



ENGLAND RUGBY CHRISTMAS LUNCH



The Hurlingham Club, London, SW6
Friday 9th December 2016



FUNDRAISING DONATIONS & PRODUCT PLACEMENT OPPORTUNITIES

To achieve the fundraising objectives we need your support to help create lots and prizes that will entice a philanthropic audience to donate to the cause. We welcome any items and services of commercial value, as well as 'money can't buy' and once in a lifetime opportunities to create prize lots.

MAIN AUCTION

High End, High Value and Highly Sought After Lots.

Conducted live by an auctioneer during formal proceedings.

BENEFITS

- Brand exposure on event screens and in event brochure
- Verbal acknowledgement by the auctioneer
- Narrative in event brochure to detail product or service
- Images to be shown alongside the lot narrative in event brochure and displayed on event screens
- Written acknowledgement of donor displayed with lot narrative in event brochure
- Written acknowledgement of donor detailed on the thanks and acknowledgements page in event brochure

SILENT AUCTION

Wide Variety, Sought After Lots with Mixed Values.

Lots listed in categories.

Presented on interactive tablets on every table to engage all guests throughout the event.

Operates from the start of drinks reception until the bar closes providing maximum exposure and bidding time whilst running simultaneously without interrupting formal proceedings.

Contains extensive range of lots equating to a minimum of one lot per ten guests.

Starting prices are carefully set for each lot to ensure the donation is not undervalued.

Silent Auction is highlighted by MC verbally throughout the event.

Voluntary guest participation.

BENEFITS

- Brand exposure on interactive tablets and in event brochure
- Narrative on interactive tablets and in event brochure to detail product or service
- Images to be shown alongside the lot narrative on the interactive tablets and in event brochure
- Written acknowledgement of donor displayed with lot narrative on the interactive tablets and in event brochure
- Written acknowledgement of donor detailed on the thanks and acknowledgements page in event brochure
- Lists of lots and live bidding displayed continuously on dedicated Silent Auction plasma screens around the room
- Silent Auction display showcased in event reception

RAFFLE DRAW

High Quality Prizes with a High Value First Prize.

First prize featured in formal proceedings.

BENEFITS

- Brand exposure on the printed raffle slips placed on individual place settings
- Verbal acknowledgement of donation and donor during the raffle drawn by a celebrity
- Written acknowledgement of donor detailed on the raffle slip
- Written acknowledgement of donor detailed on the thanks and acknowledgement page in the event brochure

DEMOGRAPHIC

The demographic of the event audience primarily consists of adults from social economic groups ABC1 with high spending power, with a gender split of 60% male - 40% female, aged 25 - 55 years. Guests at the event will also include:

- Sporting Heroes
- Entertainment Celebrities
- City and Commercial Corporate Guests
- High Net Worth Individuals
- Leading Business Decision Makers

For further information please contact:

FIREBALL

Fireball Ltd, First Floor,
Park House, 14 Northfields,
London, SW18 1DD

Tel: +44 (0) 20 8704 4141

Fax: +44 (0) 20 8704 4140

Email: RedRoseEvents@rfu.com

www.RedRoseEvents.co.uk

Acceptance of donations is subject to approval. Once all donations have been received they will be placed in appropriate fundraising sections at the organiser's discretion.

The RFU will donate all profits from the event to Sport Relief's Try for Change Fund. Sport Relief is an initiative of Comic Relief. Registered Charity 326568 (England/Wales) SC039730 (Scotland). Rugby Football Union. The RFU Rose and the words 'England Rugby' are official trade marks of the Rugby Football Union.



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Try For Change
Improving lives through rugby

FUNDRAISING DONATION FORM

DONOR DETAILS

NAME:

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COMPANY:

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ADDRESS:

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TEL:

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EMAIL:

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POINT OF CONTACT (If different from donor)

Please complete this section if you wish for an alternative person to be contacted regarding prize details and fulfilment.

NAME:

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COMPANY:

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ADDRESS:

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TEL:

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EMAIL:

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Please return this form no later than

FRIDAY 11TH NOVEMBER 2016 to:

F I R E B A L L

First Floor, Park House,
14 Northfields, London, SW18 1DD

Email: RedRoseEvents@rfu.com

Tel: +44 (0)20 8704 4141 Fax: +44 (0)20 8704 4140

PRIZE DETAILS

KINDLY DONATED BY:

Donor name as it should appear in event brochure.

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ITEM DESCRIPTION:

Please include any restrictions on dates of use, minimum acceptable bid, size, colour, how many people it is for, location, any inclusions or exclusions that apply. This information is important to ensure we have a proper understanding of the donation.

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TERMS & CONDITIONS:

Please include any terms and conditions that need to be stipulated. For example, age limits, whether food and beverages are included, whether details are non-negotiable and subject to availability etc.

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EXPIRY DATE:

All auction offers expire one year from date of auction, unless otherwise specified by donor. Please list any specific expiry dates, date restrictions or exemptions.

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IMAGES OF DONATION:

If available, please supply image(s) for inclusion in event collateral. Please send image(s) to RedRoseEvents@rfu.com in a high resolution jpeg format.

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GIFT VOUCHER:

If prize includes a gift voucher please send via email or post a hard copy to Fireball at the addresses supplied.

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