



# *Percy Hedley Wonderland Ball*

Saturday 23rd November 2024  
Hilton Newcastle Gateshead

Charity Number: 515943





Celebrating 71 years of the Percy Hedley Foundation, this year's Wonderland 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 2023, 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 around £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 71 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 email [events@percyhedley.org.uk](mailto:events@percyhedley.org.uk)







## Headline Sponsor Package -



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

This package includes:

- 2x VIP Tables for a total of 20 guests
- VIP Champagne Reception
- A four-course meal
- Half a bottle of wine per person
- Identified as headline sponsor on all marketing materials including the programme and tickets with your logo and supported by.
- Branding on our online event platform.
- Full page advert in the ball programme
- Logo on our photo backdrop on the evening
- A welcome by our in-house representative in the ball programme
- Identified as headline sponsor through our social media channels which had over 2.5 million impressions in 2023.
- Prominent logo in a main area about your company and thank to your website on the landing page of our ball website
- Logo on screens throughout the evening identified as headline sponsor
- Personalised thank you message from 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 six guests
- Disability awareness training at your place of work delivered by our students
- Sponsorship add-ons are also available, find out more on Page 11







## Auction Sponsor - £4,000

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 four 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 our social media channels, which had over 2.5 million impressions in 2023.
- Logo and link through to your website on the landing page of our ball's website
- Logo displayed on main screens during the live auction
- Logo displayed on online bidding platform in the months 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
- Sponsorship add-ons are also available, find out more on Page 11



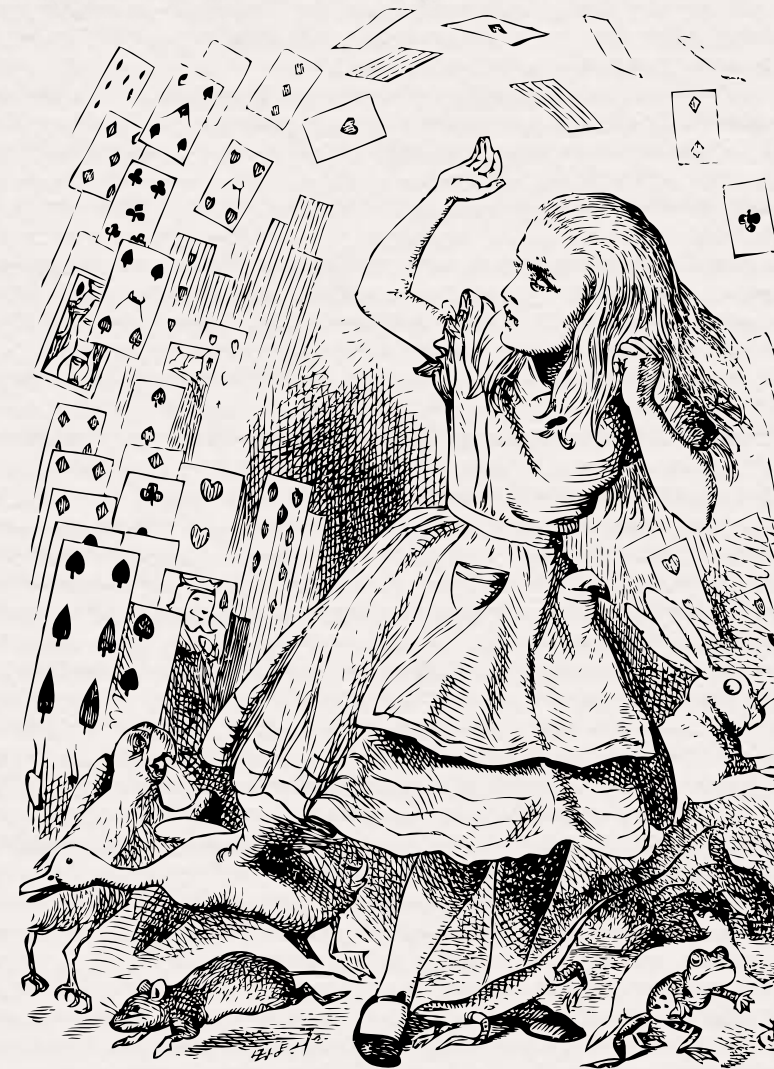


## Drinks Reception Sponsor -

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 four course menu
- Half a bottle of wine per person
- Identified as drinks sponsor in all marketing materials relating to the reception
- Half page advert in the ball programme
- Identified as drinks sponsor through our social media channels, which had over 15 million impressions in 2023
- 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
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for four guests
- Sponsorship add-ons are also available, find out more on Page 11





## 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 four 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 2.5 million impressions in 2023.
- 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
- Sponsorship add-ons are also available, find out more on Page 11







## Media Sponsor - £4,000

Help us capture the evening and create memories for guests to share by sponsoring our photographer and any event related press releases.

This package includes:

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious four course meal
- Half a bottle of wine per person
- Identified as media sponsor on all marketing materials relating to the event
- Half page advert in the ball programme
- Logo on our photo backdrop on the evening
- Identified as media sponsor through our social media channels, which had over 2.5 million impressions in 2023
- 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
- Sponsorship add-ons are also available, find out more on Page 11







## Decadent Delight Sponsor - £4,000

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

This includes:

- 1x VIP Table for 10 guests
- VIP Champagne Reception
- A scrumptious four course meal
- Half a bottle of wine per person
- Identified as Decadent Delight Sponsor on all marketing materials relating to the event
- Half page advert in the ball programme
- Identified as Decadent Delight Sponsor through our social media channels, which had over 2.5 million impressions in 2023
- Logo displayed on the treat cart.
- 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
- Sponsorship add-ons are also available, find out more on Page 11







## Host Sponsor - £2,500

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

This package includes:

- 1 x VIP table for 10 guests
- VIP Champagne Reception
- A scrumptious four course meal
- Half a bottle of wine per person
- Identified as host sponsor on all marketing materials relating to the event
- Half page advert in the ball programme
- Identified as host sponsor through our social media channels, which had over 2.5 million impressions in 2023
- 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
- Professional photos of you and your guests taken on the night
- Guided tour of the Percy Hedley Foundation for two guests
- Sponsorship add-ons are also available, find out more on Page 11





## Wonderland Table - £1,500

Treat yourself and your guests in style of the Mad Hatter to the Percy Hedley Wonderland experience with:

- A Table for 10 guests
- Sparkling drinks reception
- A scrumptious four course meal
- After dinner cheese cart and sweet treats
- Half bottle of wine per person
- Live music and Entertainment
- Chance to win fantastic prizes and support fundraising for Percy Hedley Foundation





## Sponsorship Add-ons

Choose additional add-ons for any of the above sponsorship packages:

- Your logo could be printed onto our 2024 Great North Run vests and included on all GNR Marketing. From just £500
- Sponsor an award at our Hedleys College and Hedleys Horizons end of year awards
- Sponsor a residential trip
- Sponsor a hole at our Golf Day on Thursday 6th June 2024, from £100. Or choose to become our Golf Day Headline Sponsor
- Sponsor our Color Obstacle Rush on Saturday 8th June 2024
- And many more options to work alongside us and the great work we do







# Get Involved

To book or if you have any questions about our 2024 Wonderland Ball, please contact Amy Sansom on 07712 676161 or email [events@percyhedley.org.uk](mailto:events@percyhedley.org.uk)

To book **CLICK HERE**



[percyhedley.org.uk](http://percyhedley.org.uk)

*Would you like to go  
on an adventure?*

Or shall we have tea first?

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