



*The Ambassadors'
Ball
Saturday 8th June 2024*

Join a host of famous friends in supporting our Ambassadors' Ball and help raise vital funds for starving children in Darfur, Sudan

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 DBE FRGS**, **Miriam Margolyes OBE**, **Timothy West CBE**, **Prunella Scales**, **Sir David Suchet CBE**, **His Holiness Pope Francis**, **Quentin Blake CBE**, **Michael Bond OBE**, **Philip Treacy OBE** and many others.

The Ambassadors' Ball is one of the highlights of the London calendar, attracting Ambassadors from all over the World, together with top international CEO's and London's elite. Held in the recently remodelled Ballroom of Hyatt London - The Churchill Hotel in the heart of Mayfair, tickets sell out weeks in advance for this exclusive event! Unique prizes are won. Insignia is worn.



Many Celebrities donate generous prizes and personal memorabilia – taking you to wonderful holidays in privately owned villas, or winning unique designer jewellery, works of art and much more – whilst helping children in great need at the same time.

This is your chance to join this prestigious group and change children's lives for the better





The children of Darfur, Sudan, desperately need your help

The ongoing conflict and humanitarian crisis in Darfur have left countless children vulnerable - suffering from malnutrition, lack of access to education, and the traumas of war.

For the past 23 years, Kids for Kids has been at the forefront, providing these children with the essentials for a better life: education, healthcare, nutrition, and a safe environment.

But the scale of need is now overwhelming. Please will you help us to expand our reach and enhance our programmes to continue making a significant difference in the lives of the forgotten children of Darfur?

Demonstrate clear Corporate Social Responsibility by supporting our sustainable projects which change children's lives

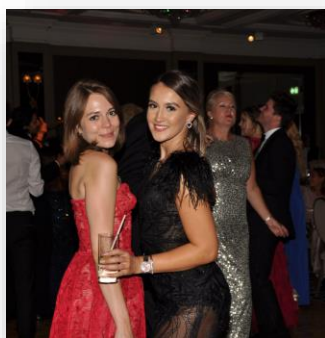
We are delighted that sustainability is now widely embedded in corporate culture and is transforming the way that businesses think. What better way to showcase your commitment to CSR than by transforming the health of children in one of the most neglected regions of the world?

Our sponsorship programme aims to provide children with:

1. **Nutritious Meals:** Our key project is our Goat loan. We lend 5 Goats each to the poorest families so malnourished children have protein-rich milk. After 2 years, as the little flock grows, 5 healthy offspring are passed on to benefit another family. We provide seeds and tools to allow families to grow their own crops, and we plant trees for nourishing fruit.
2. **Clean Water:** Children in Darfur often have to walk miles across the desert to reach the nearest handpump. We aim to install a handpump in each of the villages we adopt – 110 so far – so children have access to clean, safe water.
3. **Healthcare Services:** Healthcare – for people and animals – has collapsed in the wake of the fighting. We train First Aiders and Midwives to save the lives of mothers, children and babies, and Paravets who ensure all our animals are healthy. *“The health of the children is closely linked to the health of the animals” Dame Joanna Lumley DBE FRGS*
4. **Quality Education:** We build Kindergartens – a mother's dream – to give children an education, a safe place to play and hope of a future out of poverty. Raise enough for a Kindergarten and name it after your Organisation!
5. **Trees for Climate Change:** The trees we plant - 59,000 so far – give shade, slow the spread of the desert and help combat climate change in one of the most deprived countries at the forefront of global warming.



Kids for Kids has been creating sustainable projects for over 23 years in one of the most challenging regions of the world – transforming the lives of hundreds of children living in 110 of the most isolated and deprived villages imaginable. **We desperately need your help to do more - and we can help you in return.**



Sponsor our Ambassadors' Ball - Reach an International Audience

Sponsor our annual, sell out, Ambassadors' Ball in Hyatt London – The Churchill Hotel and advertise directly to our high-end, international audience, as well as demonstrating clear Corporate Social Responsibility.



International
VIPs



5000 recipients
of e-News



5,500 Social Media
Followers



120 Guests
on the night

There are several sponsorship options to ensure you reach our audience in a way that works for you.



Sponsor the
Event



Donate a
Prize



Run a
Competition



Advertise in our
Programme



Receive Free
Tickets

Entertain Clients at this Elite Event on 8th June 2024

- Champagne Reception in the Library of Hyatt London – The Churchill Hotel, one of the most prestigious hotels in London.
- Join us in The Ballroom - 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, works of art and celebrity-donated prizes.
- Dancing will continue until late – you just won't want to leave the dance floor!



Individual Sponsorship Items:

- **Sponsorship of the evening: Title Event**
£25,000 – to enable us to spend everything raised on the night to directly save children's lives and **adopt a whole community**
The Ambassador's Ball 2024 could be YOUR Ambassadors' Ball.
- **Sponsorship of the Live Band:**
£2,500 – you will **Train a Midwife to save lives & give 5 Goats to a family**
- **Help us cover Publicity & Postage:**
£2,250 – you will provide **5 Goats each to 9 of our poorest families**



Full sponsorship of the evening includes 10 complimentary tickets for your guests (worth £2,400).

Sponsorship of other items above will include 2 complimentary tickets each (worth £500).

Advertising in The Ambassadors' Ball Programme:

The Programme for the evening, including details of your support, will be sent to 5,000+ international supporters. 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!

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 Advertising:

**Inside Front Cover or Back
Cover Full A4 Advert**

Price: £895

You will give
8 Children an education
for one year plus a strong
Crossbred donkey
to take them to school.

Silver Level Advertising:

**Mid Brochure
Full A4 Advert**

Price: £755

You will help us
repair a village handpump,
provide **10 jerry cans** and a
strong **Crossbred donkey** to
help children and their families
carry clean, safe water.

Bronze Level Advertising:

**Mid Brochure
Half-page A5 Advert**

Price: £395

You will give
2 families 5 Goats each
to provide protein-rich milk for
their malnourished children.
After 2 years, 5 Goats will be
passed on to another family.

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

Advertising & Sponsorship Booking Details

We are looking forward to you joining us for our Ambassadors' Ball on 8th June 2024, 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 event every year, so it is the ideal opportunity for your company to advertise to a select and discerning audience.

Sponsor our Ambassadors' Ball: (please tick as appropriate)

- | | |
|---|---|
| <input type="checkbox"/> Title Event: £25,000 | This will be YOUR Ambassadors' Ball, widely advertised with your name, brand and logo and includes 10 complimentary tickets worth £2,400. |
| <input type="checkbox"/> Sponsor the Band: £2,500 | Includes 2 complimentary tickets worth £500. |
| <input type="checkbox"/> Other Sponsorship Opportunity | Please call to discuss other opportunities |



Programme Advertising:

- | | |
|---|--|
| <input type="checkbox"/> Gold Cover A4 Advert | £895 – Give children an education |
| <input type="checkbox"/> Silver Mid-Brochure A4 Advert | £745 – Provide access to clean water |
| <input type="checkbox"/> Bronze Half Page A5 Advert | £395 – Give Goats for nutritious milk |



Additional Tickets and Tables:

- ☐ I would like to purchase a table of 10 tickets at the special price of £2,400.
- ☐ I would like to order Individual ticket(s) (minimum donation £250 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 the following prize for the Raffle or Charity Auction:.....
Donate anything from rare vintage champagne, artwork, jewellery, a stay in your holiday home, tea at the Ritz
Do you have signed memorabilia? It would help us make a real difference.

Name:.....

Organisation:

Address:.....

.....Postcode:.....

Email:.....Telephone:.....

How to donate:

- **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 our bank account using '2024 Ball Ad' as a reference.
Account Name: Kids for Kids (National Westminster Bank), Account Number: 31670636, Sort code: 60-07-02

Advertising Format:

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.

Please will you be kind enough to provide:

FULL PAGE - Trim 297mm (h) x 210mm (w) / HALF PAGE - 136mm (h) x 190mm (w) / QUARTER PAGE - 136mm (h) x 93mm (w)
Bleed - 303mm (h) x 216mm (w)

Please return via email charlotte@kidsforkids.org.uk with your artwork no later than **15th April 2024**.
For any queries or discuss this opportunity further, please contact Charlotte on **07818062259**.

Thank you for giving the children of Darfur hope for 2024



KIDS FOR KIDS Registered Charity No: 1100045, a Company limited by Guarantee, Registered in England & Wales No 04607292

Recognised by the Humanitarian Aid Commission in The Sudan as a Charitable Foundation

US Friends of Kids for Kids Registered with Global Giving 501(c)3 – MaryJane-US@kidsforkids.org.uk. Australian Friends – Lisa-Austl@kidsforkids.org.uk