



African Caribbean Leukaemia Trust

Gift of Life Ball: Celebrating the Life of

Daniel De-Gale

Partnership **Proposal** 2018

ABOUT THE ACLT



ACLT is a blood cancer charity established in 1996 with the aim of raising awareness and registering potential lifesaving donors onto the stem cell (bone marrow), blood & organ donor UK registers.

The charity is committed to providing hope to patients living with blood cancer and illnesses where a matched donor is required to save a life and their work is driven by a belief that no one should die waiting for a donor to become available.

ACLT helps to improve the odds of finding matches by registering potential donors en masse from all ethnicities, with a focus on the African and Caribbean communities as there is an extreme shortage of potential donors from this cohort.

Providing support and advice to patients and their families throughout treatment, from diagnosis to recovery and (in some cases), while supporting the patient and family during 'end of life', where treatments have not been successful, is also an important aspect of the ACLT's work.

In light of their work, ACLT co-founders Beverley De-Gale & Orin Lewis were both awarded an OBE in the Queen's 2011 Birthday Honours list and the Queen's 2012 New Year's Honours list respectively.

For more than 20 years, this multiple award winning charity has worked tirelessly to:

- Register over 95,000 individuals of all ethnicities onto the stem cell register
- Register thousands onto the UK blood donor register and thousands onto the UK organ donor register
- Save nearly 100 lives by matching lifesaving stem cell donors with blood cancer patients in desperate need of a transplant

LEGACY OF DANIEL DE-GALE



ACLT was founded when the son of Beverley De-Gale & Orin Lewis, Daniel De-Gale aged 6 years, was diagnosed with Acute Lymphoblastic Leukaemia. After two years of chemotherapy, Daniel was given the all clear but unfortunately that same year he relapsed and doctors confirmed he had a 50% chance of survival.

A stem cell transplant was the only option presented to cure him. However, there was 1 in 250,000 chance of finding an unrelated stem cell donor, due to the lack of black and mixed race donors on the UK stem cell registers. At the time, there were over 275,000 people on the register but only 550 were of black and mixed race heritage.

Three years after launching a campaign to find a match for their son, an unrelated stem cell match was found in Detroit, USA. Daniel went onto become the first black UK individual to receive a stem cell transplant from an unrelated donor at Great Ormond Street Hospital.

Daniel went onto celebrate 9 years post his transplant, living free of leukaemia and studying at University to become a Sports Physiotherapist. Sadly, due to complications with his health, Daniel passed away aged 21 on October 8th 2008 from multiple organ failure.

Ten years on and the ACLT have continued with their work, providing a lifeline to thousands more people and where possible help ensure that there is a matched donor waiting for anyone in need of a lifesaving transplant. This is the legacy of Daniel De-Gale.

ACLT GIFT OF LIFE CHARITY FUNDRAISING BALL

SATURDAY 6TH OCTOBER 2018

The Gift of Life Ball is a star studded fundraising event which for over 10 years raised much needed funds towards the ACLT's vital work of providing hope and a healthy future to individuals in the UK and around the world suffering from blood cancer and other life threatening disorders. ACLT is bringing the ball back this year, to mark the 10th anniversary of Daniel De-Gale's death and to raise funds for the charity to continue with their work in the communities.

The charity fundraising ball includes red carpet arrivals, pre-dinner drinks reception, three course dinner, live music, surprise performances, special guests, notable public figures, raffle prizes, giveaways and live auctions. ACLT will also showcase their winning formula of utilising a 'celebrity host' for each table, whereby tickets are purchased on the desire of attendees who wish to sit and dine with their favourite celebrity. Previous table hosts have included Alesha Dixon (Britain's Got Talent), Reggie Yates (TV Presenter), Richard Blackwood (EastEnders), Charles Venn (EastEnders), Ian Wright (Footballer), Linford Christie (Athlete), John Barnes (Footballer), Colin Salmon (Die Another Day), Eddie Nestor (BBC Radio), Robbie Gee (Real McCoy), Doreen Lawrence OBE, Rudolph Walker (EastEnders) and many more. Previous celebrity guests have included Prince, Sarah - Duchess of York, Alastair Stewart, Maze; featuring Frankie Beverly, Mischa Barton (Actress), Louis Smith (British Gymnast), Karen Millen, Nancy Dell'Olio, Kanye King, Paul Chowdry, Beverley Knight, Denise Lewis, Adrian Lester, Jimmy Choo, Levi Roots and many more.

One of the primary reasons the charity fundraising ball has achieved so much success in previous years, is the support of organisations and individuals who have assisted in sponsorship and donations which play a major part in raising funds on the evening. We now ask for your help in 2018, to allow ACLT to continue the incredible work we do within the community.



TESTIMONIALS...



"...ACLT is the only charity working solely to improve the life chances of black (and mixed race) people with leukaemia and other stem cell related diseases through recruiting potential stem cell donors in the black community and raising awareness in the general public..."

**Ian Wright, ex
Patron (Former
Professional
Footballer, TV
Presenter)**

"To me there are many deserving causes that should receive lottery funding, but none more worthy as the ACLT. The charity fully deserves being funded for all of the hard work in trying to save lives"

**John Barnes,
Patron (Former
Professional
Footballer)**



WHY SUPPORT THE ACLT?

In spite of the ACLT's work and achievements, it is funded largely via their own fundraising initiatives. The charity receives little funding from the grant making bodies, despite the wide recognition received from Department of Health and other health bodies concerning the importance of their work and the charity's services to UK healthcare.

Whilst there are costs associated in staging the Ball, our main objective is to raise money to continue funding ACLT's core work; registering potential life saving donors, supporting patients living with blood cancer & their families and raising awareness on stem cell, blood & organ donation through our advertising and marketing campaigns. It is for this reason primarily, that we are seeking sponsorship and support.

With our diverse network and target market of 16– 65 year olds of BAME (Black Asian Minority Ethnic), your company will be provided with the opportunity to position your brand as one which is socially responsible with a keen interest to engage with a culturally diverse audience. An association with the ACLT will also give you the opportunity to maximise your brand presence and increase strong visibility through our marketing collateral and various media partners which in the past have included BBC London, Evening Standard, Pride Magazine, Metro, ITV London News and GMTV.

With over 10 years experience of organising our Gift of Life Charity Fundraising Ball and attendances of over 600 people including key influencers and celebrities, we can provide significant branding, sampling and media opportunities for your brand.



GIFT OF LIFE CHARITY FUNDRAISING BALL

Gold Sponsor - £20,000 (1 available)

As a Gold sponsor your company will be positioned as event title sponsor with branding in all marketing & PR materials plus the following: // Slot to speak on stage // Branded space within the V.I.P. celebrity gifting suite // Premium table positioning // Branded press wall photo opportunities // Stage branding // Branded table with a total of 10 guest dinner tickets // Table 'celebrity' host with guest // Sampling opportunity within VIP gift bags // One full page colour ad with company logo & statement of support in event brochure // Branding on promotional leaflet // Inclusion within ACLT newsletter, distributed to over 20,000 // Promotion of support on ACLT website // Company quote in event press release // Inclusion within event social media campaign // Complimentary digital photographs // Company photo with celebrities // Placement within four week radio & print campaign // Opportunity to donate prizes for charity raffle & auction //

Silver Sponsor - £10,000 (4 available)

As a Silver sponsor your company will be positioned as an event sponsor with branding in key marketing materials plus the following: Logo featured as part of stage branding // A total of x5 dinner tickets // x10 subsequent tickets purchased under your company's name at the special supporters rate of £100 per ticket (subject to availability at the time of committing to sponsorship) // Table 'celebrity' host with guest // Half page colour ad with company logo in event brochure // Branding on promotional leaflet // Inclusion within ACLT newsletter, distributed to over 15,000 // Complimentary digital photographs // Inclusion within our event social media activity // Sampling opportunity within event gift bags // Opportunity to donate prizes for charity raffle & auction //

GIFT OF LIFE CHARITY FUNDRAISING BALL

Bronze Sponsor - £5,000 (8 available)

As a Bronze sponsor your company benefit from the following:

// A total of 2 tickets to attend event // 7 subsequent tickets purchased under your company's name at the special supporters rate of £100 per ticket (subject to availability at the time of committing to sponsorship) // Table 'celebrity' host with guest // complimentary digital photographs // Quarter page colour ad with company logo in event brochure // Inclusion within our event social media activity // Opportunity to donate prizes for charity raffle & auction //

In-Kind Partners

We are open to partnering with in-kind sponsors across various areas including venue, food & beverage, production/technical, printing, car hire and décor in return for association with the event (level to be determined upon further discussion)

Donations

We also welcome donations which will go a long way towards making this event a reality and a success, so please get in touch and we will develop a bespoke partnership package in line with your donation

ACLT GIFT OF LIFE CHARITY FUNDRAISING BALL

2018 Sponsorship Overview

Activity	Gold	Silver	Bronze
Branding in the title of the event (The ACLT in association with (Insert Brand Name) presents the Gift of Life Charity Fundraising Ball	X		
Premium table positioning	X	X	
Celebrity table host with guest	X	X	X
Branded press wall for photo opportunities	X	X	
Branded space in celebrity gifting suite	X		
Opportunity for brand representative to make a speech on stage	X		
X10 Complimentary dinner tickets & branded table	X		
Branding on stage plasma screen	X	X	
Sampling opportunity within VIP guest gift bags	X	X	
Organisation's name on the front of the event brochure, plus colour advert	X		
Organisation's name on the back of the event brochure, plus colour advert		X	X
Editorial inside event brochure	X		
Branding on promotional leaflet	X	X	X
Promotion of your support within e-newsletter (sent to over 15,000 supporters)	X	X	X
Promotion of your support on our website	X	X	X
Inclusion in event social media campaign (social media reach of over 10,157)	X	X	X
Complimentary digital photographs	X	X	
Celebrity group photo with company personnel	X	X	X
Placement & branding in advertisements on major regional/ ethnic radio stations (4 weeks campaign)	X		
Placement of advertisement and your organisation's logo in major ethnic printed media (5 week campaign)	X		

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Activity	Gold	Silver	Bronze
Supporters rate discounted dinner tickets		X	X
Sampling opportunity within events gifts bag	X	X	
Brand included within promoted raffle prize draw	X	X	X

CONTACT

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