

The ACT Annual Gala Dinner 2009 – Sponsorship Opportunities

Tuesday 22nd September, 7-11pm
The Old Hall, Kings College, Cambridge

GOLD SPONSOR

As a Gold Sponsor you will receive several benefits not open to the rest of the guests – these include:

- i. A Private Drinks Reception
- ii. Naming rights for your table (10 tickets)
- iii. Priority seating
- iv. Promotion on all event materials
- v. Promotion in partnership with The Cambridge Network
- vi. Lifetime membership to our Corporate Forum

The Private Drinks Reception

This will be held just before the dinner, and will take place in a private room for all the Gold sponsors and notable guests. There will be a maximum number of 70 at the reception (with 10 guests maximum per Gold Sponsor) including the speaker and celebrity. This private function will give you and your guests exclusive access to our world class lecturer, Professor Alastair Compston, Professor of Neurology and Head of the Department of Clinical Neurosciences in the University of Cambridge, Honorary Consultant Neurologist at Addenbrooke's Hospital, President of the Association of British Neurologists, and Editor of Brain, a Journal of Neurology, and our international celebrity guest. (TBC)

This reception would be the perfect way to entertain your top clients, or treat your colleagues for all their efforts and hard work during this difficult economic climate. It also opens up new networking opportunities which can be vital at this current time.

Naming Rights for your Table and Priority Seating

Along with your tickets for a table of 10, as our top level sponsor you will be given the naming rights for your table – you can choose your company name or a group name – the choice is yours.

(We will make sure that your table name is prominent and clearly seen by other guests – details of which will be finalised with you on the run up to the event.)

Your named table will be placed in a position of priority – giving you and your guests the best views of the lecture and celebrity auction when all guests are seated.

Promotion on all event materials

As this is our signature event for 2009, we are looking to promote the event within the business community, and due to the celebrity guest – national media too.

Our standard event promotion will include all our Gold sponsors logo's and will reach a circulation of over 2,000. Our close association with The Cambridge Network will also give our sponsors a wide reach throughout the regions business community (see paragraph below for further details).

Our marketing materials will include:

Specially printed letter headed paper (2,000)

Invitations (2,000)

Order of service (30)

Posters (35 placed throughout the hospital)

Flyers (450 placed in all departmental pigeon holes throughout the hospital)

Corporate pages on the ACT website

Cambridge University Hospitals NHS Foundation Trust Intranet site (accessible by over 7,000 Addenbrooke's staff)

Promotion with the Cambridge Network

For this event we are pleased to be able to offer our Gold sponsors the opportunity to promote their organisation through the Cambridge Network site.

The Mission of the Cambridge Network is to link like minded people from business and academia to each other and to the global high technology community for the benefit of the Cambridge region. They achieve this by delivering over 40 networking, partnering and special interest group events per year and a website where our 1300 corporate members publish profiles, news, jobs and events.

The Network is Europe's leading high technology community, bringing together business, academia and venture capital with networking events. The site gets over 100,000 hits per week.

Being able to be part of this information sharing site in this way will boost your companies profile to over 1300 businesses in our region - A vital marketing tool in this economic climate.

Lifetime membership to our Corporate Forum

An exclusive Corporate Club where members are invited to attend a lecture and networking evening twice a year, where they can meet with key businesses locally and nationally, whilst meeting directors and senior medical staff at the hospital.

To be synonymous with the development and growth taking place here on site would enable you to have the leading edge over your peers and competitors.

For further information on ACT or for more information on the alternative sponsorship packages (SILVER and BRONZE) please do not hesitate to contact Claire Billing on 01223 348464 or email her on Claire.billing@addenbrookes.nhs.uk