



## the project.

Variety Heart Scholarships Awards

## the brief.

Amplify awareness of Variety - the Children's Charity which supports children living with disabilities, chronic illness or financial hardship – and its Variety Heart Scholarships Awards to increase sponsorship and donations allowing Variety to assist more children. Enable a greater number of people to attend the Scholarship Awards, from all across NSW, the ACT and nationally by holding the event online while still ensuring a top-quality experience.



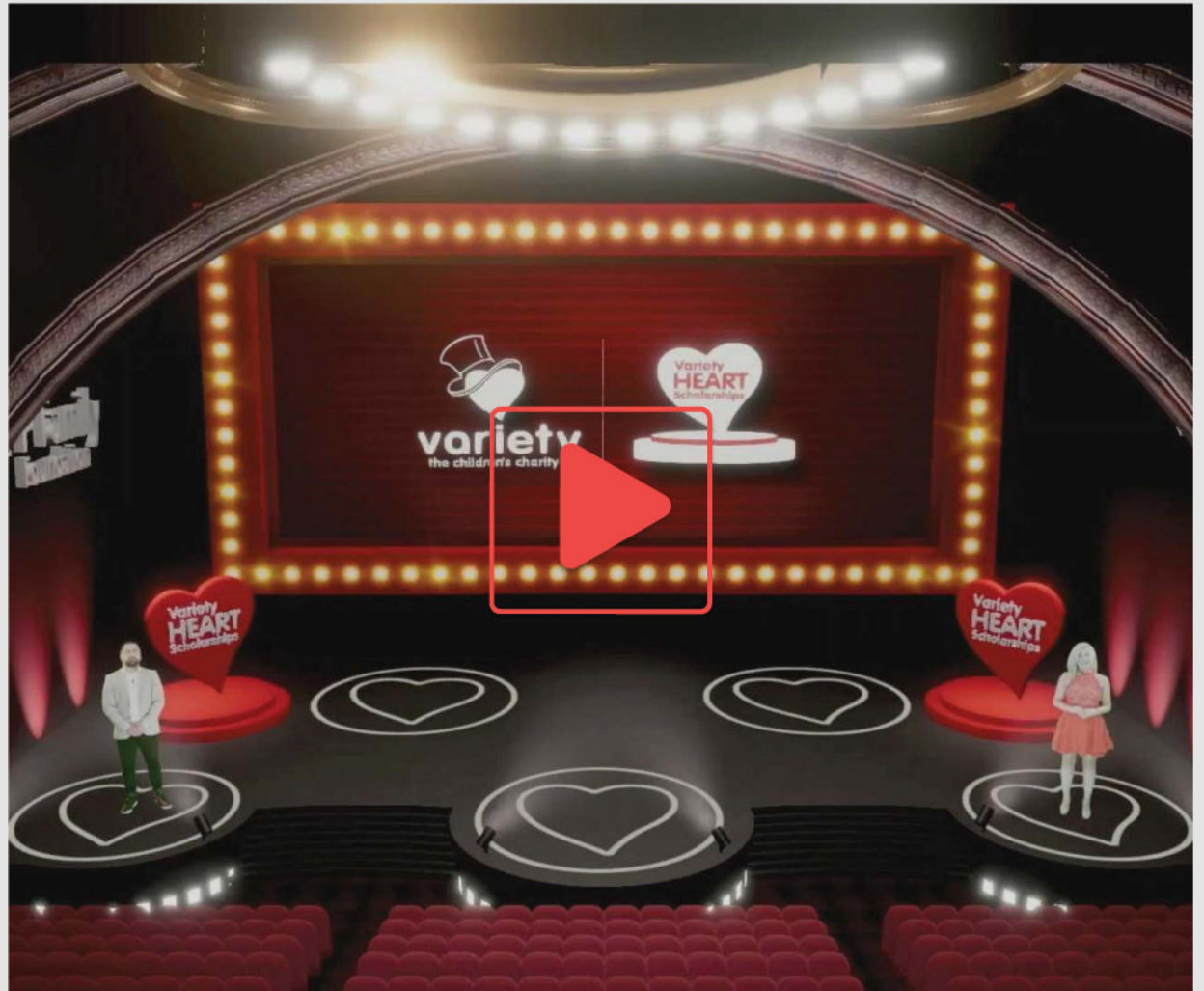
## the experience.

We created a 3D virtual theatre including red carpet arrival with branded sponsor billboards.

Ahead of the event, teaser videos were created to drive registration and dedicated sponsorship videos were created to drive sponsorship and donations.

Arriving at the event, guests were greeted with a countdown clock showcasing images and vision of Variety's work supported by key messages. The event commenced with guests 'walking' down the red carpet, taking in the branded billboards and entering through double doors into the theatre. Attention was then captured on the large stage where the real-life hosts were positioned.

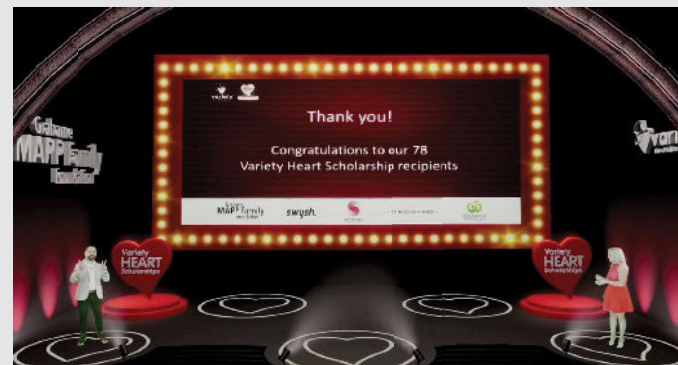
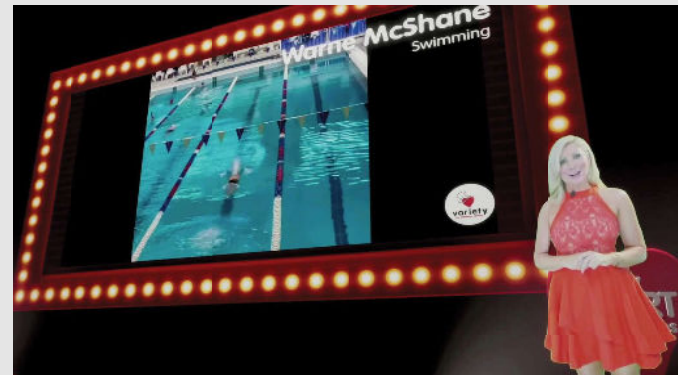
Pre-recorded videos of the finalists were showcased on the theatre screen. Guests were invited to interact throughout the event, commenting and chatting using the event portal engagement functionality.



# the results.

Variety achieved a record-breaking year of sponsorship and donations, allowing it to award almost \$300,000 in scholarships to 78 children with disabilities, chronic illness or financial hardship to pursue their sporting and artistic dreams.

The largest number of guests ever attended the live Scholarship Awards event, and the recorded event shared online has continued to receive significant numbers of viewers.



**SYNERGY**  
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## what our client said.

"A MASSIVE thank you for helping us deliver such a spectacular event as well as being part of the night as an Event Sponsor! I am truly getting inundated with emails and messages about how much guests loved it and how touched they all were.

You and all your team have been such a pleasure to work with both before the event and on the night, and to see what we delivered was just incredible! Thank you again for everything."