



# *The Ambassadors' Ball*

*Saving children from starvation and encouraging  
wildlife back to the deserts of Darfur*

*Saturday 17<sup>th</sup> June 2023*

*The Hyatt Regency London*

*The Churchill*



*Entertain your Clients and Boost your CSR & ESG  
Ratings by Supporting our Sustainable Projects*





## *Please will you join other famous names to support our Ambassador's Ball and help children facing starvation?*

We are delighted that sustainability is now widely regarded as the next big revolution and is transforming the way that businesses think. By helping us to transform the health of children in one of the most neglected regions of the world you will also demonstrate ESG Standards!

For over 22 years, our sustainable projects have been transforming the lives of hundreds of children in one of the most challenging regions of the world, in the most isolated and deprived villages in Darfur, Sudan. We started by introducing goats for their protein-rich milk, and hand-pumps for clean water. Our projects are based on training the communities to run the projects themselves and as well as an integrated package of grassroots initiatives – farm tools, mosquito nets, blankets, donkeys, seeds and more - we now provide health care with trained midwives, first aiders & medical drugs, as well as veterinary care for all the animals in each village. Our kindergartens give children a future out of poverty.



At the same time, the trees we plant – 59,000 so far – are helping to tackle climate change in a region at the forefront of global warming. Animals and birds are returning to our community forests. On our last visit, we were delighted to spot 2 Hornbill in our trees. Wildlife is returning to Darfur.

Kids for Kids was founded in 2001 by Patricia Parker OBE and has received support from many well-known personalities including **HRH King Charles III, Dame Joanna Lumley KCMG FRGS, Miriam Margolyes OBE, His Holiness Pope Francis, Quentin Blake CBE, Michael Bond OBE, Philip Treacy OBE** and many others. Please join them!

## *Even Paddington Bear is getting involved!*



Paddington illustration (c) R.W. Alley.

Karen Jankel, the daughter of Michael Bond, creator of Paddington Bear, has invited Rob Alley – the original illustrator of Paddington – to paint a unique picture for Kids for Kids and will be joining us at our Ambassadors' Ball to auction off this beautiful original painting to raise vital funds for Kids for Kids!



## ***Entertain Clients and Support our Sustainable Projects***

- Join us on 17<sup>th</sup> June 2023 for a Champagne Reception in the Library of the Hyatt The Churchill, one of the most prestigious hotels in London
- The Celebrity Chefs of The Churchill have designed a gourmet three course dinner which concludes with coffee and handmade chocolates.
- Fine wines have been selected and donated by IDS.
- Christie's International Director, Hugh Edmeades, will be the auctioneer for our Charity Auction which includes exotic holiday destinations, designer fashions and celebrity-donated prizes.
- Dancing will continue until late – you just won't want to leave the dance floor!

## ***Advertising and Sponsorship to reach an International Audience***

By sponsoring our annual, sell out, Ambassador's Ball, not only will you demonstrate clear Corporate Social Responsibility but you can also tick off several Environmental, Social and Governance standards!

All sponsors and advertisers will be included in our publicity, mailings, social media campaigns and on our website which has international reach.

### ***Individual Sponsorship Items:***

Full sponsorship of the evening includes 10 complimentary tickets for your guests (*worth £1925*)

Sponsorship of other items below will include 2 complimentary tickets each.

- Sponsorship of the evening - Exclusive support  
£25,000 – to enable us to spend everything raised on the night to directly benefit children
- Sponsor a Table for your company - £2,500 – incl. social media, website and editorials
- Sponsor the Live Band - £2,500
- Help us cover Publicity & Postage - £2,200



**Our sustainable projects will only be successful with the support of companies and individuals who want to help us make the world a better, safer place for children in Darfur.**



## *Advertising in our Ambassadors' Ball Programme:*

The Programme for the evening, including details of your support, will be sent to over 4,000 Kids for Kids' supporters, whether joining us at The Churchill or not.

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 Brochure, advertising your organisation

**Price: Inside Front Cover Whole Page or Back Cover: £875**

### Silver Level: Mid Brochure Full A4 Page

**Price: Full Page Mid-Brochure £725**



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

**Price: Half Page: £375**



## *Advertising & Sponsorship Booking Details*

We are looking forward to you joining us for our Ambassadors' Ball on 17<sup>th</sup> June 2023, 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](mailto:charlotte@kidsforkids.org.uk) with your appropriate artwork for your advertisement (if applicable), no later than 30<sup>th</sup> April 2023. Thank you.

### **Event Sponsorship:**

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

Please ring me on: .....

### **Programme Advertising:** (please tick as appropriate)

- |  |             |
|--|-------------|
| <input type="checkbox"/> <b>Gold Cover Whole Page</b>          | <b>£875</b> |
| <input type="checkbox"/> <b>Silver Mid-Brochure Whole Page</b> | <b>£725</b> |
| <input type="checkbox"/> <b>Bronze Half Page</b>               | <b>£375</b> |



## Tickets and Tables:

- ☐ I would like to sponsor a table @ £2,500 on behalf of my company to include publicity. Please call to discuss availability.
- ☐ I would like to purchase a table of 10 tickets at the special price of £1,925.
- ☐ I would like to order ..... Individual ticket(s) (minimum donation £215 per ticket).
- ☐ I am unable to attend but enclose a donation of £..... for Kids for Kids to help more children in Darfur
- ☐ I would be happy to donate a prize for the Grant Raffle or Charity Auction –  
(everything from rare vintage champagne, art work, jewellery, a few days in your holiday home, tea at the Ritz  
..... Do you have signed memorabilia you could donate please?)  
Please let us know. It would help us make a real difference.

Name:.....

Organisation: .....

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 + Ball:

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 Brochure:

**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 30<sup>th</sup> April 2023 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](mailto: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!*

**Together we really can give children a future and help tackle climate change long-term.**