Wrexham Maelor Children's Ward Rainbow Ball, 18th March 2022

**Sponsorship Proposal** 

### **HELLO**!

Following on from our hugely successful 2019 Glitter Ball we would like to invite you to support us with our Rainbow Ball on Friday 18th March 2022, held at the prestigious Carden Park Hotel in Cheshire.

We understand that times have changed considerably since our last ball but we can ensure you that our 2022 event will follow all the necessary guidelines in order to be as safe and enjoyable as possible. We will be introducing online and digital platforms to compliment the success of the event, ultimately to raise much needed funds in aid of the Wrexham Maelor Children's Ward.

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 three separate series; a fly on the wall documentary, with the latest due to be 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 in 2019; 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 enewsletter 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 11,900 Facebook likes and the Health Board have more than 26,000 and over 14,000 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. Our last event, due to kind sponsorship and in-kind support, we raised an outstanding £26,000 profit to benefit our patients.



# PRINCIPAL SPONSORSHIP

Reserved for one exclusive sponsor **SOLD** 

#### SPONSORSHIP ACKNOWLEDGEMENT

Named Principal Sponsor for the Wrexham Maelor Children's Ward Rainbow Ball 2021

Recognition as Principal Sponsor of the Wrexham Maelor Children's Ward Rainbow Ball 2021 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 Rainbow 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 Rainbow Ball as your guests. Includes welcome drink, 3 course meal, 1 glass of wine per person, coffee and evening entertainment





# RECEPTION SPONSORSHIP

### £1000 +VAT

Reserved for one individual sponsor

#### SPONSORSHIP ACKNOWLEDGEMENT

Named Reception Sponsor for the Wrexham Maelor Children's Ward Rainbow Ball 2022

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

Demon<mark>stration or</mark> 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 Rainbow Ball as your guests



# 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 Rainbow 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 Rainbow Ball as your guests



## **THANK YOU**

We look forward to developing a partnership that 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.



Bwrdd lechyd Prifysgol Betsi Cadwaladr University Health Board



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

Elusen GIG Gogledd Cymru • The North Wales NHS Charity Elusen Gofrestredig Rhif. 1138976 • Registered Charity No. 1138976 **This event is subject to Governmental guidelines** 

