



THE PHANTOM MASQUERADE BALL

Saturday 23rd September 2017
Winter Garden, Eastbourne

SPONSORSHIP OPPORTUNITIES



THE MASQUERADE BALL

The Masquerade Ball is a true highlight in the Eastbourne social calendar with all proceeds going towards the important work of the Children's Respite Trust. Last year nearly 500 guests attended and with capacity limited to less than 400 guests, this year's Ball will be a more sought-after and exclusive occasion.

Guests wear black tie and masks, which are available on the night for those who arrive without one. They are greeted with a drinks reception on arrival before entering the banqueting hall for an evening of entertainment and fine dining. The night ends with live music, dancing and other entertainment.

Tickets are expected to go on sale in late April and it is anticipated that they will sell out quickly due to the reduced capacity and success of previous years, meaning demand for sponsors places is also likely to be sought-after.

SPONSORSHIP

Organised by a group of local business figures, the Masquerade Ball requires principle sponsors at £350 each or £1,000 including a table of 12. Sponsors can expect their company to be promoted alongside the Ball at every opportunity.

THE INVITATION

This promotional leaflet is distributed to the Charity's list of 1,000 supporters, as well as by members of the organising committee. It will be on display at events throughout the year. Sponsors' logos will be featured prominently on the leaflet.

THE PROGRAMME

On every table will be a programme about the event and sponsors' logos will feature prominently with a brief paragraph about each one.

GRAND DRAW

One of the abiding memories of the Masquerade Ball each year is the grand draw where in the past over 1,000 balloons have filled the room before being burst after a count-down to reveal the winner. It is the image that is often used in press coverage and whatever the mechanism for this year's grand draw, it will feature all sponsors logos.



THE BIG SCREENS

On-screen graphics will introduce the next item visually. It will also feature a note of thanks listing all of those who have contributed to the evening, most notably the sponsors and their logos.

PRESS COVERAGE

All press releases about the event will include details of the sponsors. Clearly, the charity cannot guarantee that the sponsors will be featured in every press article though. However, in our experience at least some of the press coverage is likely to include mention of the sponsors and some media simply replicate press releases word for word.

NEWSLETTERS , WEBSITES & SOCIAL MEDIA

The Ball and sponsors will feature on the Charity's own newsletter & website. The Trust is active on social media and ensures that all sponsors receive attention on the Charity's Facebook, Twitter,

BECOMING A SPONSOR

Should you become a sponsor, the Children's Respite Trust will endeavour to provide recognition for your support and generosity through all of the means listed overleaf and through other opportunities that arise, which are reasonably practicable and within the confines of the charity's resources.

To take up this opportunity or to discuss other means of supporting the Children's Respite Trust, please contact Gavin Fisher at the Trust's office on 01435 205004 or by mobile on 07795 631111.

The Trust anticipates concluding the appointment of sponsors by early April in order that general sales of tickets may begin. Payment terms for both sponsors and ticket sales are 30 days from invoice.



BALL COMMITTEE

Linda Baker, Westways Vending
Tilly Carsons, Children's Respite Trust
Loreen Camfield, Eastbourne Chamber of Commerce
Gavin Fisher, Children's Respite Trust
Simon Groves, PRG Marketing Communications
Victoria Regan, Dawson Hart
Maxine Reid, Kreston Reeves
Paul Roskilly, W Bruford Jewellers



Patrons: Roger Daltrey CBE & Jayne Torvill OBE
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www.childrensrespitetrust.org.uk 01435 205004 Registered Charity No. 1140277