

## African Promise Christmas Carol Service Sponsorship Offer

*An opportunity to be associated with and support one of the best charity Christmas Carol Services in London\*...*

### Charity & event information

African Promise is a small charity working to rebuild and provide on-going support to primary schools in rural Kenya. We currently work with seven partner schools and more than 2,500 children and our package of support currently includes a feeding programme providing a daily term-time lunch to every pupil and sponsorship of the salaries of 17 much-needed extra teachers.

Our Christmas Carol Service is the highlight of our fundraising year and has a reputation as one of the best charity Carol Services in London. Up to 300 friends and supporters of the charity, as well as members of the general public, join us for an evening of musical performances, festive readings and traditional carol singing to raise funds for our work in the stunning surrounds of St Giles-in-the-Fields Church in central London. Past events have included performances from the *London International Gospel Choir*, classical singer Libby Berkietta and BBC Young Musician of the Year finalist Matilda Lloyd, as well as readings from stars of stage and screen including the likes of Brian Blessed OBE, Victoria Hamilton, Simon Russell-Beale CBE and Paul Jesson.



### Testimonials from guests

*"The service was absolutely beautiful. My husband thought it the loveliest service he had ever heard."*

*"It was a really wonderful evening, beautifully organised. It has very much put me in the Christmas spirit."*

## Sponsorship packages

Traditionally this event raises upwards of £5,000 from ticket sales and donations on the night. To ensure that as much of this as possible goes towards our work in Kenya we are offering corporate sponsorship opportunities to help us cover the costs of putting on the event which include hire of the church, performers fees, and refreshments. We have a range of sponsorship packages available to suit different budgets:

**Title sponsor (1 package available) @ £1,000** *[this could pay for a teacher's salary for 10 months]*

- Opportunity for event co-branding (please contact for further information)
- Press release announcing sponsorship
- Logo and weblink on ticketing and event pages on website, Facebook and Eventbrite
- Full page A5 advert on inside front cover of Order of Service
- Photos with celebrity readers and performers\*\*
- Up to 6 complimentary tickets (worth £120)

**Standard sponsor (up to 4 packages available) @ £500 each** *[this could pay for a 10,000litre water storage tank]*

- Full page A5 advert on inside pages of Order of Service
- Logo and weblink on ticketing and event pages on website, Facebook and Eventbrite
- Photos with celebrity readers and performers\*\*
- Up to 4 complimentary tickets (worth £80)

**Basic sponsor (up to 4 packages available) @ £250 each** *[this could pay for lunch for 2,500 pupils for one day]*

- Half page A5 advert on inside pages of Order of Service
- Pair of complimentary tickets (worth £40)

*\*All packages include promotion on African Promise's social media channels (Facebook, Twitter & Instagram).*



## Further information & contacts

To find out more about this event please visit our website at

[www.africanpromise.org.uk/support-us/events/carol-service/](http://www.africanpromise.org.uk/support-us/events/carol-service/)

Or to discuss this opportunity in further detail please contact our Director at

[charles.coldman@africanpromise.org.uk](mailto:charles.coldman@africanpromise.org.uk) or on +44(0)2071932137.

*\*according to Tatler (Nov 2016)*

*\*\*subject to appearance*