

SPONSORSHIP OPPORTUNITIES



CAUDWELL CHILDREN

THE
BUTTERFLY
BALL

14
06
18

Money raised on the evening will be used to
transform the lives of disabled children across the UK

CAUDWELL CHILDREN'S BUTTERFLY BALL

GROSVENOR HOUSE HOTEL, LONDON

14 06 18

THURSDAY

Caudwell Children's Butterfly Ball is one of the UK's most exclusive fundraising events attracting worldwide media attention. Annually the ball plays host to a selection of corporate, high net worth and celebrity attendees from the world of sport, TV and film. The glamorous evening includes world class entertainment, a VIP champagne reception, the finest cuisine and a charity auction with money can't buy prizes. To date, our annual Butterfly Ball has raised over of £13 million, which has helped us significantly change the lives of disabled children throughout the UK.

CAUDWELL CHILDREN

Our vision is a world where all sick and disabled children's needs, however complex, are met throughout childhood.

We're determined to change the future of disabled children by providing access to the services, equipment, therapies and treatments they desperately need to lead an active and independent life.

SPONSORSHIP OPPORTUNITIES

We provide a unique range of packages for sponsors interested in placing their brand in front of a captive audience of high net worth individuals, celebrities and corporates.

From headline and reception sponsorship to product placement and brand in hand moments, The Butterfly Ball enables you to reach and inspire a captive target audience.

PREVIOUS HEADLINE PERFORMANCES

2017	Paloma Faith Fleur East Craig David
2016	Burt Bacharach Gabrielle All Saints Vox Futura
2015	Lionel Richie Tito Jackson Paul Potts Chrissie Hynde
2014	Kylie Minogue Chrissie Hynde Alfie Boe
2013	Dionne Warwick
2012	Gary Barlow OBE Beverley Knight Bryan Ferry
2011	Robbie Williams Robin Gibb CBE Billy Ocean
2010	Sir Elton John Peter Andre
2009	Rod Stewart CBE hosted by Justin Lee Collins & Alan Carr
2008	Whitney Houston
2007	Tina Turner

#ButterflyBall2018



a|B

ONE OF THE UK'S
MOST EXCLUSIVE
FUNDRAISING EVENTS
OF THE YEAR



CAUDWELL CHILDREN'S BUTTERFLY BALL HEADLINE SPONSORSHIP

PLATINUM £200,000

An opportunity to headline sponsor one of the most exclusive charity events in the UK. This sponsorship provides extensive brand placement in front of a captive audience of corporate, celebrity and high net worth guests.

THE BUTTERFLY BALL SPONSORSHIP

- 2 Platinum Tables of 12 in a front row, premium position
- Logo placement on red carpet sponsor boards – captured by the world's media*
- Corporate logo on The Great Room holding slide throughout the evening
- Acknowledgment within the thank you speech
- Corporate banners in The Great Room
- Your logo in lighting, projected in The Great Room
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Headline sponsor profile within The Butterfly Ball programme*
- Corporate logo in prominent position on event literature*
- A full page advert in prime position within The Butterfly Ball Programme*
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Recognition throughout all pre and post-event press releases
- Targeted headline sponsor press release
- Feature in all e-marketing communications around the event
- In-shot brand placement on post-event photography / video

Headline Sponsorship excluding 2x Platinum Tables £180,000

B|B

AN OPPORTUNITY TO
HEADLINE SPONSOR ONE
OF THE MOST
EXCLUSIVE CHARITY
EVENTS IN THE UK



* deadlines apply

#ButterflyBall2018



DESTINATION DREAMS

PLATINUM £100,000

Your sponsorship will help send 25 children fighting life-limiting illnesses and their families on the holiday of a lifetime to Orlando, Florida where they can create precious memories to be treasured forever.

Destination Dreams Sponsorship will project your brand as a leader in Corporate Social Responsibility, making a difference to the lives of disabled children and their families. This is also a key opportunity to create exposure to an audience of corporate and high net worth individuals at The Butterfly Ball.

DESTINATION DREAMS SPONSORSHIP

- 1 Platinum Table for 12 guests in a front row position
- Logo placement on the red carpet sponsor boards - captured by the worlds media*
- Brand placement on the Destination Dreams trip (official Destination Dreams t-shirts and event literature) previous years covered by ITV, Sky Real Lives, The Mirror
- Corporate banner displayed at The Butterfly Ball
- Destination Dreams Sponsor profile page within The Butterfly Ball Programme*
- A full page advert in prime position within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event
- Opportunity to send 2 representatives / staff as volunteers on the Destination Dreams 2018 trip (subject to checks)*
- Logo on Destination Dreams memory book sent to all families after the holiday

Destination Dreams Sponsorship excluding Platinum Table £85,000

* deadlines apply

#ButterflyBall2018



GIVE A CHILD
A CHANCE TO
LIVE A DREAM





B|B

THE FIRST BRAND
GUESTS SEE AT THIS
PRESTIGIOUS EVENT



B|B

RECEPTION

PLATINUM £50,000

This is an excellent opportunity to feature your brand within the main reception area of this exclusive event.

RECEPTION SPONSORSHIP

- 1 Platinum Table for 12 guests in a front row position
- Logo placement on red carpet sponsor boards - captured by the worlds media*
- Banner within the main reception area
- Logo on the screen in The Great Room during the course of the evening
- A full page advert within The Butterfly Ball Programme*
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Reception sponsorship with a Silver Table £45,000

Reception sponsorship excluding Table £37,500



* deadlines apply

#ButterflyBall2018



AUCTION PROGRAMME

PLATINUM £40,000

The Butterfly Ball Auction Programme is viewed by all guests before and during the auction. This is a perfect opportunity to guarantee brand exposure to this prestigious audience.

AUCTION PROGRAMME SPONSORSHIP

- 1 Platinum Table for 12 guests in a front row position
- Logo placement on red carpet sponsor boards - captured by the worlds media*
- Logo on the cover of the Auction Programme
- Logo on the screen within The Great Room
- An exclusive full page advert within The Butterfly Ball Auction Programme (limited to the auction sponsor only)*
- A full page advert within The Butterfly Ball Programme*
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Recognition in all pre and post-event press releases
- Feature in e-marketing communications around the event

Auction programme sponsorship with a Silver Table £35,000
Auction programme sponsorship excluding Table £27,500



* deadlines apply

#ButterflyBall2018



PUT YOUR BRAND
IN THE HANDS
OF ALL GUESTS



AN EXCELLENT PLATFORM
TO SHOWCASE YOUR BRAND
AND MAXIMISE THE IMPACT
YOUR AFFILIATION HAS
ON THE AUDIENCE



AFTER SHOW PARTY

PLATINUM £40,000

Market directly to The Butterfly Ball's elite and high net worth Platinum guests by sponsoring the after show party, an exclusive extension to the event held at a secret London location.

AFTER SHOW PARTY SPONSORSHIP

- 1 Platinum Table for 12 guests
- Logo placement on red carpet sponsor boards - captured by the worlds media*
- Your logo on the passes / wristbands for the official after show party
- Your logo on the after show party drinks menu
- Sponsor credited in the Platinum guest pack*
- A full page advert within The Butterfly Ball Programme*
- Logo on the screen within The Great Room
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Feature in e-marketing communications around the event

Sponsorship of the after show party with a Silver Table £35,000

Sponsorship of the after show party excluding Table £25,000

CAR PLACEMENT

PLATINUM £27,500

Showcase your vehicle in the Grosvenor House Hotel forecourt, alongside the purple carpet entrance.*

CAR PLACEMENT SPONSORSHIP

- 1 Platinum Table for 12 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Feature in e-marketing communications around the event

Premium Car Placement with a Silver Table £18,000

Premium Car Placement excluding Table £12,500

* deadlines apply

#ButterflyBall2018

B|B

CHARITY DVD

GOLD £25,000

The Caudwell Children Charity DVD is shown to the prestigious Butterfly Ball guests and is showcased extensively across various events throughout the Charity's calendar. This is an unmissable opportunity to align your brand with Caudwell Children.

DVD SPONSORSHIP

- 1 Gold Table for 10 guests
- Recognition on the DVD
- Logo on the screen within The Great Room
- A full page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

DVD sponsorship with a Silver Table £20,000

DVD sponsorship excluding Table £12,500

B|B

GUEST WI-FI

GOLD £25,000

Allow all guests at the Butterfly Ball to receive access to free Wi-Fi by sponsoring this package.

GUEST WI-FI SPONSORSHIP

- 1 Gold Table for 10 guests
- A full page advert within The Butterfly Ball Programme*
- Logo on the screen within The Great Room
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Brand the password as your company name
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Sponsorship of Wi-Fi with a Silver Table £20,000

Sponsorship of Wi-Fi excluding Table £12,500

* deadlines apply

#ButterflyBall2018



B|B

ALIGN YOUR BRAND
WITH ONE OF THE
UK'S MOST OPULENT
AND LUXURIOUS
FUNDRAISING EVENTS



B/B

SHOWCASE YOUR BRAND
IN FRONT OF A CAPTIVE
AUDIENCE OF INFLUENTIAL
INDIVIDUALS AND
OPINION LEADERS



B/B

TABLE CENTRES

SILVER £15,000

Put your company at the centre of every table with your logo on the table numbers.

TABLE NUMBER SPONSORSHIP

- 1 Silver Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Branded table numbers with a Platinum Table £25,000

Branded table numbers excluding Table £7,500

REGISTRATION

SILVER £15,000

Have your logo on the registration card for all guests.

REGISTRATION CARD SPONSORSHIP

- 1 Silver Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Branded registration cards with a Platinum Table £25,000

Branded registration cards excluding Table £7,500

* deadlines apply

#ButterflyBall2018



WINE & DINNER MENU

SILVER £15,000

Have your logo in prime position on the wine and dinner menus on each table.

WINE & DINNER MENU SPONSORSHIP

- 1 Silver Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Promotion through Caudwell Children social media channels
- Recognition in all pre and post-event press releases
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Branded Menus with a Platinum Table £25,000

Branded Menus excluding Table £7,500

PRODUCT PLACEMENT

SILVER £15,000

This is your unique opportunity to have a branded product presentation area during The Butterfly Ball reception, boasting a guest list that includes international celebrities and members of The Sunday Times Rich List.

PRODUCT PLACEMENT SPONSORSHIP

- 1 Silver Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Branded Product Placement with a Platinum Table £25,000

Branded Product Placement excluding Table £7,500

(If you wish to extend this package to include gifts please contact us)

* deadlines apply

#ButterflyBall2018



BRAND IN HAND
MOMENTS WITH
OUR EXCLUSIVE
CLIENTELE





B/B

BE THE CENTRE OF
ATTENTION FOR OUR
CAPTIVE AUDIENCE



B/B

TABLE PLAN

PACKAGE SOLD

Have your logo featured on the table plans for The Butterfly Ball in front of a fantastic selection of high profile guests.

TABLE PLAN SPONSORSHIP

- 1 Bronze Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Table Plan Branding with a Platinum Table £24,000

Table Plan Branding with Silver Table £14,500

PLEDGE ENVELOPES

BRONZE £8,500

Have your logo in prime position on the pledge envelopes placed on all of the tables. Your branding will also feature on the raffle box.

PLEDGE ENVELOPE SPONSORSHIP

- 1 Bronze Table for 10 guests
- Logo on the screen within The Great Room
- A half page advert within The Butterfly Ball Programme*
- Recognition in all pre and post-event press releases
- In-shot brand placement on post-event photography / video
- Logo and brand mentions on The Butterfly Ball 2018 web pages
- Promotion through Caudwell Children social media channels (reach of over 37,000 combined)
- Feature in e-marketing communications around the event

Pledge Envelopes excluding Bronze Table £5,000

* deadlines apply



#ButterflyBall2018



CAUDWELL CHILDREN TRANSFORMS THE LIVES OF DISABLED CHILDREN ACROSS THE UK.

WE ACT AS A SAFETY NET FOR FAMILIES WHO ARE UNABLE TO GAIN THE HELP THEY NEED.

FAMILY SUPPORT

Giving families practical support and guidance at home, in hospital or on the phone at the point of diagnosis or during treatment.

EQUIPMENT

Mobility, sensory and specialist sports equipment that children need to live fulfilled, happy and independent lives.

TREATMENT

Providing funding access to vital treatments which could dramatically change or save a child's life.

THERAPY

Access to life changing therapy programmes for children with cerebral palsy, brain injuries & other associated conditions.

SUPPORTED HOLIDAYS & SHORT BREAKS

Teaching practical life skills through activity programmes, family trips and accredited courses and creating precious family memories with our fully supported holiday to Florida.

AUTISM SERVICES

Providing practical and emotional support for autistic children and their families.

LAUNCHING 2018: An innovative new programme of multi-disciplinary assessment, practical support and research to be delivered from our purpose-built Caudwell International Children's Centre (CICC) at Keele University.





CAUDWELL CHILDREN'S BUTTERFLY BALL

TABLE OPTIONS

PLATINUM TABLE 4 COURSE DINNER

TABLE OF 12 £20,000 INDIVIDUAL TICKET £2,100

Includes unlimited wine & Champagne. You will be invited to the prestigious and exclusive aftershow party at a secret London location

GOLD TABLE 4 COURSE DINNER

TABLE OF 10 £15,000 INDIVIDUAL TICKET £1,600

Includes unlimited wine & Champagne

SILVER TABLE 4 COURSE DINNER

TABLE OF 10 £10,000 INDIVIDUAL TICKET £1,100

Includes an allocation of wine & Champagne

BRONZE TABLE 4 COURSE DINNER

TABLE OF 10 £6,500 INDIVIDUAL TICKET £750

PROGRAMME ADVERTS

A glossy souvenir event programme will be published showcasing Caudwell Children's activities throughout the year. Patrons of the event will receive a complimentary copy. Relevant and appropriate companies are invited to advertise within this exclusive publication.

1 x A5 PAGE (FULL COLOUR) £2,000

½ x A5 PAGE (FULL COLOUR) £1,100

#ButterflyBall2018





#ButterflyBall2018

 **01782 600 444**

 **butterflyball@caudwellchildren.com**

 **caudwellchildren.com**  **caudwellchildren**  **@caudwellkids**

Minton Hollins Building, Shelton Old Road, Stoke-on-Trent, ST4 7RY
ISO 9001 Certified Quality Management System
RCN 1079770 SC 043874