



WREXHAM MAELOR CHILDREN'S WARD



GLITTER BALL

SPONSORSHIP BROCHURE

.....

HELLO!

Following on from our hugely successful 2018 Spring Ball we would like to invite you to support us with our Glitter Ball on Friday 27th September 2019, held at the prestigious Carden Park Hotel in Cheshire.

Guests will be greeted with a glass of bubbly during the reception and treated to a delicious 3 course meal with wine, whilst being entertained by some fantastic live music, a superb auction and further entertainment throughout the evening – all in aid of the Wrexham Maelor Children's Ward. The ball promises to be a fantastic evening and not to be missed!

Our Children's Ward comprises of a 22 bedded inpatient ward, emergency admissions unit, day case unit and a large outpatients department.

We look after children and young people from birth to 18 years from a variety of specialties including high dependency, oncology and chronic conditions such as diabetes, cystic fibrosis, asthma etc. Our service users come from all across Wrexham and Flintshire as well as parts of Shropshire, Powys and Gwynedd.

Over the past few years we have been filmed by BBC Wales for two separate series; a fly on the wall documentary, with the latest being aired on the BBC this year. This offers a unique insight into the work we do and the special families we look after.

If you would like to catch a glimpse of the wonderful care the Wrexham Maelor Children's Ward team provides for our special patients and families please download our second series of The Children's Ward on BBC iPlayer. Filming took place during March 2018; we hope you enjoy a behind the scenes look into this real-life series.





SPONSORSHIP OPPORTUNITIES

We can provide a great marketing opportunity for our main sponsors – We have over 17,000 staff members who receive regular communication through our corporate channels.

Sponsorship of our event would see your company name featured within our communications through both the Health Board and our NHS Charity, Awyr Las/Blue Sky.

Feature placement on our intranet and e-newsletter alongside information about the Glitter Ball.

A name-check in a wide-ranging programme of press releases which will be issued in the run-up to the event and post event.

Opportunity to feature on our charity's social media channels both in the run-up to the event and on the evening. The charity has more than 9,200 Facebook likes and the Health Board have more than 11,500 and close to 9,000 Twitter followers with strong engagement with audiences on both channels.

Branding featured on selfie-frames produced for guests to share images on social media during the evening.

Your sponsorship will enable us to achieve full cost recovery for the event which means all money raised will directly benefit the Wrexham Maelor Children's Ward. Last year, due to kind sponsorship and in-kind support, we raised an outstanding £25,500 profit to benefit our patients.



PRINCIPAL SPONSORSHIP

Reserved for one exclusive sponsor

£5000+VAT

SPONSORSHIP ACKNOWLEDGEMENT

Named Principal Sponsor for the Wrexham Maelor Children's Ward Glitter Ball 2019

Recognition as Principal Sponsor of the Wrexham Maelor Children's Ward Glitter Ball 2019 in all related media, print and advertising material, on the charity website events page and verbal acknowledgement announced throughout the evening

EVENING PROMOTION

Opportunity for a representative from your business to host an introductory speech to the evening and promote company involvement in the awards.

Recognition as sponsor on your table

Inclusion in sponsor's roll of honour played on plasma screens within the ball room during the evening

Display opportunities during the evening featuring your corporate branding

All press releases concerning the Wrexham Maelor Children's Ward Glitter Ball will include recognition of the ball's Principal Sponsor.

Photo call with your guests and the charity committee, and use of professional photography supplied after the ball for your own marketing purposes

HOSPITALITY OPPORTUNITY

Up to 8 complimentary seats for clients, staff or other stakeholders to attend the Wrexham Maelor Children's Ward Glitter Ball as your guests.

Includes welcome drink, 3 course meal, 1 glass of wine per person, coffee and evening entertainment.





TABLE SPONSORSHIP

Reserved for a maximum of eight individual sponsors

£750 +VAT

SPONSORSHIP ACKNOWLEDGEMENT

Named Sponsor of your table of eight guests at the Wrexham Maelor Children's Ward Glitter Ball

Acknowledgement of support of the ball as part of event coverage in print and advertising material, on the charity website events page and official verbal acknowledgment announced throughout the evening

EVENING PROMOTION

Inclusion in sponsor's roll of honour played on plasma screens within the ball room during the evening

Demonstration or display opportunities during the awards evening featuring your corporate branding

Access to professional photography supplied after the event for your own marketing purposes as well as opportunity to capture your support of the evening

HOSPITALITY OPPORTUNITY

Up to 8 complimentary seats for clients, staff or other stakeholders to attend the Wrexham Maelor Children's Ward Glitter Ball as your guests.





THANK YOU

We look forward to developing a partnership which meets your business needs.

On behalf of everyone within the Wrexham Maelor Children's Ward, we thank you for taking the time to consider this opportunity.

Elusen GIG Gogledd Cymru • The North Wales NHS Charity
Elusen Gofrestredig Rhif. 1138976 • Registered Charity No. 1138976



Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board



Awyr Las
Blue Sky
Elusen GIG Gogledd Cymru
The North Wales NHS Charity

