

## Chain of Hope Gala Ball 2017

17<sup>th</sup> November 2017, Grosvenor House, Park Lane

Since 1996, 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	♥ Kenya	♥ Senegal
♥ Cameroon	♥ Lebanon	♥ Sierra Leone
♥ Egypt	♥ Liberia	♥ Somalia
♥ El Salvador	♥ Malawi	♥ Sudan
♥ Eritrea	♥ Mauritius	♥ Syria
♥ Ethiopia	♥ Morocco	♥ Trinidad and Tobago
♥ Grenada	♥ Mozambique	♥ The Gambia
♥ Guinea	♥ Nigeria	♥ Uganda
♥ Iraq	♥ Pakistan	♥ Yemen
♥ Jamaica	♥ Palestinian Territories	♥ Zimbabwe

Chain of Hope was founded by Professor Sir Magdi Yacoub OM, FRS in 1996. 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 Gala Ball

Each year the Chain of Hope Gala Ball goes from strength to strength, earning 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 14 years, with the 2016 Ball raising a phenomenal £2.6million towards our work. Details of last year's Gala Ball can be found [here](#)





### **Audience**

Between 800 and 900 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.



## Advertising and Sponsorship Packages

### Advertise - £5,000

- ♥ A full page colour advert in the Ball Brochure which will be given to each guest.

### Gold Package - £10,000

- ♥ 10 tickets to the Ball
- ♥ A full page colour advert in the Ball Brochure.

### Platinum Package - £25,000

- ♥ 1 table to the ball and 5 roaming tickets
- ♥ A full-page colour advert in the ball brochure
- ♥ Your logo in the ball brochure
- ♥ The opportunity to auction a prize from your company in our Silent Auction. This prize would receive half a page of promotion within the programme, plus on-screen promotion on the night
- ♥ To be included in the major sponsor thank you list

### Diamond Package - £50,000

- ♥ 2 tables to the ball
- ♥ A full-page colour advert in the Ball Brochure
- ♥ Your logo in the ball brochure
- ♥ Your logo also to be included on the press board
- ♥ Live recognition from the host
- ♥ The opportunity to auction a prize from your company in our Silent Auction. This prize would receive half a page of promotion within the programme, plus on-screen promotion on the night
- ♥ To be included in the major sponsor thank you list

**For further information and to discuss other opportunities, please contact  
Rosalie Lightfoot, Fundraising Events Manager on 020 7351 1978  
or email [rosalie@chainofhope.org](mailto:rosalie@chainofhope.org)**