



Alzheimer's Society Polo Day

FRIDAY 14 JUNE 2019

Alzheimer's Society is delighted to be hosting an action packed day of sport at one of the most stunning locations in the country, Beaufort Polo Club in Gloucestershire. Owned by the famous Tomlinson polo dynasty, Beaufort is a polo club steeped in history having been inaugurated as far back as 1872. Known as a landmark place to enjoy the game, Beaufort is also famous for hosting the annual Gloucestershire Festival of Polo, a mainstay in the British Polo calendar, attended by Royalty and socialites alike.



Escape to the Cotswolds

On Friday 14 June 2019, 200 guests will congregate at Beaufort Polo Club for a special day of thrilling entertainment whilst raising vital funds for Alzheimer's Society. Starting at midday, guests will be greeted with a sparkling drinks reception on the lawn, before being seated for a two-course lunch in an idyllic Cotswold setting. After speeches, guests will enjoy a game of world-class polo.

The serenity and tranquillity of the surrounding Cotswold countryside are in complete contrast to the speed and energy of the sport of polo, arguably one of the most exciting games in the world for both player and spectator. The day will end with a delicious afternoon cream tea, before carriages at 6.00pm. We will raise in excess of £40,000 from this event.

Join the celebration

This year, Alzheimer's Society is celebrating its 40th anniversary. Since 1979, we have reached hundreds of thousands of people with our services, changed the conversation on dementia, invested millions in research and campaigned for people affected by the disease to have the support they deserve.

However there is still a long way to go before we are able to realise our vision of living in a world without dementia. All proceeds from this event will support us in making vital change happen.

How can you be part of this event?

We're delighted to be able to offer you the opportunity to partner with us for this event by becoming a sponsor. Overleaf, we list a range of packages which will place your brand in front of a captive audience of corporates, high-net worth individuals and charity supporters.

FOR MORE INFORMATION

Please contact **Olivia Antoniou**
on **0207 423 5111** or
specialevents@alzheimers.org.uk

Sponsorship Opportunities

HEADLINE SPONSOR – £8,000

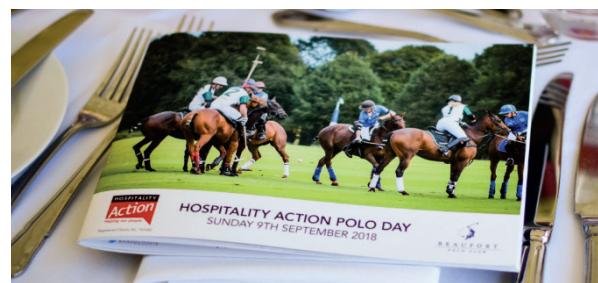
BENEFITS INCLUDE:

- Designation as Headline Sponsor – your company logo will feature prominently across the full suite of event materials, including the event programme, invitation materials, the event reservation form, tickets, polo match sheet and car passes
- A full page advert in the event programme in a prominent position
- Corporate branding at the event – space available includes two 6m x 1m advertising banners as well as additional space for banners*
- Mentions in the day's commentary and speeches
- Opportunity to have a display stand at the event
- Sponsor representative to present prizes during the ceremony
- Company to receive two tables (20 guests) in a premium location
- Opportunity to meet the polo players post-match

THE DIFFERENCE YOU MAKE

£8,000 could provide a lifeline for people affected by dementia to access local support services

Dementia Connect is our online support services directory. It is essential to bring people living with dementia together with local services that can offer so much help and guidance. **£8,000 supports 6,900 visitors** to this directory.



BEAUFORT
POLO CLUB

40 years
2019

Alzheimer's Society
United Against Dementia

Sponsorship Opportunities

EVENT SUPPORTER – £3,000

BENEFITS INCLUDE:

- Your company logo will feature in the event programme as well as on the front cover
- Full page advert in the programme in a prominent position
- Corporate branding at the event – space available includes 3m x 1m signboard by the marquee/ground plus additional space for a banner*
- Mention in the day's commentary
- Company to receive a table (10 guests) in a premium location

THE DIFFERENCE YOU MAKE

£3,000 could help us to be a lifeline for 255 people

The National Dementia Helpline is there to help at what can often be a time of crisis for people living with dementia. **£3,000 means our Helpline team can be there for over 255 people this year.** This lifeline is open seven days a week for anybody who needs us.

PRODUCT SPONSORS

We are also seeking gift-in-kind sponsorship for catering, wine and flowers.

Product sponsors will receive the following benefits:

- Logo in the programme
- Mention on the menu cards
- Half page advert in the programme
- Five free hospitality tickets
- Exclusive supplier rights

THE DIFFERENCE YOU MAKE

By donating a product, you are enabling Alzheimer's Society to keep expenditure for this event to a minimum. All net proceeds will support us in **transforming the lives of everyone living with dementia** today, and bring hope to millions for a future free of dementia.

We will be delighted to work with you to produce a bespoke sponsorship package that is tailored to the needs of your organisation. To discuss this opportunity further, contact **Olivia Antoniou** on **0207 423 5111** or email **specialevents@alzheimers.org.uk**. Thank you for your consideration.



BEAUFORT
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*banners and other branding materials to be provided, or costs to be covered, by the sponsor. Please note that all benefits are subject to deadlines.