



Strictly
nugent
2019

Strictly Nugent Support Packages 2019

The Beautiful Game Suite, Anfield Stadium, Liverpool
Saturday November 2nd, 2019



#strictlynugent

Registered Charity: 222930



- **In our 4th year, this is one of the biggest events on Nugent's calendar**
- **This year's event takes place at Anfield Stadium, Liverpool**
- **Featuring 14 first time dancers and 14 professionals**
- **Over 200 guests seated for 3 course dinner**
- **Over £110,000 raised so far from Strictly Nugent**
- **Two and a half hours of spectacular dancing**
- **Over 700 watched live on Facebook**

Normandie Wragg Nugent's CEO said:

"Last year, from the minute the guests arrived to the announcements of the winners, Liverpool's St George's Hall was buzzing with excitement, the atmosphere was electric. We are so proud of the guests and supporters who have helped us raise so much."

Strictly Nugent is a spectacular event, from the minute the guests arrive to the announcements of the winners. Fourteen amateur or first time dancers, partnered with a professional dancer who spends six weeks rehearsing a dance routine for performance on the night in front of over 200 guests. The event raises funds, through sponsorship, to support Nugent's Services.

The dancing itself has been exemplary, with the dance couples going to great lengths to bring style, pazzaz and professionalism to their performances and raise much needed funds for our charity. That includes the costumes, hair and makeup, which where amazing, and added to the real 'Strictly' feel of the night.

Last year's winner Jane Caven from Sagegreen Human Resources said:

"This has been one of the best experiences of my life, knowing that this translates in some small way to helping other people, well, it makes a great experience epic!"

Strictly Nugent 2019

Headline Sponsorship Package £5,000

As a headline sponsor of **Strictly Nugent 2019** 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

- A table of ten seats place in prime position close to the dance floor
- VIP pre drinks - meet with comperes, judges and dancers
- All mentions of Strictly Nugent 2019 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:
 - Event advertising (to include digital and print)
 - Front of judges table
 - Mentions from compere throughout the evening
 - Two banner placements in the venue
 - A representative to present the winner's trophy and be included in photographs
 - Acknowledgement on the front page of programme and 1x full page advertisement
 - Table menus for the dinner
 - Strategic placement of sponsor's marketing literature
 - Feature in Nugent's quarterly print magazine 'Together'
- **Digital:**
 - Headline article on **Strictly Nugent 2019** web page
 - 1 x Sponsor's blog on Nugent web, wearenugent.org – shared via all social media
 - Branding on the holding slide which will be present numerous times throughout the evening.
 - Logo to appear on the AV screens during dinner
 - 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 during Facebook Live broadcast on the night

Event Sponsor £2500

As an Event sponsor of **Strictly Nugent 2019** you will benefit from a host of brand placement opportunities before, during and after the event.

- A table of ten seats place in prime position close to the dance floor
- VIP pre drinks - meet with comperes, judges and dancers
- Event advertising (to include digital and print)
- Mentions from compere throughout the evening
- Two banner placements in the venue
- Acknowledgement on the front page of programme and 1x full page advertisement
- Table menus for the dinner
- Strategic placement of sponsor's marketing literature
- Feature in Nugent's quarterly print magazine 'Together'
- Branding on the screens throughout the evening
- Logo to appear on the AV screens during dinner

Drinks Reception Sponsor £1500

- A table of ten seats place in prime position close to the dance floor
- The opportunity for a branded pull up to be placed in the drinks reception area
- A full page in the event programme
- Logo acknowledgment on the table talker
- Logo to appear on the AV screens during dinner
- Acknowledgement on our social media platforms
- Verbal acknowledgment during the evening by the host

Platinum Table - £1065

- Reception Drink
- Three course meal
- A table of 10 in a prominent position close to the dance floor
- A wine package - 4 bottles of wine on the table
- Branding on the screens
- ½ page advert in the event programme
- Naming of a dance e.g. Paul Evans and Cat Foley dancing the Cha, Cha, Cha, Sponsored by xxxxxxxxxxxx
- Social Media posts on Linked In and Facebook, thanking for sponsorship

Gold Table - £750

- Reception Drink
- Three course meal
- A table of 10 in a prominent position close to the dance floor
- A wine package – 4 bottles of wine on the table

Silver Table - £650

- A table of ten
- Reception Drink
- Three course meal

Trophy Sponsor - £400

- Verbal acknowledgment by the host
- Two tickets to the event
- Logo acknowledgment in the programme and on the table talker
- Logo to appear on the AV screens prior to the individual sponsored dance
- Acknowledgement on our social media platforms

Branded Supporter - £250

- Two tickets for the event
- The opportunity for a branded pull up at the venue
- Logo to appear on the AV screens during dinner
- Acknowledgement on our social media platforms

Show only ticket - £25

The 'show only' ticket will be released, space allowing, on Monday 14th October. Please note this is subject to availability and access to the grounds will be from 9pm. No refreshments are included in this ticket.

Programme Sponsor opportunities

In addition to the advert in the programme, our printed supporters will receive the following publicity both on line and their logo will appear on the AV screens during dinner.

Full page - **£100**

Half page - **£50**

¼ page - **£25**



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 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.

Find out more at wearenugent.org

To discuss any of the support packages available, please don't hesitate to contact me.

Zoe Donoghue

Fundraising Manager

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EDUCATION	RESIDENTIAL	FAMILY	COMMUNITY	SUPPORT
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CLICK HERE FOR WAYS TO DONATE				