



**Self Help  
Africa**



# THE FIRECRACKER CHARITY BALL

**In aid of Self Help Africa**

Saturday November 11<sup>th</sup> · Tickets £65.00

The International Centre, Shropshire, TF3 4JU

Kindly sponsored by **Salus Gate** and **Southwater Event Group**

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Join us for an evening to **celebrate and support  
enterprise and opportunity in Africa** and to support  
another local charity **The Shrewsbury Ark**, a drop in  
centre for homeless and vulnerable people.

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With thanks to the ball committee

Catherine Gray, Monica Morison, Kate Davies, Emily Bell,  
Rebecca Prytherch, Karen Jones, Kerry Jones, Charlotte Neal,  
Kate Jones, Jo Yates, Beth Taylor, Verity Criddle, Claire Darke



# 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.

With thanks to the Ball Committee: Catherine Gray, Monica Morison, Kate Davies, Emily Bell, Rebecca Prytherch, Karen Jones, Kerry Jones, Charlotte Neal, Kate Jones, Jo Yates, Beth Taylor, Verity Criddle, Claire Darke.



# 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 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 online programme.
- Logo representation on all the print/online app material for the night.
- Logo representation during the looping slideshow throughout the dinner.

## FIRECRACKER RECEPTION SPONSOR

£1,500

Sponsor our prestigious drinks reception for over 500 guests.

Includes:

- Full page advertisement in the online programme.
- Logo representation during the looping slideshow throughout the evening.
- An opportunity to showcase your business/product throughout the reception.
- Automotive dealership can display their fleet outside the main entrance as guests arrive.



## EVENT TABLE SPONSORSHIP OPPORTUNITIES

### 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.

### 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.

### 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 logo displayed on the main sponsorship board.



## 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:

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