (2 guests)





ENTERTAINMENT SPONSORSHIP

PRESENTING ENTERTAINMENT SPONSOR | \$12,500

Inclusions:

- Pre-Dinner Reception (8 guests)
- Premium Table at Commemorative Dinner (8 guests), plus opportunity to meet and host entertainer, John Schumann and guest (if seated)
- Logo listing on website, socials, event signage & digital logo loop
- Opportunity to introduce performer at Dinner for company executive
- Verbal recognition from Host at Dinner
- 2:00 pm - Option to participate in a Behind the Scenes guided VIP tour of the Australian War Memorial storage and collection facility at Mitchell (providing unique access to new acquisitions & much loved objects not currently on public display (4 guests)
- 4:15 pm - VIP Seating at AWM Last Post Ceremony (4 guests)
- Access to event photos for marketing purposes

CUSTOM OPPORTUNITIES

Presenting sponsors will have priority access to customised brand activations. We can work with you to create exciting installations and activations through the evening to expose your brand to this elite audience.





ENTERTAINER JOHN SCHUMANN

About John:

John Schumann AM is one of the very few songwriters who have changed the way a nation thinks. He is best known for his leadership of the legendary folk-rock band Redgum, and his Vietnam veterans' anthem, I Was Only 19.

In over 40 years in Australian music John Schumann has received almost every award the industry has to offer – some twice over.

John and his band have participated in five ADF Forces Entertainment Tours, travelling to East Timor, Afghanistan and the Middle East (twice), the Solomon Islands and Tanzania to entertain the Australian forces deployed there.

In mid 2014, John was commissioned by the then Chief of Army, LTGEN David Morrison, to write a song commemorating the service of Indigenous soldiers in World War 1 and beyond to coincide with the Anzac Centenary. Recorded with his new band, The Vagabond Crew, "On Every Anzac Day" has been widely acclaimed as the "Only 19" for serving Aborigines and Torres Strait Islanders – and their families.

John Schumann is a graduate of the Australian Institute of Company Directors, a member of the Flinders University Distinguished Alumni and was made a Member of the Order of Australia (AM) for services to music, social justice and the veteran community.

Described by rock historian Glenn A. Baker as "one of the finest songwriters this country has produced", John's songs have been paid the ultimate compliment by becoming the property of the people and the country they were written about. His lyrics are on reading lists in schools, colleges and universities throughout Australia.

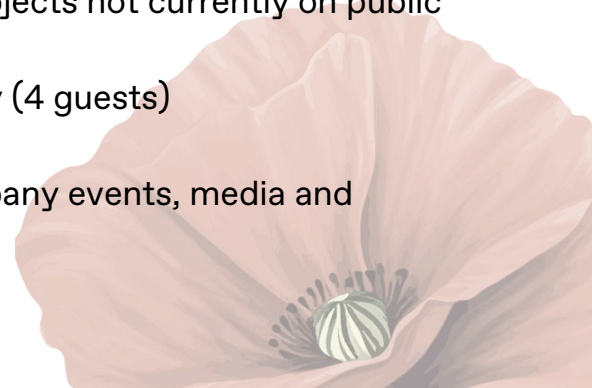


NAMED VETERAN SCHOLARSHIP SPONSOR

NAMED VETERAN SCHOLARSHIP SPONSOR | \$75,000

Inclusions:

- Class of 2026: One 'Named' Veteran Scholarship - your choice of direction i.e. AUS recipient to USA, or USA recipient to AUS
- Verbal recognition from Host at Commemorative Dinner
- Named Scholarship announcement/segment at Commemorative Dinner event & speaking opportunity for company executive
- Named Scholarship listing & company logo on website
- Named Scholarship marketing and EDM promotion ahead of; during application period; & at scholar selection announcement
- Named recipient (who will retain scholarship name in perpetuity) & be invited to speak at future events in Australia & United States
- Premium table and attendance at Commemorative Reception & Dinner (10 guests)
- Sponsor logo listing on all event website, socials, signage & digital logo loop
- 2:00 pm - Option to participate in a Behind the Scenes guided VIP tour of the Australian War Memorial storage and collection facility at Mitchell (providing unique access to new acquisitions & much loved objects not currently on public display (4 guests)
- 4:15 pm - VIP Seating at AWM Last Post Ceremony (4 guests)
- Access to event photos for marketing purposes
- Access to 'Named' scholar, once selected for company events, media and promotion



JOIN US!

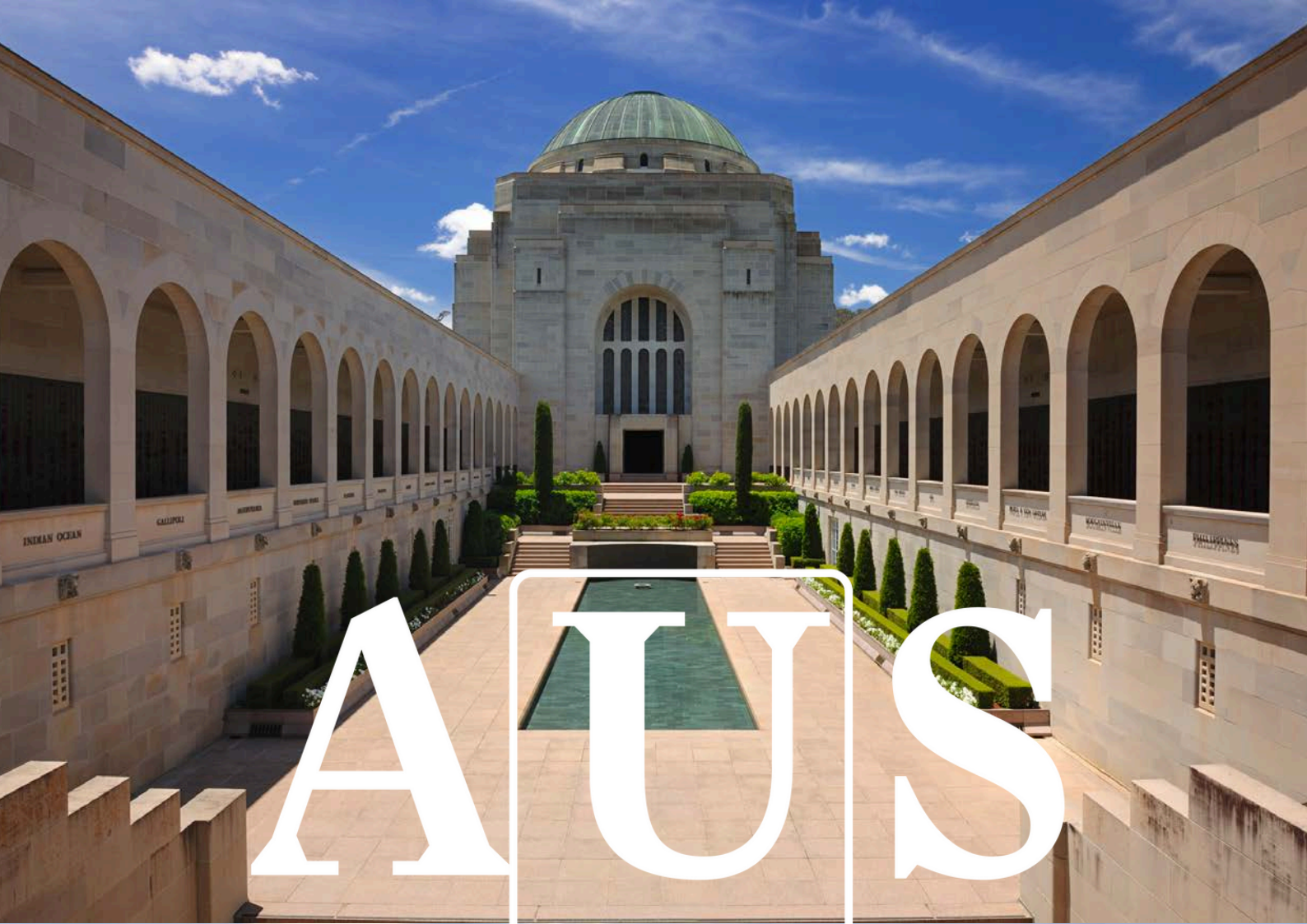
To secure your participation, and for further information please contact:

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Honouring All Who Serve
and supporting our
American-Australian Veterans' Fund



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REALISING THE POTENTIAL IN ALL OF US