

Sponsorship Opportunities and Ways to Help in 2012



Martin House is celebrating its 25th anniversary in 2012 and is looking to work with organisations that can support one of the major events in their busy events calendar. The benefits of being involved in one of these events range from:

- **Free advertising and branding opportunities in and around the venue and in souvenir programmes**
- **Free tickets or team entry to the event**
- **Exposure at all media launches**
- **Potential speaking opportunities at the event**
- **Networking opportunities**
- **Great team building experiences**
- **Demonstrating your Company's commitment to supporting the Community in which it operates/CSR objectives/charitable support**
- **Helping to make your organisation an "employer of choice"**
- **Improving your reputation in the business community**

The events we are looking for support in 2012 are:

Glitter Ball – March 10th

Our annual ball takes place at the Majestic Hotel in Harrogate; tickets cost £75 per person which includes a champagne reception, four course meal and entertainment. Sponsorship for the event ranges from £150 for an advert in our programme to £5,000 for the main sponsor. There is also the possibility of becoming the exclusive sponsor of this event for £20,000 which would provide a whole host of opportunities. This event attracts over 300 attendees, many of whom are high profile members of the business community, key decision makers in their respective industries, and a potential audience for the products and services offered by your company.



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Dragon Boat Race – May 20th



Taking place on the lake at Roundhay Park we are looking for teams and sponsors to enter this popular event. Advertising and sponsorship packages range from £50 to £5,000. Again, there is also the possibility of becoming the exclusive sponsor of this event for £20,000 which would provide a whole host of opportunities. This event attracts over 500 participants and their families, plus a wider audience of a couple of thousand people visiting the Park that day, and who will see your advertising at the venue and in the event programme



Centre Stage 2012 – Heats in April, final in July



Now entering its third year, aspiring young bands and musicians, across West Yorkshire, will compete for their dream prize of performing at both Leeds and Reading Festivals 2012. The Final will be at O2 Academy, Leeds next summer and the build up to this will involve a high profile press launch, fundraising within schools/colleges, ongoing media (including Calendar/YEP) and four nights of Heats. We have strong support from local music industry, Festival Republic, The Pigeon Detectives and Embrace.



Sponsorship opportunities, ranging from £100 - £25,000, are very exciting and exposure would last throughout the year long duration of this year's project.

Golf Day – June and September



This year we are holding two golf days; the first being at Wetherby and the second at the Oaks Golf Club in Aughton near York. Sponsorship of each day is £1,500 which will provide the company with extensive publicity and brand awareness as well as other tangible benefits. Other opportunities include the sponsorship of individual holes which range from £50-£100.

Northern Belle by Orient Express – June 30th

Our 'Grand Day Out' celebratory train journey takes you from Leeds or York down to the historic town of Bath on the Northern Belle train by Orient Express. Packages range from £150 for advertising to £20,000 for hosting your own exclusive carriage. A world class excursion and travel experience, attended by supporters of Martin House looking for that unique, once in a lifetime occasion to celebrate a very special and personal milestone. Place your company's name alongside, and synonymous with the highest quality of product and customer service



With a busy events calendar scheduled for 2012 there are many sponsorship options available at various levels. Depending on budgets we hope there is something available for you to market your organisation or entertain your clients while supporting Martin House.

Exciting Opportunities: what your money could buy

£25,000	Exclusive sponsor of Centre Stage 2012
£20,000	Exclusive sponsor of the Glitter Ball Exclusive sponsor of the Dragon Boat Carriage Sponsor on the Northern Belle
£10,000	Sponsor of the Final of Centre Stage at O2 Academy, Leeds
£5000	Main sponsor of the Dragon Boat Race Main sponsor of the Glitter Ball Sponsor of the Heats of Centre Stage
£3000	Entertainment sponsor at the Glitter Ball
£2750	Programme sponsor of the Centre Stage or Heats
£2500	Souvenir programme sponsor on the Northern Belle
£2000	Champagne reception sponsor at the Glitter Ball Sponsor the professional filming of the Final of Centre Stage and production of DVDs
£1750	Programme sponsor at the Glitter Ball
£1500	Sponsor of the tug of war competition at the Dragon Boat Race Main sponsor at one of our golf days
£1000	Programme sponsor at the Dragon Boat Race VIP Table at the Glitter Ball Sponsor a band of Centre Stage
£800	Trophy sponsor at the Dragon Boat Race
£750	T-shirt sponsor for the Final of Centre Stage



- £600 Table Decorations sponsor at the Glitter Ball
- £400 Boat sponsor for the Dragon Boat Race
- £300 Balloon Prize sponsor at the Glitter Ball
Advert in the Heats of Final programme for Centre Stage & on projections
- £150 Full page advert in the Glitter Ball programme
Advert in the Heats of Final programme for Centre Stage
- £100 Full page advert in the Dragon Boat Race programme
- £50 Hole sponsor at one of our golf days

If you have any questions about any of these options please call the Fundraising team on 01937 844569 or email events@martinhouse.org.uk

Thank you so very much for your support!



www.martinhouse.org.uk
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