



Care to Limbo

Campaign & Christmas Gala 2017

Sponsorship Opportunities

#CareToLimbo





Care To Limbo!

HCP Social Enterprise

HCP Social Enterprise is a division of Home Care Preferred Ltd established in spring 2017 to raise funds and awareness for organisations that support vulnerable people in society, including unpaid child carers, older people and those facing being homeless. Any profits are either reinvested into HCP Social Enterprise or distributed to good causes and charities or in some cases to individuals.

What is Care To Limbo?

The 'Care to Limbo' campaign is designed to raise awareness and funds for a selection of amazing charities, all of whom benefit society and contribute immensely to our local communities. The Care to Limbo challenge involves participants accepting a challenge to dance under a Limbo bar, without touching the bar or knocking it off. Participants will film and share their Limbo attempt on social media to encourage others to take part and donate to one of our four chosen charities listed below.

It is hoped the Care to Limbo campaign will be similar to the hugely successful "Ice Bucket Challenge", which raised significant funds for charity and shone a spotlight on awareness for people living with Motor Neurones Disease. In addition to the campaign, HCP Social Enterprise will host a **HCP Care to Limbo Christmas Gala** fundraising event. This event will celebrate the achievements of the campaign and to formally launch the HCP Social Enterprise.

The gala will be held at **The Bloomsbury Street Hotel** (a beautiful Radisson Blue Edwardian venue in Holborn) on the evening of **Tuesday 12th December**, and will consist of a sparkling wine reception, a three course meal, entertainment by Motown band, **Natalie William's Soul Family** (regulars at legendary Ronnie Scott's Jazz Club), an auction and raffle prizes, dancing (optional!) and lots of fun! There will also be a few surprise appearances on the night...!

How you can help?

We are seeking sponsors for the Care to Limbo campaign and the Christmas Gala event. There are several great opportunities for you to help us in raising awareness and much needed funds for these initiatives, in addition to gaining valuable marketing opportunities and exposure for your business to a variety of online and offline audiences.

Please see the following pages for further details.

Raising awareness and funds for charitable causes striving to help individuals and local communities. The HCP Care to Limbo campaign is proud to support:

In aid of





Sponsorship Opportunities

1

We Did The Limbo!

Opportunity 1 £4,950
Early Bird* (ends 18 September)
Standard £5,500

- Company logo on the Care to Limbo campaign website and Facebook page for the entire duration of the campaign (at least three months)
- Company logo on all Care to Limbo campaign materials
- Company name/logo in Newspaper adverts for the Christmas Gala event
- 1 speaker opportunity at the event with your company logo on the presentation screen
- Company logo on official event invitations and flyers
- 1 full page company advert in the event programme
- Company logo on TV screens at the event
- Company banner in the main dining room
- VIP pre-auction preview
- Dedicated company blog post on HCP social media (Facebook, Twitter, Instagram, LinkedIn)
- Online and offline brand exposure to over 5000 HCP clients and friends
- 6 Complimentary tickets to the event seated in a primary table location

2

Gala Drinks Sponsor (only 1 sponsor!)

Opportunity 2 £3,500
Early Bird* (ends 18 September)
Standard £4,000

- Company logo on the Care to Limbo campaign website and Facebook page for the entire duration of the campaign (at least three months)
- Company logo on all Care to Limbo campaign materials
- Company name/logo in Newspaper adverts for the Christmas Gala event
- Company logo on official event bar signage
- 1/2 page company advert in the event programme
- Company logo on TV screens at the event
- Company banner at the event drinks reception
- VIP pre-auction preview
- Online and offline brand exposure to over 5000 HCP clients and friends
- 3 Complimentary tickets to the event seated in a primary table location

3

Limbo Party!

Opportunity 3 £1,800
Early Bird* (ends 18 September)
Standard £2,400

- Company logo on the Care to Limbo campaign website and Facebook page for the entire duration of the campaign (at least three months)
- Company logo on all Care to Limbo campaign materials
- 1/2 page company advert in the event programme
- Company logo on TV screens at the event
- Online and offline brand exposure to over 5000 HCP clients and friends
- 2 dedicated company articles distributed in the HCP newsletter - one in 2017, one in 2018
- 2 Complimentary tickets to the event seated in a primary table location



Sponsorship Opportunities

4

I Dare You To Limbo...!

Opportunity 3 £445
Early Bird* (ends 18 September)
Standard £500

- Company logo on the Care to Limbo campaign website and Facebook page for the entire duration of the campaign (at least three months)
- 1/4 page company advert in the event programme
- Company logo on TV screens at the event
- Online and offline brand exposure to over 5000 HCP clients and friends
- 1 Complimentary ticket to the event seated in a primary table location

If you would like to take up one of these opportunities, please contact the HCP Social Enterprise team on **0208 364 3670** or email laura@homecarepreferred.com.

Please note the Early Bird deadline for Sponsorship Opportunities 1, 2, 3 and 4 is **Monday 18 September**. These packages will then revert to the Standard prices as listed.

We are incredibly grateful for your generosity which will benefit so many people in our society, by helping us to continue to provide the critical support in our local communities that is so dearly needed.

5

Limbo On The Table!

Opportunity 5 £150

- Company name and logo on event seating plan and table sign
- Company name and logo in the event programme
- Direct brand exposure to over 200 HCP clients and friends at the event





Will you Limbo with us?!



A bit more about the HCP Social Enterprise

The longer-term aim of HCP Social Enterprise is to develop projects that enable people who may be struggling in various aspects of their lives to gain employment and the opportunity to be part of an enterprise that encourages career progression, provides rewarding work and to obtain the support required to lead a fulfilled life.

Opportunities will be aimed at people who often find it difficult to gain employment or pursue other avenues. These include but not be exclusively for; those with disabilities, mental health issues, people who are homeless, recovering addicts in addition to unpaid carers, in particular children.

HCP Social Enterprise also wish to establish schemes that benefit and involve all parts of society and will develop initiatives such as Befriending Schemes.

If you would like to be involved in some of the many varied and interesting HCP Social Enterprise projects, even on an ad-hoc basis, please get in touch!

We are always grateful for volunteers and we are also seeking interest from anyone that wishes to be a Patron of the organisation.

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