



**Self Help  
Africa**



# THE FIRECRACKER CHARITY BALL

Saturday November 11<sup>th</sup> • Tickets £68.00

The International Centre, Shropshire, TF3 4JU

Kindly sponsored by Salus Gate and Southwater Event Group

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Join us at The International Centre  
on **Saturday November 11<sup>th</sup>** for the  
**Firecracker Charity Ball**, an evening to celebrate  
and support enterprise and opportunity in Africa and  
to support Shrewsbury Ark, Shrewsbury's drop in  
centre for homeless and vulnerable people,



**Southwater**  
EVENT GROUP

# WHO ARE WE

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'

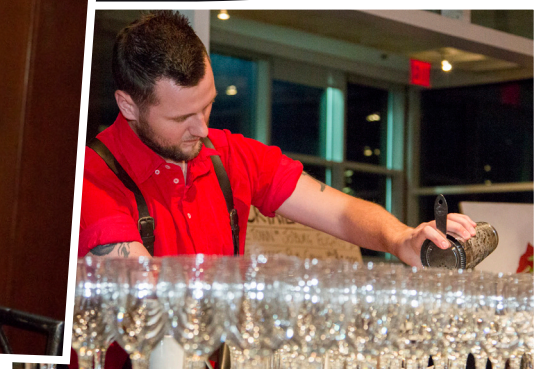
All funds raised at our **FIRECRACKER CHARITY BALL** will go to the people who need the support, women, men families and communities – so that they can acquire the tools and knowledge necessary to lift themselves out of poverty.

# WHAT IS THE FIRECRACKER CHARITY BALL?

The Firecracker Charity Ball is Self Help Africa's event recognising and celebrating the change that we see among the communities Self Help Africa works with in Africa.

For seven years, we have hosted Charity Ball events in New York, Boston, Galway. More than 5,000 people have attended and enabled us to raise more than £3.5 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.

In 2017 we have two new Charity Balls in Shropshire the hub in industry in the UK and Dublin.





# 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.

Includes:

- Inside-front, back page advertising in the event programme that will be on an online app.
- Recognition as a key sponsor on all print, media and online materials, social media and Self Help Africa's website.
- Branding in the venue throughout the cocktail and dinner as the key sponsor.
- A larger logo sign along with the one other main sponsors on the 'step and repeat' logo board at the event, where all social pictures will be taken in front of.
- A complimentary premium table of 10.



## ENTERTAINMENT SPONSOR

£1,500

Sponsor our after-dinner entertainment.

Includes:

- Full page advertisement in the event online programme.
- Logo representation during the band's performance.
- Logo representation during the looping slideshow throughout dinner.



## PRINTING/ONLINE APP SPONSOR

£1,000 OR IN-KIND

Cover all printing and online app set up costs for invitations and online app, screen slideshow on the evening.

Includes:

- Full page advertisement in the event online programme.
- Logo representation on all the print/online app material for the night.
- Logo representation during the looping slideshow throughout the dinner.

## BAR AND THE FIRE CRACKER COCKTAIL SPONSOR

£1,000

Sponsor our bar and help to create our signature cocktail for the night.

Includes:

- Full page advertisement in the event online programme.
- Logo representation on all the print/online app material for the night.
- Logo representation during the looping slideshow throughout the dinner.

## EVENT TABLES

### PREMIUM SPONSORED TABLE ON THE NIGHT

#### GOLD – £1,000

- Receive one Premier table for 10 people in premium seating.
- Full page logo representation on screens throughout the night and a full page advertisement in the online catalogue.

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#### SILVER – £850

- Receive one Premier table for 10 people in premium seating.
- Half a page advertisement in the online catalogue and logo on the screens throughout the night.



## ADVERTISEMENT OPPORTUNITIES

Full Page online advert £320  
Half Page online advert £170

## CONTACT

For more information and to express an interest in the above, please contact:

Monica Morison  
UK Fundraising Manager  
Email: [firecrackerball@selfhelpafrica.net](mailto:firecrackerball@selfhelpafrica.net)  
Tel: 01743 277170



# Self Help Africa

Self Help Africa,  
Westgate House,  
Dickens Court  
Hills Lane, Shrewsbury,  
SY1 1QU, UK.  
Tel. 01743 277170

Self Help Africa,  
14 Dufferin Street,  
London,  
EC1Y 8PD,  
UK.  
Tel. 020 7251 6466

[www.selfhelpafrica.org](http://www.selfhelpafrica.org)