

## 2017 Sponsorship Package

### Headline sponsor

As a headline sponsor of **Strictly Nugent 2017** you will benefit from a host of brand placement opportunities before, during and after the event giving you multi-level exposure online, on site and in the media.

### Benefits

- **6 Tickets for your colleagues/guests at the event.**
- **VIP pre drinks - meet with comperes, judges and dancers**
- **All mentions of Strictly Nugent 2017 to include the strapline 'brought to you in partnership with XXX'**
- **Exclusive announcement of sponsorship, across all press including feature in regional lifestyle media where possible.**
- **One announcement feature in Nugent monthly email**
- **Headline brand placement across all media, print, Web, social, displays, programmes, press and video to include:**
  - 200 A3 posters and 5000 A5 fliers
  - event advertising (tbc - to include digital and print)
  - front of judges table
  - 1 x banner placement in Ballroom
  - winners trophy
  - front page of programme and 1x full page advertisement
  - table menus for the dinner
  - all dancers training videos - released on Nugent web and shared via social weekly
  - post event promotional video
- **Digital:**
  - Headline article on **Strictly Nugent 2017** web page
  - 1 x Sponsors blog on Nugent web, wearenugent.org - shared via all social
  - Pinned tweet and post on Nugent Twitter and Facebook
  - 6 x Twitter mentions - across campaign - reach over 10,000 followers
  - 6 x Facebook mentions - across campaign - average reach over 6500 in total
  - Profile mentions on Facebook Live broadcast
- Strategic placement of sponsors marketing literature and x 2 pull up banners at venue
- Mentions from comperes throughout the evening
- Your representative to present all awards and be included in photographs
- Feature in Nugent's quarterly Together Magazine, announcing in July and post event in November (7000 copies)

## Headline sponsor cost

Being our Headline Sponsor for **Strictly Nugent 2017** will provide a multi-level, cross market opportunity to showcase your company both before, during and after the event.

**All this for a charitable donation of just £5,000**, which will support our vital work with vulnerable children and adults across the Liverpool City Region.

## Additional sponsorship opportunities

### Bar sponsorship - £1000

- **2 tickets for your colleagues/guests at the event**
- Inclusion in 1 press release
- Brand Placement on guest bar
- Brand placement on 1/3<sup>rd</sup> of table talker
- Page in programme
- Mention on social media and video

### Drink Sponsor - £500

- Inclusion in 1 press release
- Brand placement on 1/3<sup>rd</sup> of table talker
- Page in programme
- Mention on social media and video

### Dance sponsor - £500

- Inclusion in 1 press release
- Brand placement on 1/3<sup>rd</sup> of table talker
- Page in programme
- Mention on social media and video

For a further conversation about sponsorship opportunities at this fantastic event, please contact:

### Mike James

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## **Strictly Nugent 2016**

The inaugural Strictly Nugent took place in November 2016 with 11 amateurs partnered up with a trained dancer raising money through sponsorship to support 2 of Nugent's Children's Services.

216 guests enjoyed a 2 course meal prepared by the prestigious Carrington's Caterers (who have catered for the Queen and boast their very own Masterchef of the UK), a charity auction, raffle, followed by the dance competition itself, which was hosted by Adam Partridge from **BBC's Flog It**.

This inaugural Strictly Nugent was a spectacular event, from the minute the guests starting arriving to the announcements of the winners, Liverpool Town Hall was buzzing with excitement.

Following the meal provided by Carrington's Catering, they were up on their feet for 2 and a 1/2 hours cheering and dancing in support. The atmosphere was electric.

The dancing itself was exceptional, with all couples really having gone to great lengths to bring style, pazzaz and professionalism to their performances. That included the costumes, hair and makeup, which where amazing, and added to the real 'Strictly' feel of the night.

On Social Media the event received a lot of attention with over 7000 people reached on the night through a live facebook broadcast. The combined facebook post reach for the event campaign was over 20,000 people in total, an average of 2000 per post

## **Who are Nugent?**

Nugent offers a diverse range of support to adults and children in Merseyside through our schools, care homes, community and social work services and social enterprise. As a health and social care provider, we work at the heart of some of the most vulnerable and disadvantaged communities.

We strive, not only to provide the best possible service to individuals and their families in these areas, but to generate interest, awareness and an understanding of the issues they face and the impact of this on our wider communities.

The origins of Nugent date's back to the 1800's and the pioneering work of Father James Nugent (1822-1905) in relation to child welfare, relief from poverty and social reform.

Today Nugent's work has a dramatic impact on the lives of thousands of vulnerable people across the northwest, supporting on average 6,000 people each year.

We are a major employer in the area, employing 650 staff and supporting 350 volunteers. We courageously advocate on issues of justice and fairness.