



Over The Wall

GALA SPONSORSHIP

Wednesday 4th December 2024



OVER THE WALL

+ a serious fun camp
+25+ years

25 YEARS OF *Over The Wall*

This year Over The Wall Children's Charity celebrates its 25th anniversary, having been founded in 1999 by Hollywood icon and philanthropist Paul Newman. Newman's goal was to support children with life-limiting illnesses and disabilities to experience our world of 'Serious Fun'. In the past quarter century, Over The Wall has supported more than 12,000 beneficiaries.

The UK member of the global 'SeriousFun Children's Network', Over The Wall provides completely free-of-charge residential activity camps, as well as online programmes, for children, their siblings and their families, living with the fear, pain and isolation of a serious illness.



All of this is only possible thanks to the support of our incredible partners, donors and sponsors, who have worked alongside us for many years, making such a meaningful impact to children and families from across the UK.

Please consider supporting our 2024 Gala Dinner and being a part of a very special year for this very special charity - supporting children like Kaya and Julia (left).



I'm not sure I can really describe what [camp] has meant to us. We will walk out of here tomorrow and maybe you won't realise how life-changing this has been. To see my daughter here, enjoying so many things, laughing, taking pride in being able to hit a target in archery, sharing her love of art with you. What you guys do here is amazing. The care and love we have been shown from the very moment we arrived here has just been beyond all expectation. To achieve so much in the short amount of time is testament to camp.

Camper Parent, 2023

ABOUT *The Gala*



After the huge success of our 2023 Gala, raising in excess of £135,000, we have decided to celebrate our 25th anniversary in the same venue, London's spectacular Underglobe, with even greater ambitions!

In December last year we were joined by Jeremy Irons, Sinéad Cusack, and Zoe Wanamaker, alongside more than 200 guests, who each helped us create an incredible evening full of fantastic company, food, drink and fundraising. Hosted by the wonderfully energetic Abi Carter-Simpson, the evening went on into the small hours, finishing with dancing and delight as we partied into the start of the festive season.

Becoming a SPONSOR

This year, with even more to celebrate, our Gala will be an even bigger, more spectacular affair... with more to achieve. To do this, we need your support, and in return, we'll deliver an unforgettable event (with your name on it).

We are delighted to be able to offer exclusive and rewarding opportunities to partner your business with our event, providing measurable outcomes and real impact for Over The Wall. You will be able to connect with our high-value audience as well as achieving your own charitable commitments. Pledging your support to our event early secures your exclusive place as a Gala Sponsor and means that your business will be included in pre-event communications.

We have created a range of sponsorship options to show your support for our event and align to specific elements of the gala, as well as our Headline Sponsor opportunity. Our team are also happy to discuss custom opportunities to work with your business, and meet individual goals when partnering with our event...

Sponsorship Packages

THE BIGGIE: HEADLINE SPONSOR - £15,000

It's no small sum, but this is the opportunity to make a real difference to OTW and have complete alignment with your brand for this significant event in our anniversary year. As the headline sponsor, the event is yours....

Benefits can include any or all of the following:

- Exclusive designation as the Gala Headline Sponsor across all branding, all platforms, both in print and online.
- Top-level branding alongside Over The Wall in all pre-event and post-event communications including the official invitations
- High profile physical and digital branding presence at the Gala event i.e. on screens, venue dressing, gobo projection, table signage, front cover of the official gala programme, Southbank signage, stage set etc.
- A prominent, top-tier table (to seat 10) at the Gala, to include an additional drinks package
- The opportunity for a senior representative of the sponsor company to welcome guests from the main stage once all guests are seated
- A full-page dedicated advertising space in the official Gala Programme plus the opportunity for custom activations, including space at the venue as agreed





GALA SPONSOR - £6,000 (FOUR AVAILABLE)

This is the opportunity to be a visible, prominent partner of the event, benefiting from the official designation of 'Gala Sponsor' and showing your support for our work. The Gala Sponsor package includes:

- Official Designation and inclusion as a Gala Sponsor in pre-event and post-event communications including the official invitations (deadlines permitting)
- Branding alongside other sponsors on the Gala web presence and in social media communications
- Digital & physical branding presence at the Gala i.e. on screens & the Gala Programme
- Half-page dedicated advertising space in the official Gala Programme
- The opportunity to add on a table at discounted rate.

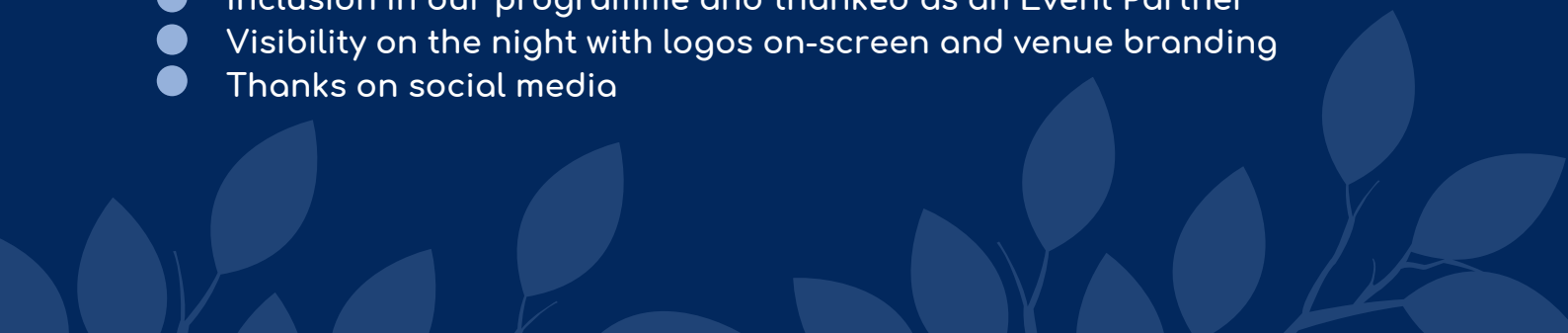
ITEM SPONSORSHIP - £3,000 (FOUR AVAILABLE)

Some companies prefer to sponsor an element of the event to align with their interests or areas of focus. We are always happy to make this happen! The 'Gala Item Sponsor' options are as follows:

- Goody Bag Sponsor: Offering branding opportunities on each bag (x250) plus the opportunity to contribute printed materials or items
 - Auction Sponsor: Branding across the auction platform pre-event, on the night, and within the printed programme. Name-check by host.
 - Programme Sponsor: Branding within the printed programme both on the cover and with a full page advert
 - Sustainability Sponsor: Branded recognition for helping us to offset the carbon impact of the event by planting trees at our site in Derby
- All Item Sponsors will benefit from branding alongside other sponsors, including web presence and social media
- Finally, all sponsors have the opportunity to add on a discounted table

SPARKLE SPONSOR - £1,000 (UNLIMITED)

For our 25th anniversary we would love every OTW corporate partner to have the opportunity to be a part of our Gala to celebrate everything we have achieved since our inception in 1999. If your company would like to support our efforts and have your logo included in event branding, just £1,000 will ensure that you can be a part of the fun:

- Inclusion in our programme and thanked as an Event Partner
 - Visibility on the night with logos on-screen and venue branding
 - Thanks on social media
- 



Over The Wall

GALA
DINNER

4th December 2024
Underglobe, London

www.otw.org.uk | Registered Charity No. 1075361 | SC043191 | Company
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