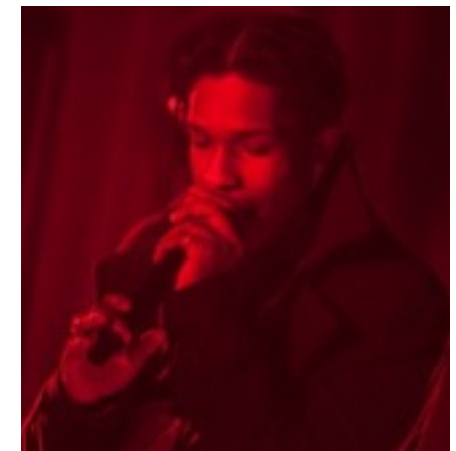




the other ball

LONDON October 2016

Arms Around The Child are delighted to announce sponsor opportunities for The Other Ball. After the success of The Other Ball London and the celebrated New York event we would like to ask you to consider joining an elite group of leading corporations who care about the world's children in sponsoring this event. Please read on to see the opportunities available.



Title Sponsor £100k

You will receive the highest level of affiliation and benefits associated with the event, including recognition throughout as Title Sponsor that will provide you with extensive brand placement in front of a captive audience of corporate, high net worth and the creative industries.

- Most prominent listing as “Title Sponsor” on all printed and electronic event materials
- Press release announcing Title Sponsorship
- Logo and link to Title Sponsor’s website on Arms Around the Child web sites and affiliated web sites
- Inclusion in all social media outreach and promotional support regarding the event
- Listing for one corporate executive as “Event Chair” on all event materials
- Corporate logo displayed on screens during event and performances.
- Association with innovative creative Artists
- Global Press impressions
- Dedicated PR Support pre and post event
- Acknowledgement within Presidents’ welcome speech
- Prominent double page advertisement/message in The Other Ball brochure
- Opportunity to place an exclusive item in the gift bag

Event Specific

- Exclusively reserved seating for 20 people (2 tables)
- Most prominent branding on Step & Repeat
- Onsite branding in line with the creative aspects of the event
- Onstage recognition during the program
- Opportunity to meet and be photographed with event Hosts and Performers
- Place a gift or experience in event auction

Partner Sponsor £75k

Receive a high level of affiliation and benefit associated with the event, including recognition throughout as an Affiliate Sponsor that will provide you with brand placement in front of a captive audience of corporate, high net worth and the creative industries.

Direct Affiliation

- Prominent listing as Affiliate Sponsor on all printed and electronic event material
- Logo and link to your company’s website on Arms Around the Child website
- Inclusion in social media outreach, including promotional support through social media channels
- Association with innovative and forward thinking creatives
- Global PR, announcements and press impressions
- Full page Advertisement in The Other Ball brochure
- Opportunity to place an exclusive item in the gift bag.

Event Specific

- Exclusively reserved front row seating for 12 people
- Opportunity to meet and be photographed with event Hosts
- Signage at the event in line with creative aspects of the event
- Opportunity to place a gift or experience in the Auction
- Branding on Step and Repeat
- Opportunity to place an exclusive item in the gift bag.

Contacts Ellie Milner

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Associate Sponsor £50k

Special benefits associated with the event, including recognition throughout as a supporting Sponsor that will provide you with acknowledgement in front of a captive audience of corporate, high net worth and the creative industries.

Direct Affiliation

- Logo and link to your company’s website on Arms Around the Child websites and
- other affiliated sites
- Inclusion in social media outreach, including promotional support through social media channels
- Association with innovative creative artists
- Global PR, announcements and press impressions

Event Specific

- Seating for Affiliate sponsor for 10 people
- Signage at the event in line with creative
- Opportunity to place a gift or experience in the Auction (TBD)
- Full page advertisement in the event brochure

We would be delighted to discuss other ways in which to involve your company in The Other Ball New York and to look at any additional opportunities for involvement, exposure or branding in and around the events. The Other Ball has sponsor packages available for the following: Live Auction: Entertainment: Gift Bag: Cuisine: Media: Décor: Beverage: Print: Official Vehicles: Hotel/Travel.

Leigh Blake

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