

# *Masquerade Ball*

Saturday 9<sup>th</sup> November 2019

**Grove  
Cottage**  
The home of Bishop's Stortford Mencap



# About the event

The 'Masquerade Ball' is the Grove Cottage annual Black Tie Ball where supporters of the charity can get together and enjoy an evening of glitz and glamour!

The event will be held on Saturday 9<sup>th</sup> November 2019 at the wonderful Manor Of Groves Hotel, Golf and Country Club.

At the Masquerade Ball we expect to see 200 guests enjoying the entertainment which includes a raffle, auction, casino, live band and photo booth and a few special surprises. Tickets are priced at £75 each which includes welcome drink, a 3 course meal and an evenings entertainment; early bird tickets are available with a 10% discount to anyone booking before March 31<sup>st</sup>.

This event is the largest fundraiser in the Grove Cottage calendar and is a highly prestigious event to be involved with. This is always a wonderful evening that can be enjoyed with family, friends and colleagues or it can be a fabulous opportunity to entertain clients.



# How the event will be marketed



2018 Event flyer

This event will be marketed in a variety of ways to ensure maximum publicity and will include (not limited to) the following:

- Printed flyers and posters
- Social media campaigns (inc Facebook, Twitter and Instagram)
- Email campaigns to our supporter database
- Promotion via the Grove Cottage website
- Articles and adverts in the Grove Cottage newsletter
- Articles in the local newspaper
- Articles/adverts in local free magazines
- At business networking events
- To corporate supporters of Grove Cottage via personalised invites

# Sponsorship levels available



We have three sponsorship levels available to suit all needs and budgets. Please note that every sponsor has industry exclusivity among the sponsors. The sponsorship levels available are:

- ▶ Premier Sponsor
- ▶ Event Sponsor
- ▶ Event Partner

# Premier Sponsor- £3,000 (Main event sponsor)

- 2 complementary tables at the event (20 tickets)
- Full page advert on the A5 event programme (back page)
- Opportunity to have a promotional stand within the main room at the event
- Promoted as the main sponsor on glossy A5 pre-event flyer which is widely distributed among supporters and local businesses
- Promoted as the main sponsor on social media (Facebook, Twitter & Instagram)
- Promoted in the Grove Cottage newsletter
- Named as the main event sponsor in all press releases
- Promoted through the Grove Cottage E Shots that are sent out to over 1,400 people
- Promoted as the key sponsor at business networking events
- Logo printed on the tickets
- Logo printed on the event booking forms
- Logo on the Grove Cottage website
- Logo displayed on a visual at the event
- Promoted verbally on the night
- Opportunity to provide information and promotional items for the stand at the event

*Please note that on any marketing where multiple sponsors are named the Premier Sponsor will be visually the most prominent and will be named as the main event sponsor.  
This level of sponsorship is only available to one company.*



# Event Sponsor - £1,500

- 1 complementary table at the event (10 tickets)
- Full page advert on the A5 event programme
- Opportunity to have a pull up banner at the event
- Promoted as a sponsor on glossy A5 pre-event flyer which is widely distributed among supporters and local businesses
- Promoted as a sponsor on social media (Facebook, Twitter & Instagram)
- Promoted in the Grove Cottage newsletter
- Promoted through the Grove Cottage E Shots that are sent out to over 1,400 people
- Logo on the Grove Cottage website
- Logo displayed on a visual at the event
- Promoted verbally on the night

# Event Partner- £500

- 2 complementary tickets at the event
- ¼ page advert on the A5 event programme
- Promoted as a sponsor on glossy A5 pre-event flyer which is widely distributed among supporters and local businesses
- Logo on the Grove Cottage website
- Logo displayed on a visual at the event
- Promoted verbally on the night

# Summary of Sponsorship Levels

	Premier Sponsor	Event Sponsor	Event Partner
Complementary Tickets to event	20	10	2
Coverage in the A5 event programme	Full page ad	Full page ad	1/4 page ad
Promotional stand at event	Promotional Stand	Pull Up Banner	
Logo on the A5 event flyer	*	*	*
Promoted via social media (Facebook, Twitter & Instagram)	*	*	
Promoted via the Grove Cottage Newsletter	*	*	
Promoted in Eshots	*	*	
Promoted in press releases	*		
Promoted at business networking events	*		
Logo on event tickets	*		
Logo on booking forms	*		
Logo on the Grove Cottage website	*	*	*
Logo displayed on a visual at the event	*	*	*
Promoted verbally during the night	*	*	*

# Why support Grove Cottage?



Grove Cottage - the home of Bishop's Stortford Mencap is your local charity supporting local people with learning disabilities. At Grove Cottage we provide social and educational activities for people of all ages with learning disability to develop potential, avoid social isolation by supporting lifelong friendships and to provide respite for families.



We have over 150 members who attend Grove Cottage each week and it costs around £400,000 a year to run Grove Cottage and we could not exist without the support of the local community. Although we are linked to Mencap we receive no central funding from them.



Grove Cottage is well known and has a high profile locally. We are engaged in building strategic partnerships with local businesses to ensure we raise the money required to keep our doors open supporting local people with learning disabilities, their families and carers.

By supporting Grove Cottage you are showing the local community and your customers that you take Corporate Social Responsibility seriously and that you are doing all that you can to support your local community.

# What to do next...

If you are interested in sponsoring this event please contact us on the details below.

If you are interested in being involved with this event but this proposal does not quite meet your needs then please still get in touch as we would love to hear from you.

## Contact:

Rosie Wren - Fundraising Manager

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