

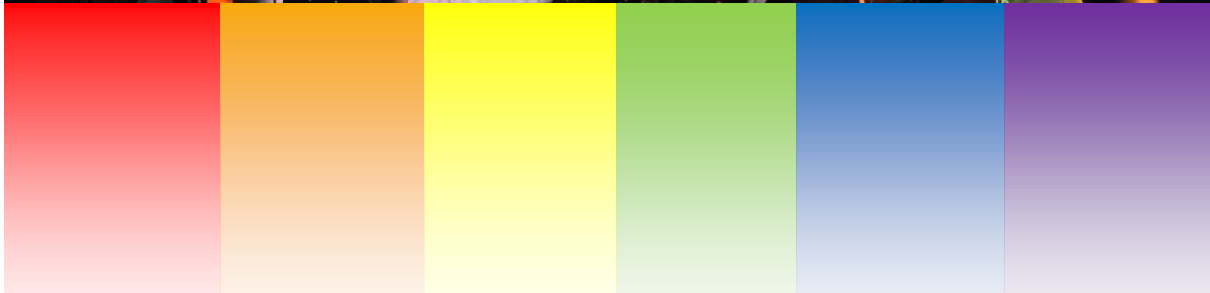
Saras Hope Foundation

Sponsorship opportunities for

Sara's Birthday Ball



The Hilton Hotel Newcastle Saturday 23 October 2010



Registered Charity 1123099

Why support Saras Hope Foundation?

Saras Hope Foundation was launched in 2007 inspired by Sara Hoburn, who sadly passed away aged 16 in 2001 following a two year battle with colon cancer. Sara was a very unique and special individual who touched so many people, no matter what she faced herself, Sara was always there for others. She loved life, her family, her friends and her holidays. Her nursing and medical staff nicknamed her their 'smiling star' and in 2000 she was awarded a Brave Heart.

We aim to create a holiday retreat on the island of Crete for children from the UK (initially from the North East of England) who have been diagnosed with cancer. Saras Hope Foundation will organise and fund all aspects of the holiday and members of the team will be on hand to support the family, both practically in the running the villa and organising activities and emotionally giving the level of support to each individual family as required.

The response to the charity has been overwhelming and we are thrilled that TV personality Coleen Nolan and her husband Ray Fensome, A Place in the Sun's Amanda Lamb, Antony Costa from Blue and the prolific musician Bill Nelson have taken the charity to their hearts and are the official patrons of the Foundation.

The foundation relies on the generous support of individuals and businesses and the proceeds from this year's Sara's Birthday Ball are vital to assist the foundation in achieving its goals.



Why sponsor Sara's Birthday Ball?

Sara's third annual Birthday Ball will take place on the 23rd of October 2010 at the Hilton Newcastle Gateshead. Last year a sell-out 450 crowd celebrated Sara's birthday in style enjoying an evening of fine dining and amazing entertainment while bidding on unique auction items and winning fabulous prizes, raising in excess of £15,000. Sara would be 26 on the 25th October and so we are once again creating a unique experience and a birthday party to remember. This year promises to be even better and we are giving your company a chance to be part of it.

Sara's Birthday Ball has grown substantially in the past two years and is fast turning into one of *the* events on the North East social calendar.

Last year's crowd pleasing entertainment was provided by a patron of the charity, Coleen Nolan's husband Ray Fensome, and his company TGRF Productions. We are thrilled that once again Ray is supplying a 17 piece swing band and that TV and West end star Jonathan Wilkes and our patron Blue's Antony Costa will be fronting this very special and unique band. We also have the talented Ryan Philpott (from Eastenders) compering the evening.

Due in no small part to our incredible entertainment the 2009 ball received high profile coverage in: North East Life, Living North, Newcastle Evening Chronicle, Whitley Bay News Guardian and was featured on BBC Radio Newcastle.

By sponsoring the event your company will receive high profile media coverage, an opportunity to display your logo and information and to have publicity shots with the stars of the show. The event attracts business people and it is an ideal opportunity to network and publicise your company. You will also be helping us raise funds for this very unique cause.



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How to sponsor Sara's Birthday Ball

There are a number of ways you can support Sara's Birthday Ball including: sponsorship, donating prizes and other items for the ball, placing an advert in the event brochure and last but not least coming along with your friends for a magical and memorable night.

Please see below for our main sponsorship packages and benefits. Our organising committee are very flexible and would be happy to work with you to find ways to accommodate any specific needs you may have.

Packages

PLATINUM £10,000 - Main Sponsor of Sara's Birthday Ball

There is also the opportunity of paired sponsorship for £5000 per company

- Primary placement of logo on sponsors board at the Ball
- Primary placement of logo on all print material
- Primary placement of logo on the digital display in the foyer of the Hilton
- Primary placement of logo on screens in foyer and main hall
- VIP recognition in the official proceedings at the Ball
- A full page advert in the brochure which will be distributed to all guests
- Publicity shots with the stars of the show
- An Executive table at the event suitable for 12 guests*

In addition your logo will be displayed on pop up banners sited at Eldon Square Shopping Centre during their family week promotion (from May 31st - 5th June 2010) and the sponsor will have the opportunity to work alongside the Saras Hope team at the event, carrying the sponsor's message to Eldon Square shoppers.

*Paired sponsors will each receive 6 Executive seats at the event



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How to sponsor Sara's Birthday Ball

GOLD £2000 - Sponsor the Drinks reception

Placement of logo on promotional material in area of sponsorship

Placement of logo on visual screens

A half page advert in the brochure which will be distributed to all guests

Publicity shots with the stars of the show

4 complimentary standard tickets for the event

SILVER £1,000 - Sponsor table arrangements

Placement of logo/promotional materials on all tables

Placement of logo on visual screens

A half page advert in the brochure which will be distributed to all guests

2 complimentary standard tickets for the event

BRONZE £500 - Sponsor the prize balloons*

Placement of logo on the balloons

A half page advert in the brochure which every guest will receive

*There will be a minimum of 50 prize balloons which guests can purchase on the night



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How to advertise at Sara's Birthday Ball?

Sara's Birthday Ball Brochure

This year every guest will receive a complimentary collectable glossy A5 brochure.

The brochure will include: information about the Foundation, our celebrity patrons, the stars of the show, a timetable of the evenings exciting entertainment and details of all the fabulous auction prizes to bid for.

This is a great way of promoting your business while supporting Sara's charity – its easy just send us your design!

Full page advert: £350

Half page advert: £200

Quarter page advert: £100

Donation of prizes or other items for the ball

We would appreciate greatly any prizes donated for the auction, raffle, goody bags and other fundraising on the night. Everyone who donates an item will be acknowledged in the brochure.

If you have any other ideas of how your company can support the ball please get in touch.



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Attending

Sara's Birthday Ball

TICKETS ON SALE SOON!

An executive table of 12 - £1,140

Front/second row tables with the best view of the live entertainment

Entrance to VIP area for complimentary reception drinks

4 Course Meal with coffee

A complimentary glass of champagne and wine with your meal

A full nights entertainment

Each table will have its own personal waiter

An opportunity to meet the stars of the show

We have a limited number of executive tables so please be quick to avoid disappointment

Standard tables of 12 - £780

Complimentary Reception drink

4 Course meal with coffee

A full nights entertainment

Each table will have its own personal waiter

We also have a limited number of individual tickets available priced at £65

Last year the event sold out so please reserve your table or tickets now to avoid disappointment



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Saras Hope Foundation

Sponsorship opportunities for **Sara's Birthday Ball**

If your company is interested in any of the opportunities outlined in this booklet and would like more information please contact the Events Coordinator Emily Casson.

Ring 07896887594 or E-mail emily@sarashopefoundation.co.uk

or write to

Saras Hope Foundation

United Business Centres

Cramlington

Northumberland

NE23 7RY



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