



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

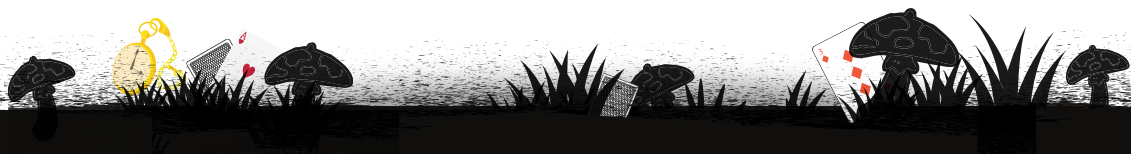


*An Evening
In Wonderland*

Sponsorship Opportunities

Friday 19 November 2021

The Point, Manchester, M16 0PX



Event Overview

In 2020, due to the pandemic and restrictions around large gatherings and events, our annual gala dinner in Manchester was transformed into a virtual live stream 'Black Tie and Slippers: Mission Impossible' broadcast from Manchester's Impossible Club, watched by over 1,200 guests from the comfort of their own homes, raising an incredible £200,000. We could not have achieved this without our generous and loyal supporters, sponsors and guests.

Throughout the past year, our ambition to ensure that families have somewhere to stay enabled us to accommodate many families during their time of need. Sadly, the pandemic meant that occupancy levels were reduced by 50% across our Houses to keep our families safe but we were proud to keep our doors open, when it mattered most. Times are tough and we need to ensure we can care for even more families after the COVID-19 crisis has ended. Your support will enable us to safeguard our future service to families who need our support. Like many charities, the pandemic has had a devastating impact on our income so this year's event will help us to generate much needed funds.

In 2021, in compliance with government guidelines, we plan to welcome back guests to our legendary Manchester Gala Dinner.

Once further event details are confirmed these will be shared with you, but by signing up today for one of our sponsorship packages we will have your logo before artwork is produced, giving us the chance to promote your sponsorship from the offset. Your company has the opportunity to be seen by a wide audience of families, supporters and businesses across both Manchester and UK.

All funds raised from the event will go to Ronald McDonald House Charities UK. We provide free 'home away from home' accommodation for families of children receiving care at specialist children's hospitals across the UK. Often, the best medical care for a seriously ill child isn't close to home. On average a family has to travel 99 miles from home to visit their child in hospital and stay an average of 17 nights. Some of our current families staying at our Manchester House have been with us since before the first lockdown.

This year we're thrilled to be able to welcome an audience back to our live Gala Dinner event in Manchester, to share an evening of entertainment and celebration. We hope that you can join us!



Contact Kathryn Tighe,
Corporate Fundraiser
kathryn.tighe@uk.mcd.com

Sponsorship Packages

The Theme Package - £10,000

Bring our Alice in Wonderland themed event to life in the room

- **10 VIP tickets**
- **Upgraded table wine**
- **VIP Position Seating**
- **Facebook & Twitter mentions - pre event and day of**
- **Logo on screens during the event and half page advert in the event programme**
- **Personal thank you on the evening**
- **Feature on event website and National website as a Charity Partner**
- **Exclusive Tour of the Manchester House with use of the Boardroom facilities twice during 2022**

The Media Package - £10,000

Support the overall media production of our event

- **10 VIP tickets**
- **Upgraded table wine**
- **VIP Position Seating**
- **Facebook & Twitter mentions**
- **Logo on screens during the event and half page advert in the event programme**
- **Personal thank you on the evening**
- **Feature on event website and National website as a Charity Partner**
- **Exclusive Tour of Manchester House with use of the Boardroom Facilities twice during 2022**

The Drinks Package £5,000

Partner for our drinks reception and all table drinks provided

- **Two complimentary tickets**
- **Reception Drinks**
- **Table Drinks**
- **Logo on collar labels on bottles**
- **Logo acknowledgement in the reception area**
- **Logo on screens and half page advert in the event programme**
- **Exclusive Tour of the Manchester House with use of the Boardroom facilities for Corporate Away Day once during 2022**

Sponsorship Packages

The Entertainment Package £5,000

Sponsor our live entertainment on the night

- **Two complimentary tickets**
- **Logo on screens during the event and half page advert in the event programme**
- **Personal thank you on the evening**
- **Exclusive Tour of the Manchester House with use of the Boardroom facilities for Corporate Away Day once during 2022**

The Dinner Package £5,000

Sponsor our carefully curated three course dinner

- **Two complimentary tickets**
- **Logo on screens and half page advert in the event programme**
- **Personal thank you on the evening**
- **Exclusive Tour of the Manchester House with use of the Boardroom facilities for Corporate Away Day once during 2022**

The Tech Package £3,000

Sponsor our silent and live auction technology

- **Logo acknowledgement in the auction area**
- **Logo on screens and in the event programme**

The Family Package £2,000

Host a past family from one of our Houses for the evening

- **Half page sponsorship advert in the programme and logo on the family table**
- **Logo on screens**

The Volunteers Package £1,500

Support our amazing volunteers of the night

- **Logo on sashes worn and clipboards used by volunteers**
- **Logo on screens and mention in the event programme**

Sponsorship Packages

The Table Gift Package £1,500

Sponsor our Table Gifts and Props

- **Logo on table gifts packaging**
- **Logo on screens and in the event programme**

The Ice Breaker £1,000

Sponsor our Heads & Tails opening game

- **Logo incorporated into the Heads & Tails game**
- **Logo on screens and in the event programme**

The Main Raffle £850

Sponsor our main raffle for guests

- **Logo on all raffle envelopes and in the event programme**

The Handbag Raffle £500

Sponsor our Handbag Raffle

- **Logo on handbag raffle table and in the event programme**

The Photo Booth £500

Sponsor our brilliant Photo Booth on the evening

- **Logo in photo booth area and in the event programme**

The Glitter Station £400

Sponsor our on the night Glitter Station for guests

- **Logo in glitter station area and in the event programme**

Options to combine:

Fun with Friends Package £1,400 : to combine the Handbag Raffle, Photo Booth and Glitter Station

Fun at the Table Package £3,350 : to combine the Table package, Main Raffle and Ice Breaker

**Thank you for sponsoring and supporting the return of
our live Manchester Gala Dinner!**