



Life is precious

The Big Charlie House Ball

Supported by

BRIMMOND

SPONSORSHIP OPPORTUNITIES

WELCOME

Step into the dazzling world of the **Charlie House Ball!**

On 7th November 2025 at P&J Live, an audience of over 500 guests will enjoy an evening at our annual fundraising ball.

This star-studded event, filled with amazing entertainment, drinks reception, three course meal, silent auction, tombola and more, is not one to be missed!

At Charlie House, our goal is simple - to support children with life-limiting conditions to live as full lives as possible. Our focus is on what children can do, not what they can't.

We organise fun, inclusive and fully-accessible activities for families to enjoy together, as well as one-to-one emotional and practical support.

As a valued sponsor, your company will bask in the spotlight of the evening, while playing a vital role in supporting the children with life-limiting or life-threatening conditions, and their families, that we support across the North-east of Scotland.

TITLE SPONSOR

**This incredible opportunity will see your company name on all event branding.
The Charlie House Ball with “your company”.**

Event Branding

Your company name or logo on all event branding including: Charlie House website, silent auction website, event posters, Charlie House marketing materials and cover of programme

Complimentary Tickets & Wine on Table

Two tables of 10 at the event in a front row premium position, with 2 bottles of wine and 1 bottle of Champagne on each of your tables

VIP Drinks Reception

Start your night in style with early entry to our VIP drinks reception before making your way to the main event

Speaker Opportunity

Opportunity for a speaker from your organisation to address the room on the night of the event. Alternatively, you may prepare a statement for our team to present on the night of the event

MadHen Photo Opportunity

Opportunity for your table to meet and grab a photo with MadHen on the night of the event

Targeted Press Release

Targeted title sponsor press release with our media partners

Half Page Sponsors Note in Programme

An opportunity to write a message to our guests in the programme

Full Page Advert

A chance to advertise your business in our event programme given to all 550+ guests

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, Twitter, LinkedIn and Instagram to an overall audience of over 22,000

ENTERTAINMENT SPONSOR

A fantastic opportunity to be the sponsor of our entertainment for the Charlie House Ball. We have a show-stopping line-up of entertainment for the evening, including the electric MadHen!

Complimentary Tickets & Wine on Table

Table of 10 at the event in a front row premium position, with 2 bottles of wine on your table

VIP Drinks Reception

Start your night in style with a VIP drinks reception before making your way to the main event

Promotion During Performance

Opportunity to have your company logo on screen throughout our entertainment performances for all to see

MadHen Shout Out

Opportunity to have MadHen thank you for your support before they begin their performance

MadHen Photo Opportunity

Opportunity for your table to meet and grab a photo with MadHen on the night of the event

Full Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,000

£7,500

GOLD SPONSOR

An exciting opportunity to have your company take centre stage during the Live Auction

Complimentary Tickets

Table of 10 at the event in a front row premium position

VIP Drinks Reception

Start your night in style with a VIP drinks reception before making your way to the main event

Live Auction

Opportunity to have your branding prominent during the Live Auction

- Your logos on screen throughout each Live Auction lot on the night
- Your logos included in pre-event promotion of Live Auction items
- Opportunity for your staff to present auction items to the room on the night, alternatively you may include branded items on our volunteer presenters on the night (your company to provide)

Full Page Advert

A chance to advertise your business in our event programme

Drinks on Table

2 bottles of wine on your table

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,000

£5,000

DRINKS RECEPTION SPONSOR

This is an excellent opportunity for your company's branding to be what guests see first upon arrival

Drinks Reception Branding

Your company branding displayed prominently in the general drinks reception where guests mingle pre-event

VIP Drinks Reception Branding

Start your night in style with a VIP drinks reception before making your way to the main event

- Your company banners displayed in the room (you are to provide)
- Acknowledgement on the drinks table
- Your branding on the large screens in the room

Complimentary Tickets

Table of 10 in a front row premium position

Full Page Advert

A chance to advertise your business in our event programme

Drinks on Table

2 bottles of wine on your table

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,00

£5,000

TABLE SPONSOR

Be the talk of the table with the opportunity to include your branded merch in our table raffle prizes

Complimentary Tickets

Table of 10 at the event in a front row premium position

VIP Drinks Reception

Start your night in style with a VIP drinks reception before making your way to the main event

Table Raffle

Opportunity to have a branded item from your company included in our Table Raffle prizes, which will be placed in the centre of each table. We ask that your company provides this branded merchandise

Half Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,000

£4,000

SILVER SPONSOR

Experience the ball as a VIP with a premium position table and drinks reception. There are 2 sponsorship opportunities available for this level.

Complimentary Tickets

Table of 10 at the event in a front row premium position

VIP Drinks Reception

Start your night in style with a VIP drinks reception before making your way to the main event

Half Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,000

£3,500

BRONZE SPONSOR

This opportunity provides a great way to showcase your company to over 500 guests. There are 4 sponsorship opportunities available for this level.

Complimentary Tickets

5 tickets* on a shared table, with prominent table positioning

Half Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event.

Website

Logo inclusion on the dedicated event page on the Charlie House website

Social Media

Recognition on the charity's social media channels across Facebook, LinkedIn and Instagram to an overall audience of over 15,000

£2,000*

*The option to make your half table a full table is available with this sponsorship package, bringing the total cost to £2,600

TOMBOLA SPONSOR

The Tombola is one of the most popular fundraising opportunities on the night. With a dedicated tombola marquee and exciting prizes to be won, our guests love to take part!

Tombola Branding

- Your company logo on tombola signage
- Your company logo on all prize stickers - over 100 prizes
- Your logo in the event programme

Half Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event

£1,500*

*A table of 10 can be included with this sponsorship package, bringing the total cost to £2,700

SILENT AUCTION SPONSOR

The Charlie House Ball Silent Auction site is viewed by all guests before the event and during the auction on the night, plus the wider public in the couple weeks leading up to the event.

Silent Auction Branding

- Your company logo on auction signage
- Acknowledgement on the silent auction listing on every table
- Your company logo in the event programme

Half Page Advert

A chance to advertise your business in our event programme

Video Wall

Your branding on the big screens at specific points during the event

LET'S TALK

Simply click here to visit our website for
more information and to secure your
place at The Big Charlie House Ball

Or to find out more please contact:
corporate@charliehouse.org.uk

01224 313333

charliehouse.org.uk