



## The Chain of Hope Gala Ball

### Sponsorship packages

Since 1995, Chain of Hope has been working with leading cardiac surgeons and medical teams to treat children from war-torn and developing countries who would otherwise find it almost impossible to receive the treatment they need.

Chain of Hope does this through:

- Conducting teaching and training missions at cardiac units that it supports around the world; these both treat children and provide onsite expertise and teaching for local cardiac teams.
- The Child Referral Programme, which transports children to leading centres worldwide for emergency, life-saving cardiac treatment.

We work with surgeons and medical staff from world-renowned cardiac centres including Great Ormond Street Hospital, Royal Brompton and Harefield Hospitals and the Harley Street Clinic. We have treated children from the following countries:

- Burundi
- Cameroon
- Egypt
- El Salvador
- Eritrea
- Ethiopia
- Grenada
- Guinea
- Iraq
- Jamaica
- Kenya
- Lebanon
- Liberia
- Malawi
- Mauritius
- Morocco
- Mozambique
- Nigeria
- Pakistan
- Palestinian Territories
- Senegal
- Sierra Leone
- Somalia
- Sudan
- Trinidad and Tobago
- The Gambia
- Uganda
- Yemen
- Zimbabwe

Chain of Hope was founded by Professor Sir Magdi Yacoub OM in 1995. Sir Magdi was inspired by La Chaîne de l'Espoir in France, created in 1988, and worked alongside its founder Professor Alain Deloche to create Chain of Hope as an independently run charity in the UK.

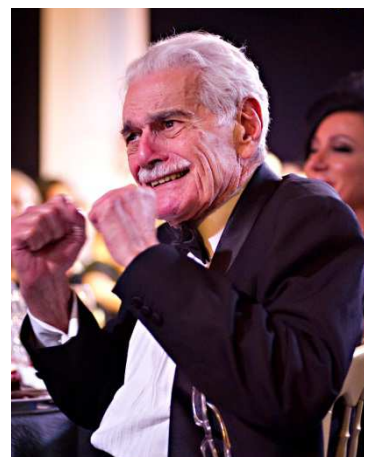
In the words of our founder, awarded the Order of Merit by Her Majesty The Queen in the 2014 New Year Honours List, "Our mission is to develop sustainable clinical and research cardiac centres for the treatment of children and young people with heart diseases, in countries where the facilities for such treatments are unavailable"

### The Ball

Now in its 12<sup>th</sup> year, The Chain of Hope Gala Ball continues to go from strength to strength and has earned itself a 'must attend' reputation within the competitive market of black tie fundraisers. The Ball equals, and in many cases surpasses, the success of its charity counterparts thanks to a dedicated in-house events team and a loyal and affluent supporter base.

Income has grown exponentially over the last 11 years, with the 2013 Ball raising a staggering £1.3million. With total costs amounting to £200,000 this is an incredible income: cost ratio of 5:1, where the sector average is 3:1.

The Chain of Hope Gala Ball – 2013 highlights





### **Audience**

Between 500 and 600 guests attend the Ball each year, from all over the world. Past attendees have included Royalty, celebrities, fashionistas and world-renowned physicians in addition to a core group of international high net worth individuals. We have particularly strong support from the Middle Eastern community, many of whom are London based, but with a core group travelling from Egypt especially to be with us.

In addition to the Egyptian contingent, we also have key supporters from Lebanon, Saudi Arabia, Iraq, UAE, Qatar and Libya who have supported Chain of Hope, and the Ball, for a number of years. Many have both personal and business links with their home countries. Chain of Hope truly is an international charity, in its work and appeal, and in its support. Complementing a strong Middle Eastern community are networks across Europe, Canada, the United States and South America.

### **Working in partnership**

In line with our symbolism as a chain that brings people together for good, we are inviting new partners to become links in that chain, allowing us to increase our fundraising outcomes and continue to attract new audiences of affluent and generous supporters.

We have ambitious plans for the future with regard to our fundraising and events, so this is an exciting time to join forces with us. The Ball offers a number of unique opportunities for your company to expand its audience whilst fulfilling its charitable remit. Each of the packages listed below includes a key business benefit, whether it's marketing of your brand or hosting your clients. We would be happy to discuss these packages further with you.

### **Headline sponsorship - £100,000**

- Headline sponsor with naming rights within all copy e.g. The Chain of Hope Gala Ball 2014, sponsored by xxx
- Page in the Ball brochure for sponsor message, and a full page advert
- Opportunity to have a short slot on stage for either a speech or video
- Opportunity to brand the drinks reception, and to utilise any other avenues available (such as screens and silent auction systems, dependent on final set up)
- Opportunity to host a VIP launch event for the Ball, to which we can invite the committee and key figures within the Chain of Hope support network
- 30 tickets to the Ball with the opportunity for senior representatives to be sat with our leading patrons, celebrities and VIPs on the night
- Logo on all materials, printed and electronic. This will include save the dates, invitations, pledge cards, entry cards, raffle tickets and any additional promotional tools
- Logo on pressboards at the red carpet entrance
- Opportunity to include a physical or printed insert in the goody bags (size dependent) and to brand the goody bags with your company logo
- Opportunity to include a prize in the live auction. This prize would receive a page of promotion within the programme, plus on-screen promotion on the night and live promotion from the auctioneer
- Live recognition on the night from the host, plus on-screen recognition if required
- Recognition within the press wherever possible (please note that this is impossible to guarantee but will be sought)





**Supporting sponsor - £50,000**

- 20 tickets to the Ball
- Logo on all materials, printed and electronic. This will include save the dates, invitations, pledge cards, entry cards, raffle tickets and any additional promotional tools
- Logo on pressboards at the red carpet entrance
- Full page advert in Ball brochure
- Opportunity to include a physical or printed insert in the goody bags (size dependent)
- Opportunity to include a prize in the live auction. This prize would receive a page of promotion within the programme, plus on-screen promotion on the night and live promotion from the auctioneer
- Live recognition on the night from the host, plus on-screen recognition if required
- Recognition within the press wherever possible (please note that this is impossible to guarantee but will be sought)

**Partner - £25,000**

- 20 tickets to the Ball
- Logo on pressboards at the red carpet entrance
- Full page advert in Ball brochure
- Opportunity to include a physical or printed insert in the goody bags (size dependent)
- Opportunity to include a prize in the silent auction. This prize would receive half a page of promotion within the programme, plus on-screen promotion on the night
- Live recognition on the night from the host

**Diamond package - £10,000**

- 10 tickets to the Ball
- Full page advert in Ball brochure
- Opportunity to include a physical or printed insert in the goody bags (size dependent)
- Recognition on the thank you page of the Ball brochure

**Platinum package - £5,000**

- 4 tickets to the Ball
- Half page advert in Ball brochure
- Recognition on the thank you page of the Ball brochure

**Gold package - £2,000**

- 2 tickets to the Ball
- Quarter page advert in Ball brochure