



**Self Help
Africa**

Ballroom Battles



SPONSORSHIP

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About

Ballroom Battles

Self Help Africa will host its first ever London **Ballroom Battles** event on **27th October 2018** in **St Mary's Venue, Marylebone**, in partnership with the **London Irish Centre**.

The Dublin version of this show has attracted large audiences over the past few years. All proceeds of the night will be used to support our work with smallholder farmers in sub-Saharan Africa, helping them to move their farms from loss to profit. We do this by providing access to training, quality seed, livestock, tools and small loans.



About

Self Help Africa

At Self Help Africa we aim to create a virtuous circle of profit for communities living in extreme poverty.

In Africa, most of the hungry - ironically - are the farmers and their families.

We work with these farmers to improve their potential to grow more and earn more from their land. We do this by providing access to training, quality seed, livestock, credit and markets. Investing in agriculture has been proven to be the most effective way to fight extreme poverty – in fact, it is 11 times more effective than other approaches.

Currently we have over 28 projects in operation across 7 countries in Sub Saharan Africa. In total, we support 3.4 million people (538 000 farming families) within the agricultural supply chain.

By ensuring that the outcomes we aim to achieve are professionally executed, Self Help Africa has consistently shown that we contribute significantly towards;

- Assisting smallholder farmers in Sub Saharan Africa to become financially independent;
- Creating scalable small businesses with access to sustainable sources of capital for growth;
- Enabling smallholder farmers to access to knowledge and skill in agriculture;
- Diminishing the reliance on aid and;
- Turning small farms into sustainable businesses in Sub Saharan Africa.



The London Ballroom Battles is based on the hit TV Show Strictly Ballroom. We are assembling 28-30 fledgling fox-trotters, budding ballerinas and up-and-coming congo stars for an entertaining competitive dance off on the 27th October.

This inaugural showpiece, a great dance gala that will get feet stomping and toes tapping in equal measure will be held in front of a live London audience of over 500 people. The competition is open to anyone over the age of 18 whether or not they have ever danced before.

Dancers will be trained by a professional choreographer for six weeks preceding the event and will be fully prepared to perform on the night.











To support the show and raise funds for Self Help Africa, we are offering the opportunity for our supporters to buy advertising space at the event. As well as adverts we are also seeking **Headline, Gold, Silver and Bronze** Sponsors.

Sponsorship Packages

All adverts, banner design, copy and logos need to be received by **25 September 2018** to allow for processing time and printing.

We hope that you will be able to support Self Help Africa in our first London **Ballroom Battles**, and that you will be able to join us on the night for what is set to be a night to remember, full of glitz and entertainment. Should you require any further information, we will be happy to provide it.

Sponsorship Options

	HEADLINE 	GOLD 	SILVER 	BRONZE 
	£5000	£3000	£1000	£250
Print feature in programme to be distributed on the night	Front cover and back cover	Inside front cover	Inside back	A full page advert within the programme
Social media feature	Mention of the company in 3 social media posts prior to the event, and 1 post after the event	Mention of the company in 2 social media posts prior to the event, and 1 post after the event	Mention of the company in 2 social media posts prior to the event	Mention of the company in 1 social media posts prior to the event
Mention by MC on the night	Named as Headline sponsor at the Gala	Named as the Gold Sponsor at the Gala		
Feature on promotional posters	Most prominent feature on posters	Will feature on promotional posters		
Tickets for the show	10 free tickets	8 Free tickets	6 free tickets	Two free tickets
Ongoing seats on the Self Help Africa advisory board	2 seats for company representatives	1 seat for company representative		
Logo will feature on ticket				
Use of our logo in you marketing material as a supporter of SHA				
On Site Promotion	2X2 space to advertise your company	1X1 space to advertise your company	Table space to advertise your company	
Banner	Banner Logo on stage and in wings	Banner Logo in wings		
Awards	Your representative will hand out awards			
Dance named after your company	i.e. the 'Company Name' Waltz			
Access to photography from the event				

To make a payment online please visit:

www.selfhelpafrica.org/uk/ballroom-battles/



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