

 **Cardiac Risk in the Young**  
Registered Charity No. 570845

 **FUTURE RECRUITMENT**

 **Entertainment Today Events Ltd**



# *Christmas* in **HOLLYWOOD** *Charity Ball*

**3RD DECEMBER 2016**  
THE HALLMARK HOTEL, CHESHIRE

**BOX OFFICE: 0161 484 0876**  
[info@entertainmenttoday.co.uk](mailto:info@entertainmenttoday.co.uk)

**FEATURING**

**SUPPORTED BY:**  
**TANYA & PHIL**  
**BARDSLEY**

**JASON**  
**MANFORD**

**HOSTED BY:**  
**KYM**  
**MARSH**

**MIKE**  
**TOOLAN**

Come and join us for a

# Christmas in HOLLYWOOD Charity Ball

Future Recruitment, along with Elisabeth Shahlavi, are hosting their inaugural Christmas Charity Ball on Saturday 3rd December 2016 in aid of CRY - Cardiac Risk in the Young.

After hearing Lis' story about the sudden and tragic loss of her brother, Darren; Future Recruitment realised that Cardiac Arrest in the Young is a condition that affects so many young people and families. Now, Future Recruitment have decided to join and support Lis in her efforts to raise much needed funds that will help to prevent young people, like Darren, suffering from young sudden cardiac death.

We invite you to experience A Christmas in Hollywood: A night filled with the glamour and sophistication of Tinsel Town with a fun and exciting twist. Expect incredible entertainment, dramatic theming and a Christmas party unlike any other...

## Venue

The Hallmark Hotel  
Stanley Rd, Handforth,  
Wilmslow, Cheshire  
SK9 3LD

## Times

Reception 7.00pm  
Dinner 7.45pm  
Carriages 2.00am

## Dress Code

Gents Black Tie  
Ladies Hollywood  
Glamour

## Accommodation

Overnight accommodation is available at The Hallmark at a reduced rate of £75 Double Occupancy and £70 Single Occupancy with bed & breakfast.

To book accommodation at this reduced rate please contact Wanita at The Hallmark on 0330 028 3419 quoting Entertainment Today. (Limited availability of reduced rate accommodation)

[www.hallmarkhotels.co.uk/hotels/manchester](http://www.hallmarkhotels.co.uk/hotels/manchester)



# Cardiac Risk in the Young

Registered Charity No: 1050845



Since its formation in 1995, Cardiac Risk in the Young (CRY) has been working to reduce the frequency of young sudden cardiac death (YSCD).

It can be hard to believe that a young person who appears fit and healthy may be at risk from heart problems.

However, every week in the UK at least 12 apparently fit and healthy young people aged 35 and under die from undiagnosed heart conditions. In 80% of these cases there are no prior symptoms of a heart defect. Sudden death syndrome is an umbrella term used for the many different causes of young sudden cardiac death (YSCD).

CRY believes the frequency of YSCD can be dramatically reduced by making heart screening available to all young people between the ages of 14 and 35. CRY operates a national screening programme in the UK and funds medical research into the conditions that can cause YSCD.

Your involvement, however small, is crucial to helping us raise awareness about the risk of sudden cardiac death in young people.

By fundraising for CRY you will be helping to:

- Subsidise and expand CRY's national screening programme. Our aim is to make cardiac screening accessible to all young people aged between 14 and 35
- Fund our Bereavement Support Programme to provide counselling and support to affected families
- Support research into young sudden cardiac death
- Develop the myheart Network to provide help, support and information to young people living with cardiac conditions
- Provide all CRY literature and information free of charge upon request
- Develop the CRY Centre for Inherited Cardiovascular Conditions and Sports Cardiology
- Develop the CRY Centre for Cardiac Pathology (CRY CCP)

hallmark  
HOTELS





**Darren Shahlavi, a fit & healthy successful Actor and Martial Artist from Stockport died suddenly on 14th January 2015 from a fatal heart attack.**

Well known for his physique and lightning-fast martial arts moves Darren was dedicated to exercise and fitness and had a healthy diet – so how could he have an underlying heart condition without knowing it.

Surprisingly heart disease (the silent killer) is not uncommon in otherwise healthy young people, especially men including athletes, footballers, marathon runners and other professional sportsmen and women.

Darren's family are devastated that his underlying heart condition was never diagnosed to allow him the opportunity of treatment and we believe that Darren would be the first to join us in campaigning for accessible screening to be made available to all young people.

Darren's family are working closely with CRY (Cardiac Risk in the Young) in the hope that positive publicity and fund-raising in Darren's memory will enable more young people to access the vital screening that could identify heart problems early and channel them into life-saving treatment.

They hope that no other family has to go through the grief and pain that they are experiencing and that the availability of screening and subsequent treatment if necessary will prevent the tragic outcome that all who loved Darren are trying to come to terms with.

## *Tickets & Table* PACKAGES

### *Bronze*

Individual ticket £100  
Table of 10 £1,000

- Drink on arrival
- 3 course dinner

### *Silver*

Individual ticket £150\*  
Table of 10 £1,500

- Drink on arrival
- 3 course dinner
- Wine package on the table
- Priority seating after the gold tables
- Half page evening brochure advert
- Projection of logo on the screens

### *Gold*

Individual ticket £250\*  
Table of 10 £2,500

- Drink on arrival
- 3 course dinner
- Priority seating
- Full page evening brochure advert
- Projection of logo on the screens
- Company welcome by the compere
- Wine package on the table
- Champagne on the table
- Table gifts for each guest
- VIP Goodie bag for each guest

For further information and to book your seats or table, contact **Entertainment Today** on 0161 484 0876 or [info@entertainmenttoday.co.uk](mailto:info@entertainmenttoday.co.uk)

\*individual tickets do not include the full corporate package advertising



# Sponsorship & Advertising OPPORTUNITIES

## Headline Sponsorship £15,000

- Recognition as the headline sponsor pre, during and post event
- Access to an exclusive VIP Reception
- Includes 1 gold table of 10 in prime position at the event
- Headline sponsor profile within the evening brochure with logo on the front cover
- Double page advert in the evening Ball brochure in prime location
- Logo to be placed on step and repeat press board
- Opportunity to display products & banner outside and inside the venue where possible
- Access to photographs of the event to use afterwards
- Access to the video of the evening for promotional use
- Headline sponsor press release
- Social media exposure pre and post event
- Opportunity to provide branded table gifts and literature for all the attendees at the dinner
- Logo to be displayed on the large screens throughout the night
- Personal thank you and acknowledgement within the thank you speech by compere
- Inclusion of logo on all marketing materials, print and online
- Company name on raffle envelopes

## Brochure Advertising

If you would like to advertise your company in the form of an advert in the evening brochure please contact:

Joanne on 0161 484 0876 or email [info@entertainmenttoday.co.uk](mailto:info@entertainmenttoday.co.uk).

Full Page £250  
Half Page £150  
Qtr. Page £100

## Event Partners £3,500

- Includes 1 table of 10 at the event
- Access to an exclusive VIP Reception
- Complimentary drinks package on your table
- Inclusion of logo on all marketing materials, print and online
- Recognition as an event partner pre, during and post event
- 1 x full page advert in the evening Ball brochure
- Photographs of the event to use afterwards
- Logo placement in the evening Ball brochure
- Logo to be displayed on the large screens throughout the night
- Acknowledgement within the thank you speech by compere
- Company name on raffle envelopes

## Drinks Reception £2,000

- Opportunity to display brand placement within the drinks reception
- 2 x Gold seats at the event
- Photographs of the event to use afterwards
- 1 x full page advert in the Ball evening brochure
- Recognition as a sponsor for the entire project
- Logo to be displayed on the large screens throughout the night
- Acknowledgement within the thank you speech by compere
- Logo placement in the Ball evening brochure

To discuss any of the opportunities please call Entertainment Today Event Ltd on 0161 484 0876

*Inclusion of logos on marketing material subject to certain deadlines.*



## The gift of giving!

If you would prefer to offer sponsorship by means of a 'money can't buy prize' or make a donation towards the raffle for the evening, please let us know.





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[www.c-r-y.org.uk](http://www.c-r-y.org.uk)