



STARLIGHT
CIRCUS
BALL

SAT 2ND MARCH 2019



In aid of Self Help Africa

The International Centre, Shropshire, TF3 4JU
Tickets: £68.00 per head

Kindly sponsored by **Southwater** Event Group

Join us for an evening to
**celebrate and support enterprise
and opportunity in Africa**

WHAT IS THE STARLIGHT CIRCUS BALL?

For over 50 years Self Help Africa has looked at Africa in a different way. It's a continent of need, but also of opportunity. There are many mouths to feed, but almost as many entrepreneurs to nurture.

At the heart of our work is one fundamental principle; each of the individuals with whom we work is a small business owner, looking to earn an income. We provide the tools, knowledge and opportunities to enable these people to develop their micro-businesses and farms.

The income earned feeds their families and it pays for the education for their children, shelter for their family and access to better healthcare. We call it a 'help – up, not a hand-out'

All funds raised at our **STARLIGHT CIRCUS BALL** will go to the people who need the support, women, men families and communities – so that they can acquire the tools and knowledge necessary to lift themselves out of poverty.



WHO ARE WE

For eight years, Self Help Africa have hosted Charity Ball events in New York, Boston, Galway, Dublin and Shropshire. More than 5,000 people have attended and enabled us to raise more than £4 million to support our work in sub-Saharan Africa. Figures from the world of business, finance, entertainment, law, hospitality and a wide variety of other industries have supported all our Charity Balls since inception

The Starlight Circus Charity Ball is organised by a Shropshire events committee. In 2017 we hosted our first Shropshire Firecracker Ball at Telford International Centre and it was a sell out with just over 450 people in attendance and raising a staggering **£45,000** for Self Help Africa.

The Starlight Circus Ball on March 2nd 2019 is set to be another sell out, an evening filled with a Circus themed buzz!... we don't want to ruin the surprises, but this year is set to be the best yet!



SPONSORSHIP OPPORTUNITIES AND EVENT TABLES

KEY EVENT SPONSOR

£2,700

We are looking for a maximum of 2 main sponsors, who will cover the cost of parts of hosting the event, enabling all funds from tickets, tables and on the night fundraising to go directly to our work.

Sponsorship includes:

- Receive one Premier table for 12 people in premium seating, which includes two bottles of champagne and four bottles of wine for your guests
- Recognition as a key sponsor from the date of sponsorship received, on all print, media and online materials, social media and Self Help Africa's website. Mentioned in any editorial about the ball
- Branding and mentions at the venue throughout the cocktail and dinner as the key sponsor of the night. Your company banners at our drinks reception area with any corporate literature displayed
- Inside-front or back page advertising in the event programme

ENTERTAINMENT SPONSOR

£1,500

Sponsor our after-dinner entertainment.

Includes:

- Half page advertisement in the programme
- Logo representation on the screens during the band's performance
- Your company banners at the drinks reception area and any corporate literature displayed



FIRECRACKER RECEPTION SPONSOR

£1,500

Sponsor our prestigious drinks reception for over 600 guests.

Includes:

- Half page advertisement in programme
- An opportunity to showcase your business/product throughout the reception
- Automotive dealership can display their fleet outside the main entrance as guests arrive

DONATE AN AUCTION LOT

If you would like to donate an Auction Lot for our amazing Silent Auction, which will be promoted to all guests on the night and at least one week before the event and also throughout the evening.

Sponsorship includes: name of person/company who donated the lot and logo next to the Lot on the online Auction platform



SPONSORSHIP OPPORTUNITIES AND EVENT TABLES

GOLD – £1,000

- Receive one Premier table for 10 people in premium seating
- Full page advertising in the evenings programme
- Display promotional company literature/ merchandise/gift on the table and also on the sponsor table in the reception area
- Company name mentioned in the evenings programme

SILVER – £850

- Receive one Premier table for 10 people in premium seating
- Half a page advertisement
- Display promotional company literature/ merchandise/gift on the table and also on the sponsor table in the reception area
- Company name mentioned in the evenings programme

BRONZE – £100

- Advertise your company logo on one table, you may also display your company literature on this table
- Display promotional company literature/ merchandise/gift on the table and also on the sponsor table in the reception area
- Company name mentioned in the evenings programme

With thanks to the Ball Committee

Catherine Gray, Monica Morison, Rebecca Prytherch, Charlotte Neal, Kate Jones, Beth Taylor, Helen Franklin, Kate Davies, Jess Simmonds, Tiffany Corbet, Sasha Ford, Kimberley Burbidge, Anna Russell, Lindsay Jenkins, Angharad Jones, Karen Jones, Toria Richardson, Leanne Carvell Shepherd, Louise Taylor, Alison Kidson, Beth Taylor, Emily Bell

CONTACT

For further information, please contact:

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Uk Fundraising Manager
Self Help Africa

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ADVERTISEMENT OPPORTUNITIES

Full Page advert: **£320**

Half Page advert:
£170 in the evenings programme

SHREWSBURY

Westgate House, Dickens Court,
Hills Lane, Shrewsbury, SY1 1QU
Tel. +44 (0)1743 277170

LONDON

14 Dufferin Street,
London, EC1Y 8PD
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**Self Help
Africa**

www.selfhelpafrica.org