



PANCREATIC
CANCER UK

An evening with
Suggs
and friends

17th March
2016



A note from
Suggs

For the last three years I have held an event called An Evening with Suggs and Friends to raise money for Pancreatic Cancer UK in my sister-in-law Alanah's memory. Last year my friends Roger Daltrey, Wilko Johnson and Jools Holland came down to play. This year we had the whole of Madness and Rudimental, so it's always an exciting line up. The venue is intimate, with capacity for just 450 people so it really is a unique opportunity to enjoy first class live music, delicious food and wine and to support a fantastic charity that is very close to my heart. Thanks for taking the time to read this proposal.

The Event



An Evening with Suggs and Friends in support of Pancreatic Cancer UK to be held on 17th March 2016 in the Woolwich Suite at The Emirates Stadium, London.

A spectacular evening of music performed by some of the UK's most renowned and respected artists, including Madness frontman Suggs. The musical entertainment is preceded by a VIP champagne reception, three course dinner with wine and an exciting live auction.

This is a ticketed event for up to 450 guests and media. We will be marketing the event through our corporate networks, associates and past guests. The VIP reception audience will comprise of high profile supporters of the charity, our sponsors, Arsenal 'Legends' and the musicians.

In previous years the event has attracted extensive national media coverage in several titles including The Sun, The Daily Mirror, The Daily Telegraph, OK! Magazine, NME and the Evening Standard.

The Auction

Our auctioneer BBC1's Charles Hanson creates an entertaining and energetic atmosphere during the live auction. Guests are given the opportunity to bid for luxury auction lots and money can't buy experiences. Original artwork by Peter Blake, Schoony and Patrick Hughes, a luxury week's holiday in Italy, and an executive box at The Emirates Stadium were all won at last year's event.

The Silent Auction, which is run online in the days running up to the event and on the night itself, sees guests placing bids on dozens of items from the



comfort of their seats on live interactive technology or their personal smart phones.

Silent auction prizes at this year's event included a fantastic live Paul McCartney experience, signed Chelsea shirt and a rare vinyl collection.



We are always on the look out for high quality auction prizes so if you can help please let us know.

Sponsorship

**HEADLINE
SPONSORSHIP
£50,000**

This is a unique opportunity for a single company to be the headline sponsor of An Evening with Suggs and Friends. Here are some of the fantastic benefits that will enhance your brand exposure and visibility:

- Two premium placed tables for 12 people each with dinner and unlimited drinks throughout the night
- Option to have an Arsenal 'Legend' sat at your table for dinner
- Prominent branding on all event related publications and materials
- Exclusive private reception
- Be featured in the event press release that is sent to national media (including titles such as The Sun, The Daily Mirror, The Telegraph & OK! Magazine) and in relevant trade media
- Access to pre concert sound check
- Access to private box – available for afternoon meeting pre concert
- Welcome article in the event brochure
- Double page advert in the brochure
- Priority branding on all plasma screens on the night
- Marketing material on all tables
- Opportunity for Sponsor to say a few words on stage pre entertainment



CHAMPAGNE RECEPTION SPONSORSHIP

£10,000

- Branding in the VIP Champagne Reception
- Option for wine waiters to wear branded items*
- Branding on plasma screens on the night
- Full page advert in the brochure
- 1 table for 12 people with dinner and half a bottle of wine per person
- Access to pre concert sound check

*Sponsor to supply



AUCTION LOT SPONSORSHIP

£10,000

- Branding on all the electronic bidding tablets that are displayed on each table
- Branding on the auction web page
- Branding on every plasma screen during the silent auction
- Full page advert in the brochure
- 1 table for 12 people with dinner and half a bottle of wine per person
- Access to pre concert sound check

HOSPITALITY PACKAGE

£6,000

- One premium placed table for 12 people each with dinner and unlimited drinks throughout the night
- Option to have an Arsenal 'Legend' sat at your table for dinner
- Access to pre concert sound check
- Access to private box – available for afternoon meeting pre concert

ADVERTISE IN THE EVENT BROCHURE

Full page advert £1000

Half page advert £600

Quarter page advert £400

Dimensions on request.



EMIRATES STADIUM

About Pancreatic Cancer UK

Pancreatic cancer is the most lethal cancer in the UK. 8,800 people are diagnosed each year. Only 4% of patients survive more than 5 years. Most die within six months. These statistics haven't changed for forty years.

Pancreatic cancer receives just 1% of the UK's total cancer research spend. Pancreatic Cancer UK receives no government funding and relies solely on voluntary income. Unless we tackle these critical challenges we stand no long-term hope of improving survival, or of ensuring that every person diagnosed with pancreatic cancer each year has the chance to live as long and as good life as possible.

That's why An Evening with Suggs and Friends is so important to us. With the money raised from this fantastic event we could fund our Support and

Information Service for a whole year, ensuring that everyone affected by pancreatic cancer has access to our award-winning information and the country's only pancreatic cancer-dedicated Support Line.

2016 is a very special year for Pancreatic Cancer UK; we will be celebrating our 10th Anniversary. We hope you can join us at An Evening with Suggs and Friends to help us celebrate this milestone.

For more information and to discuss this proposal please call Jane on 020 7820 6704 or email: jane@pancreaticcancer.org.uk

