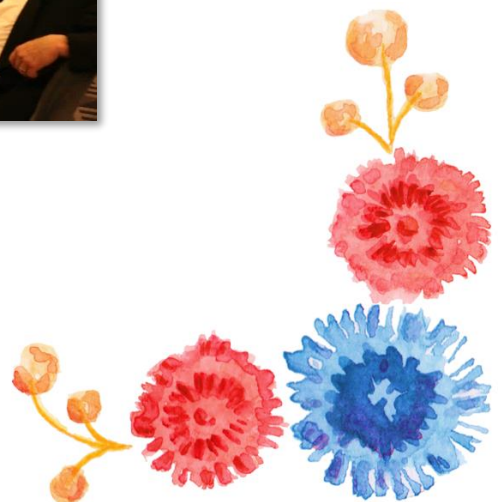




# *The Ambassadors' Ball*

*Helping children going hungry in Darfur*

*Saturday 30<sup>th</sup> July 2022*  
*The Hyatt Regency London*  
*The Churchill*



## *HOW TO HELP*

### *PLEASE JOIN OTHER FAMOUS FIRMS TO ADVERTISE AND SPONSOR THE EVENING*

We are sure that, like us, you are deeply concerned at the appalling events in Ukraine but sadly it also means that children face starvation elsewhere in the world too. Please help! Sudan would normally import 30% of its emergency wheat from Ukraine: an impossibility this year. Drought and floods have already caused crop failure throughout Darfur. This summer is going to see many children die because of the loss of that wheat. Children are already suffering from severe malnutrition – yet the world has forgotten them.

Kids for Kids is the only organisation helping in remote villages in Darfur. Together, we have the chance to make a lasting difference to these forgotten children's lives. Your support would enable us to change the lives of children who have been born in one of the most deprived and neglected regions of the world.

Kids for Kids was founded in 2001 by Patricia Parker OBE and has received support from many well-known personalities including HRH The Prince of Wales, Dame Joanna Lumley KCMG FRGS, Miriam Margolyes OBE, His Holiness Pope Francis, Quentin Blake CBE, Michael Bond OBE, Sir Cliff Richard OBE, Eamonn Holmes OBE and many others. Please join them!

### *THE AMBASSADORS' BALL 2022*

- Join us 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 to Funktonite – you just won't want to leave the dance floor!



### *Advertising and Sponsorship*

**Sponsor the evening or ask about a tailor-made sponsorship package from just £2,000, exclusively for your organisation.**

**All sponsors will be included in our publicity, mailings, emailings and social media campaigns and on our website which is accessed from across the world. We would also like to link to your website, to maximise your support. The Programme for the evening, including details of your support, will be sent to every Kids for Kids' supporter, whether joining us at The Churchill or not.**

#### *Individual Sponsorship Items:*

**Full sponsorship of the evening includes 10 complimentary tickets for your guests (worth £1750)**

**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 – social media, website & editorials included
- Sponsor the Live Band - £2,500
- Help us cover Publicity & Postage - £2,200



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

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 2022, 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 31<sup>st</sup> May 2022. 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 £1,750.
- I would like to order ..... Individual ticket(s) (minimum donation £195 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 31<sup>st</sup> May 2022 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!***