



# ST ANDREW'S BALL

FRIDAY 6 DECEMBER 2024



## SPONSORSHIP PACKAGES

### Introduction

The (presumptive) Lord Mayor Alderman Alastair King and Lady Mayoress Florence King are delighted to host a St Andrew's Ball at The Mansion House on Friday 6 December 2024 from 6.30pm-11.30pm in aid of The Lord Mayor's Appeal. This unique Scottish inspired event will reflect the heritage of the Lord Mayor and will include a Champagne reception, a hearty Scottish feast, live auction, silent auction, live entertainment and some very lively reeling! Up to 240 guests will be attending including senior members of City based companies, City institutions, livery companies and friends and supporters of the Lord Mayor and Lady Mayoress.

Tickets will cost £350 per person and tables of ten are £3500.

### About The Lord Mayor's Appeal

The Lord Mayor's Appeal vision and ambition is to create *A Better City for All* through its four key Inclusive, Healthy, Skilled and Fair with the overall aim of making the capital a better place to work and live. The Appeal is delivering ground-breaking programmes with three inspirational charity partners, MQ Mental Health Research, Homewards and our new charity partner and continues to develop its four existing thought leadership initiatives under its key strategic pillars.



MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. Our partnership with MQ is enabling several new research programmes from the mental health impact of the cost-of-living crisis to the use of virtual reality in mental health therapies, helping to support the most vulnerable in society.

### Homewards

Last year Prince William and The Royal Foundation launched Homewards; a transformative five year programme that aims to demonstrate that together, it's possible to end homelessness – making it rare, brief and unrepeatable. The Lord Mayor's Appeal will support this work through funds, collaboration and connections.

## Headline sponsor - £20,000

- Two seats on a top table with the Lord Mayor
- One table of 10 guests next to the top table (premium location)
- Opportunity to have a branded banner in the reception area
- Personal thank you in the Lord Mayor's speech
- PR photo opportunity with the Lord Mayor
- Logo on invitations and admittance cards
- Logo on silent auction bidding handsets (three per table)
- Logo on TV screens around the room
- One full page advert in the evening's programme (premium location)
- Logo on the front page of the evening's programme
- Logo on the thank you page in the evening's programme
- Mentions on social media channels including X formerly known as Twitter and LinkedIn
- Use of photographs taken at the event for your promotional and PR purposes
- Logo on The Lord Mayor's Appeal website (with the wording 'supported by')

## Premium table sponsor - £5,000

- One table of 10 guests
- Table in a prime position
- Company name and logo displayed on your table
- Logo on TV screens around the room
- Half page advert in the evening's programme
- Logo on the thank you page in the evening's programme
- Logo on The Lord Mayor's Appeal website
- Mentions on social media channels including X (formerly Twitter) and LinkedIn



## Contact

Sponsorship packages are negotiable and we are happy to create a bespoke package to suit your needs based on financial or in-kind sponsorship. To discuss these opportunities further please contact Catalina Gonzalez-Hirst, Events Manager on 020 7332 3080 or email [Catalina.Gonzalez-Hirst@thelordmayorsappeal.org](mailto:Catalina.Gonzalez-Hirst@thelordmayorsappeal.org)