



Percy Hedley Mistletoe Ball
Saturday 18th November 2023
Hilton Newcastle Gateshead

Charity Number: 515943



Celebrating 70 years of the Percy Hedley Foundation, this years' Mistletoe Ball is back even bigger and better than before.

Founded in 1953 by parents as a specialist school for children with cerebral palsy, the Foundation's first school opened with just 12 students. The Foundation now supports over 650 adults and young people, and their families, each week through residential care, two schools, two college hubs, and a lifelong learning programme. In 2022, we delivered 1.2 million hours of special education, therapy and care.

The Percy Hedley Ball is our flagship fundraising event and in the 15 years we have raised nearly £1 million to support disabled children, young people, and adults across the North East.

But we can't stop there. As a charity, we rely on fundraising to make sure that the people at Percy Hedley have the best opportunities, thanks to equipment, fantastic facilities, experiences, and specialist staff to give them the confidence and skills so they can live life to the full. We are proud of the difference we have made to thousands of lives over the last 70 years and fundraising supports us with our ambitions and plans.

Please find our range of sponsorship opportunities and tables, listed below, and we are always happy to discuss any bespoke and multi-year discount options.

To book a table or to discuss sponsorship opportunities please call Claire from our fundraising team on 07712676161
Or email: events@percyhedley.org.uk



Headline Sponsor Package - **MedSolve**

Solutions in Healthcare Recruitment

As our key partner, your sponsorship will help us deliver our Mistletoe Ball.

This package includes:

- 2x VIP Tables for 20 guests
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as headline sponsor in all marketing materials including the programme and tickets with your logo and supported by.
- Full page advert in the ball programme
- A welcome by your CEO in the ball programme
- Identified as headline sponsor on all our social media channels, which had over 1 million impressions in 2023.
- Prominent link to your website about your company and link to your website on the home page of our ball website.
- Logo on screens throughout the night identified as headline sponsor
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Opportunity to put merchandise in guest bags
- Raffle to be drawn by CEO or nominated person
- Guided tour of the Percy Hedley Foundation for six guests
- Disability awareness training at your place of work delivered by our students





Percy Hedley
FOUNDATION



Auction Sponsor -



As an integral part of our fundraising, both the live and silent auction raises important funds. The auction runs digitally for one month before the event and up to 10pm on the night and will be followed by a live auction.

This package includes -

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as auction sponsor on all marketing materials
- Half page advert in the ball programme
- Identified as auction sponsor through social media channels, which had over 1.2 million impressions in 2022.
- Logo and link through to your website on the landing page of our ball's website
- Logo displayed on Silent Auction iPads throughout the evening
- Logo displayed on main screen during the live auction
- Logo displayed on online bidding platform for the month prior to the event
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for four guests

Drinks Reception Sponsor -

On arrival our guests will be welcomed to the event with a spectacular sparkling reception. Not only will your sponsorship mean that guests receive the warmest of receptions, but you will be the host of our exclusive VIP reception.

This package includes -

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as drinks sponsor on all marketing materials relating to the reception
- Half page advert in the main programme
- Identified as drinks sponsor through our social media channels, which have over 1 million impressions in 2022.
- Logo and link to your website on the landing page of our main website
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for four guests



Entertainment Sponsor - £4,000

Turn up the noise by sponsoring our entertainment and live band to make sure our guests have a memorable evening and can dance the night away.

This package includes:

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as entertainment sponsor on all marketing materials relating to the event
- Half page advert in the ball programme
- Identified as entertainment sponsor through our social media channels, which had over 1.2 million impressions in 2022.
- Logo and link through to your website on the landing page of our ball's website
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for four guests





Cheese & Wine Sponsor -



To make sure all our guests have a selection of wine on their tables and end the meal with a exquisite cheese board.

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as cheese and wine sponsor in all marketing materials relating to the event
- Half page advertisement in the ball program
- Identified as cheese and wine sponsor through our social media channels which had over 12 million impressions in 2022.
- Logo on all place cards on the cheese table
- Logo on the wine bottles on the table
- Logo and link through to your website on the landing page of our ball's website
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for four guests



Host Sponsor - **STANDBY** HEALTHCARE

Our amazing hosts are essential to lead us through the evening.

This package includes:

- 4 guests at our VIP table
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as host sponsor on all event materials relating to the event
- Half page advert in the main program
- Identified as host sponsor through our social media channels, which have over 1.2 million impressions in 2022.
- Logo and link through to our website on the landing page of our ball's website
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for two guests





Percy Hedley
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Transport Partner - £2,000

Can you deliver the perfect travel for our ball guests?

This package includes:

- 4 guests at our VIP table
- VIP Champagne Reception
- A scrumptious five course meal
- Half a bottle of wine per person
- Identified as Transport Partner on all marketing materials relating to the event
- Personalised email to our table hosts with information on how to book services
- Half page advert in the ball programme
- Identified as Transport Partner through our social media channels, which had over 1.2 million impressions in 2022.
- Logo and link through to your website on the landing page of our ball's website
- Personalised thank you by the Chair of Percy Hedley Foundation on the night
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PURPLE TABLE - £1,500

Treat yourself and your guests to the
Percy Hedley Mistletoe experience with:

- Purple Table for 10 guests
- Sparkling drinks reception
- A scrumptious five course meal
- Half bottle of wine per person
- Live music
- Chance to support fundraising for Percy Hedley Foundation

Book now to avoid disappointment - call Claire on
07712676161 or email: events@percyhedley.org.uk



Thank you for your continued support!

To book or if you have any questions about our
2023 Mistletoe Ball, please call Claire from our
fundraising team on 07712676161 or email:
events@percyhedley.org.uk