



20th Anniversary Gala Ball

*Friday 20th August 2021
Claridge's Hotel
Mayfair, London*

Sponsorship & Advertising Proposal





This year's Kids for Kids' Gala Ball...

will be our most special event yet and is already highly anticipated! Not only will we be celebrating our 20th Anniversary – 20 years of helping the forgotten children of Darfur, improving their health immediately and transforming the lives of their families long term - but also the end of these dark days of Covid-19.

What a party.....!

The Kids for Kids' Ambassadors' Ball has become a fixture in London's annual calendar and is attended each year by over 150 of London's elite, including the diplomatic community and Ambassadors from across the world. Since its inauguration in 2002, inspired by Managing Director of International Diplomatic Supplies, Patrick Doyle, the Ball has sold out.

Guests are of all ages. Some come for the amazing dinner – always an unforgettable occasion in its own right. A Champagne Reception is followed by a Chef-inspired gourmet dinner accompanied throughout by fine wines. Of course, some come for the dancing – and we are fortunate that **FUNKTONITE** are our band of choice. The floor is filled from the moment they start! The evening includes a Charity Auction and Gala Raffle with outstanding prizes from unique experiences to holidays across the world, fine art, jewellery, and much more. International Auctioneer, **Hugh Edmeades**, who has worked at Christie's for 40 years will lead these events.

We are inviting you to support this special night, where all funds raised will change the lives of children in the remote villages of Darfur, Sudan.



A Little about Kids for Kids!

Where does the money go?

Kids for Kids transforms the lives of children living in remote villages in Darfur, Sudan. Darfur is one of the most isolated regions of the world, at the forefront of climate change and lacking even the most basic infrastructure. Children's lives are amongst the most deprived in the world with the walk for water across mile after mile of desert a daily necessity. Mothers cannot afford protein for their little ones in any form. Children are hungry, malnourished and vulnerable to the simplest infection. Children die needlessly from curable diseases because there is no health care in the villages.



Kids for Kids' life-changing projects are all sustainable and identified, and, crucially, run by the villagers themselves. Our key project is a Goat Loan. Goat's milk is invariably the only source of protein for many families. By lending goats, every two years another family benefits from the original loan when kids are passed on as families build up a little flock. Water is key and Kids for Kids builds handpumps wherever possible. Whole communities are adopted each year so that now – after 20 years – there are 106 Kids for Kids' villages where children are no longer malnourished, they go to school and their families can rely on both health care and veterinary care for their animals – and much more.

Founded in 2001 by Patricia Parker MBE, Kids for Kids receives support from many well-known personalities including: **HRH The Prince of Wales, Joanna Lumley OBE, Miriam Margolyes OBE, Timothy West CBE, Eamonn Holmes OBE, Julie Etchingam and many others.**

Your support of the Kids for Kids' 20th Anniversary Gala Ball is crucial in enabling us to provide a vital step out of poverty for children who have been born in this troubled region of the world. Together, we have the chance to make a lasting difference to these children's lives – please will you support this event?

Our 20th Anniversary Gala Dinner and Ball commences at 6.00pm in the Ballroom Reception at Claridge's, Mayfair, one of the most prestigious hotels in London. The Kids for Kids' Ball traditionally opens with a Champagne Reception when guests have a chance to meet Patrons, Trustees and guests. **The Chefs of Claridge's** have designed a **gourmet three course dinner** which concludes with coffee and Claridges' celebrated handmade chocolates.

With your help we can make this the most successful Gala Ball ever.



Supporting our 20th Anniversary Gala Ball

Sponsorship opportunities include sponsoring the evening, or individual items such as Claridge's Dinner, the Champagne Reception, our wonderful Band, Funktonite, or Publicity & Postage.

Appearing in our Gala Programme will not only enable Kids for Kids to help more children but, because our Programme is far more than just a record of the night, with fascinating articles and editorial, and details of the Auctions, both Live and Silent, it is a valuable means to project your image as well.

Please wish us Happy Birthday by advertising in our Gala Programme – a great opportunity for you to reach a prestigious audience!

We are also seeking Prize items for our Gala Auction and Ball Raffle.

The more costs we can cover, the more funds raised go directly to Darfur. We can tailor-make a sponsorship package exclusively for your organisation and would welcome the opportunity to organise this for you. In return for your support, your company will be included in our Programme for the evening and on all publicity including our website and social media campaigns. We would also like to offer a link from our website to yours, including details of your company and photographs where appropriate.

Individual Sponsorship Items:

Sponsorship of items below will include 1 or 2 complimentary tickets each.

- Sponsorship of the Evening - £27,000 – Exclusive support of our Gala Ball
- Venue Hire - £6,100 – Hire of the Ballroom at Claridge's
- Dinner Service - £22,750
- Publicity & Postage - £2,200
- Live Band - £1,800

Donate a prize for the Raffle or Auction! Past donations have included everything from rare vintage champagne, jewellery from Peru, a Holiday in Sandbanks, a tour of the House of Lords, tea at the Ritz, Personal Experiences, dinner with one of our Patrons, and much more.

If we can attract sufficient sponsorship and advertising to cover the costs of the evening, every donation for tickets and all money raised on the night will directly benefit children in Darfur. You would be helping us to make a tangible demonstrable difference to children's lives long-term.

Advertising in our Gala Ball Brochure:

We work very hard to cut our administration costs; this is so that we can spend the maximum amount of money we receive on our projects in Darfur. Thanks to the generosity of our printers, we are able to offer very competitive advertising rates:

Gold Level: Cover Full A4 Page (inside front cover, inside back cover, or outside back cover page) in our Programme, advertising your organisation

Price: Cover Whole Page: £862

Silver Level: Mid Brochure Full A4 Page in our Programme, advertising your organisation

Price: Full Page Mid-Brochure: £625

Bronze Level: Mid Brochure half-page in our Programme, advertising your organisation

Price: Half Page: £325

Advertising & Sponsorship Booking Form



We are looking forward to you joining us for our 20th Anniversary Gala Ball 2021, which is promising to be a very special evening. You will be supporting our quest to raise the life-changing funds needed to help our families survive in Darfur. The Ball is a sell out every year, so it is the ideal opportunity for your company to advertise to a select and discerning audience. As the Auction details are included in the Programme, guests read it from start to finish, and keep it as a memento of the occasion. This means that your advertisement will have maximum exposure!

Please contact Charlotte Allum at charlotte@kidsforkids.org.uk with your appropriate artwork for your advertisement (if applicable), no later than 31st May 2021. Thank you.

Event Sponsorship:

I would like details of how to **sponsor** the following:

Please ring me on Telephone Number:

Brochure Advertising: (please tick as appropriate)

- Gold Cover Whole Page** £862
- Silver Mid-Brochure Whole Page** £625
- Bronze Half Page** £325

Tickets and Tables:

I would like to sponsor a table if possible (minimum donation £3,500). Please call me to discuss availability.

I would like to order ticket(s) (minimum donation £260 per ticket). Please call me to discuss availability.

I am unable to attend but enclose a donation of £..... for Kids for Kids to help more children in Darfur

Name:.....

Organisation Name:

Address:.....

.....**Postcode:**.....

Email:

Telephone:..... **Twitter @**

How to make your donation:

By cheque: Please send a cheque payable to 'Kids for Kids' to:
Kids for Kids, PO Box 456, Dorking, RH4 2WS

Bank Transfer: transfer to the bank using your company name as a reference:
Account Name: Kids for Kids, (National Westminster Bank),
Account Number 31670636. Sort code: 60-07-02

Donations of Prizes: Please send your Prize or Voucher with a description and your logo for use in publicity campaigns, to the address or email below.

Format for your Artwork for the Programme:

PDF: High resolution PASS4PRESS PDFs should be supplied with crop marks and 3mm bleed. All images incorporated should be high resolution (300dpi) and CMYK or greyscale mode.

All artwork must be received by 31st May please.

Please will you be kind enough to provide:

FULL PAGE - Trim 297mm (h) x 210mm (w)

HALF PAGE - 136mm (h) x 190mm (w)

Bleed - 303mm (h) x 216mm (w)



*Please return this form to Kids for Kids, PO Box 456, Dorking, RH4 2WS
charlotte@kidsforkids.org.uk / 07818062259 / 07957206440
If you would like to discuss these options or a bespoke sponsorship package
please get in touch. We would love to hear from you!*