

BMI THE ALEXANDRA HOSPITAL, IN PARTNERSHIP WITH
PREVENT BREAST CANCER, INVITE YOU TO JOIN THEM IN...

LA LA LAND

CHARITY BALL

FRIDAY 16TH JUNE 2017

The Midland Hotel, Manchester



BMI

The Alexandra
Hospital

prevent
breast
cancer

Prepare to be dazzled by

LA LA LAND

THE TEAM AT BMI THE ALEXANDRA HOSPITAL ARE DELIGHTED TO INVITE YOU TO THEIR LA LA LAND CHARITY BALL AT THE MIDLAND HOTEL ON JUNE 16TH. WE ARE VERY PROUD OF OUR PARTNERSHIP WITH PREVENT BREAST CANCER, AND ARE LOOKING FORWARD TO RAISING A SUBSTANTIAL AMOUNT OF MONEY FOR THIS VERY WORTHY CAUSE.

WE HAVE RECENTLY CELEBRATED 35 YEARS OF DELIVERING THE HIGHEST STANDARDS OF CARE TO OUR PATIENTS AT THE BEST EQUIPPED PRIVATE HOSPITAL OUTSIDE OF CENTRAL LONDON, AND WE ARE IN THE MIDDLE OF AN £8M INVESTMENT PROGRAM TO ENSURE THAT WE CONTINUE TO OFFER EXCEPTIONAL FACILITIES. IT IS OF COURSE THE PEOPLE THAT MAKE THE ALEX SO SPECIAL – THE PATIENTS THAT ARE AT THE HEART OF EVERYTHING WE DO, THE EXCEPTIONAL CLINICIANS AND THE CLINICAL TEAMS THAT RUN THE HOSPITAL, AND THE MANY COLLEAGUES AND STAKEHOLDERS WHO SUPPORT THEIR WORK.

THEY WILL BE JOINING TOGETHER ON JUNE 16TH TO CELEBRATE THIS FANTASTIC PARTNERSHIP, AND WE HOPE VERY MUCH THAT YOU CAN JOIN US.

Venue

THE MIDLAND HOTEL
16 PETER ST,
MANCHESTER
M60 2DS

Times

RECEPTION 7.00PM
DINNER 7.45PM
CARRIAGES 2.00AM

Dress Code

GENTS BLACK TIE
LADIES HOLLYWOOD
GLAMOUR

**prevent
breast
cancer**

Registered Charity Number:
1109839

IT'S WITH GREAT HONOUR, THAT WE STAND ALONGSIDE BMI THE ALEXANDRA HOSPITAL AND CELEBRATE THIS WONDERFUL MILESTONE OF 35 YEARS.

THE ALEX IS A WELL-ESTABLISHED AND SOLID INSTITUTION OF HEALTHCARE FOR THE NORTH WEST AND WE ARE DELIGHTED TO BE THEIR CHOSEN CHARITY THIS YEAR.

AS WELL AS DONATING ALL PROFITS FROM THIS BALL, THEY ARE SUPPORTING WITH AWARENESS EVENTS AND THE SALES OF PREVENT BREAST CANCER MERCHANDISE THROUGHOUT THE HOSPITAL.

WE WISH THIS FLAGSHIP HOSPITAL CONTINUED SUCCESS AND CONGRATULATE ALL THE STAFF, CONSULTANTS AND PATIENTS.

PREVENT BREAST CANCER IS VERY CLEAR ON WHAT THEY AIM TO DO:

TO CREATE A FUTURE FREE FROM BREAST CANCER,

WHERE THERE IS NO BEFORE OR AFTER DIAGNOSIS. AND THANKS TO BETTER PREDICTIVE TOOLS AND EARLY INTERVENTION, THEY TRULY BELIEVE THAT FOR FUTURE GENERATIONS, BREAST CANCER WILL BE A THING OF THE PAST.

THIS MEANS ACTING NOW, TO HELP MORE PEOPLE LIVE A LIFE THAT'S FREE FROM THE DISEASE. IT MEANS FUNDING RESEARCH AIMED SOLELY AT PREVENTING BREAST CANCER. AND IT MEANS CREATING A WORLD WHERE THOUSANDS OF PEOPLE ARE SPARED FROM EVER EXPERIENCING THE PAIN AND SUFFERING IT CAUSES.

PUT SIMPLY, THEY SAY:

"OUR PURPOSE IS IN OUR NAME"

WWW.PREVENTBREASTCANCER.ORG.UK

The Gift of Giving...

IF YOU WOULD LIKE TO SUPPORT THE LA LA LAND BALL BY MEANS OF A MONEY CAN'T BUY PRIZE, OR MAKE A DONATION TOWARDS THE RAFFLE ON THE EVENING, PLEASE LET US KNOW BY CONTACTING: 0161 484 0876 OR INFO@ENTERTAINMENTTODAY.CO.UK

Accommodation

IF YOU WOULD LIKE TO BOOK ACCOMODATION AT THE LUXURY HOTEL, THE MIDLAND, THE GUESTS ARE ABLE TO TAKE ADVANTAGE OF THE LA LA LAND BALL'S PREFERENTIAL BED & BREAKFAST RATES:

DOUBLE/TWIN OCCUPANCY £135
SINGLE OCCUPANCY £125

TO BOOK, CONTACT THE MIDLAND DIRECTLY ON 0161 236 3333.
LIMITED AVAILABILITY, ACCOMODATION MUST BE BOOKED BY 20TH APRIL 2017

Tickets & Table PACKAGES

TREAT YOUR TEAM TO A TABLE..

Bronze

INDIVIDUAL TICKET £70
TABLE OF 10 £700

- DRINK ON ARRIVAL
- 3 COURSE DINNER

PLEASE NOTE: THERE IS STRICTLY LIMITED AVAILABILITY OF BRONZE TICKETS

Gold

INDIVIDUAL TICKET £150
TABLE OF 10 £1,500

- DRINK ON ARRIVAL
- 3 COURSE DINNER
- PRIORITY SEATING
- FULL PAGE EVENING BROCHURE ADVERT OR CONSULTANT PROFILE
- PROJECTION OF COMPANY LOGO ON THE SCREENS
- COMPANY WELCOME BY THE COMPERE
- WINE PACKAGE ON THE TABLE
- INDIVIDUALLY GIFT WRAPPED TICKET TO PRESENT TO GUESTS
- TABLE GIFTS FOR EACH GUEST
- VIP GOODIE BAG FOR EACH GUEST

Silver

INDIVIDUAL TICKET £100
TABLE OF 10 £1,000

- DRINK ON ARRIVAL
- 3 COURSE DINNER
- WINE PACKAGE ON THE TABLE
- PRIORITY SEATING AFTER THE GOLD TABLES
- HALF PAGE EVENING BROCHURE ADVERT OR CONSULTANT PROFILE
- PROJECTION OF COMPANY LOGO ON THE SCREENS

For Further Information

AND TO BOOK YOUR SEATS OR TABLE, CONTACT:
ENTERTAINMENT TODAY ON
INFO@ENTERTAINMENTTODAY.CO.UK
OR 0161 484 0876

PLEASE NOTE:
INDIVIDUAL TICKETS TO NOT INCLUDE THE FULL CORPORATE PACKAGE ADVERTISING
INCLUSION OF LOGOS & ADVERTISEMENTS IS SUBJECT TO CERTAIN DEADLINES

Sponsorship & Advertising OPPORTUNITIES

ALL SPONSORSHIP PACKAGES LISTED CAN BE GUIDED BY SPONSOR NEEDS. BESPOKE PACKAGES ARE ALSO AVAILABLE CALL 0161 484 0876 FOR DETAILS

Headline Sponsor - £15,000

- RECOGNITION AS THE HEADLINE SPONSOR PRE, DURING AND POST EVENT ON ALL BRANDING AND PRINTED MATERIALS
- 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 AND 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
- CREDIT ON ALL PRESS RELEASES THROUGHOUT THE PROJECT
- 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
- A STAR ON THE HOLLYWOOD WALK OF FAME

Brochure Advertising

IF YOU WOULD LIKE TO ADVERTISE YOUR COMPANY IN THE FORM OF AN ADVERT IN THE EVENING BROCHURE, PLEASE CONTACT ENTERTAINMENT TODAY ON 0161 484 0876 OR [INFO@ENTERTAINMENTTODAY.CO.UK](mailto:info@entertainmenttoday.co.uk)

FULL PAGE: £250 HALF PAGE: £150 QUARTER PAGE: £100

Event Partner - £8,000

- INCLUDES 1 SILVER 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
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Drinks Reception Sponsor - £5,000

- OPPORTUNITY TO DISPLAY BRAND PLACEMENT WITHIN THE DRINKS RECEPTION
- 2 X SILVER 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
- A STAR ON THE HOLLYWOOD WALK OF FAME

Table Sponsor - £3,500 (3 AVAILABLE)

- THE OPPORTUNITY TO PLACE BRANDED PRODUCTS ON THE TABLE OR IN THE GOODIE BAGS
- COMPANY BRANDING ON THE SEATING PLAN
- 2 X SILVER SEATS AT THE EVENT
- PHOTOGRAPHS OF PRODUCTS ON THE TABLE OR IN THE GOODIE BAGS POST EVENT FOR PROMOTIONAL USE
- A HALF PAGE ADVERT IN THE BALL EVENING BROCHURE
- LOGO TO BE DISPLAYED ON THE LARGE SCREENS THROUGHOUT THE NIGHT
- ACKNOWLEDGEMENT WITHIN THE THANK YOU SPEECH BY COMPERE
- A STAR ON THE HOLLYWOOD WALK OF FAME

PLEASE NOTE: THE INCLUSION OF LOGOS & ADVERTISEMENTS IS SUBJECT TO CERTAIN DEADLINES

Why Become a Sponsor...

- THERE IS A HOSPITAL INVESTMENT OF £8M UNDERWAY IN 2016/2017
- BMI HEALTHCARE IS BRITAIN'S LARGEST PROVIDER OF INDEPENDENT HEALTHCARE WITH A NATIONWIDE NETWORK OF HOSPITALS AND CLINICS, PERFORMING MORE COMPLEX SURGERY THAN ANY OTHER PRIVATE HEALTHCARE PROVIDER IN THE COUNTRY. THE ALEX IS RENOWNED IN THE NORTH WEST AND CATERS FOR THOSE WHO LIVE IN MANCHESTER, CHESHIRE AS WELL AS THOSE FURTHER AFIELD
- THE ALEX IS THE LARGEST PRIVATE HOSPITAL OUTSIDE OF LONDON - THE FLAGSHIP BMI HOSPITAL
- THE ALEX HAS SEEN AROUND 2M PATIENTS FOR TREATMENT SINCE IT OPENED ITS DOORS IN 1981 THIS NUMBER CONTINUES TO GROW
- THE ALEX OFFERS OUTSTANDING PATIENT CARE
- ONE OF THE LARGEST EMPLOYERS IN STOCKPORT WITH OVER 700 MEMBERS OF STAFF.
- OVER 600 CONSULTANTS WORK OUT OF THE ALEX
- THE HOSPITAL CELEBRATED ITS 35TH ANNIVERSARY THIS YEAR
- THE ALEX OPENED IN 1981 AND HAS EARNED AN INTERNATIONAL REPUTATION FOR SAFE AND EFFECTIVE OUTCOMES ACROSS A WIDE RANGE OF TREATMENTS, FROM COMPLEX CARDIAC CASES TO MINOR SURGERY.
- THE ALEX IS A GREATER MANCHESTER CHAMBER OF COMMERCE PATRON
- THE ALEX IS THE OFFICIAL HEALTHCARE PROVIDER FOR SALE SHARKS



ET AN EVENT BY:
Entertainment
Today