CHAS Rocking Horse Ball 2019
THE ROCKING HORSE BALL

We are holding our fourth CHAS Rocking Horse Ball at Prestonfield on Friday 7 June 2019. The event hit the Scottish scene in 2016, with over 300 revellers enjoying one of the social highlights of the summer.

The events team at CHAS have over fifteen years of experience in putting on spectacular fundraising events and in the past two years, this event has grown in popularity and reputation as being one of the best Edinburgh charity dinners of the year.

Attendees include the great and the good of Scottish business and society, and the room is packed with political and business deal-makers, private business owners, and corporate officers from legal, property, finance and investment firms.

Due to the nature of our work, all of our past themes have related to children, with 'Circus' two years ago and 'Wonderland' being a big hit last year raising over £100,000 which went directly to our work. We are confident that this year’s theme, Wonka, will once again WOW our guests from the moment they walk in the door and will yet again be an event that everyone is talking about for weeks to come.

“Memorable – A night I will never forget!”
Rocking Horse Ball attendee
CHAS would like to invite your company to be one of a small group of select brands to become a Rocking Horse Partner, to help us reach all the families in Scotland that need our support and ensure no family has to face their child’s death alone.

“We’ve loved and cared for Jack his whole life, so we just wanted to care for him right up until we had to let him go. Jack’s coffin had been delivered to Rachel House a few days after he had died which meant that we could choose when it was the right time to say goodbye” Bruce, Jack’s dad.

No child should die before their parents, however, three children will die every week in Scotland of a life-shortening condition. Currently, we’re reaching only one in three of the families who need our support. That means that hundreds of parents are facing the heartbreak of losing a child without our support. We need your help to reach them.

By partnering with CHAS, your company will forge an alliance with one of Scotland’s best-loved and high-profile charities. Your brand will become an integral presence associated with one of the most talked about events of the year.

The following pages outline the sponsorship opportunities available. However we are happy to discuss a more bespoke package if none of these suit.
Diamond Partnership - £10,000

- Complimentary table at the event for ten guests including a three course meal, half bottle of wine per person and three bottles of prosecco.
- Private drinks reception for you and your guests at the venue before the event.
- Bespoke priority PR and marketing opportunities on the programme and through CHAS online platforms.
- Logo and brand promotion on the screens in the room and on the bidding tablets throughout the event.
- Company full-page advert in the programme and scrolling along with other headline sponsor adverts as the holding screens for the bidding tablets.
- Opportunity to have branded items in the goody bags.
- Social media recognition in advance of the event and live on the day.
- Publicity and public thank you for your support on the night by our celebrity host and CHAS CEO.
- Recognition of support post event to our attendees and 95 prize donors.
- Framed picture of your table with our celebrity host.
- Invite to one of our annual hospice events and a guided tour.

Right now, 15,400 families across Scotland face the hard truth their child’s life might be short – please help us reach every child that needs us.
Platinum Partnership – £5,000

- Complimentary table at the event for ten guests including a three course meal and half bottle of wine per person.
- Logo and brand promotion at intermittent points on the screens in the room.
- Company advert on the silent auction bidding tablets on the day and on the pre-event website which will be promoted on our CHAS Facebook page (24,500 followers).
- Opportunity to have branded items in the goody bags
- Social media recognition live on the day.
- Public thank you for your support on the day by our celebrity host and CHAS CEO.
- Invite to one of our annual hospice events and a guided tour.

Every week in Scotland, three children die of an incurable condition and we can only reach one of them. To reach the other two is a huge undertaking and depends on generous sponsors like you.
Gold Partnership – £2,500

- Four invites to attend a CHAS table on the day.
- Brand promotion on the prize bidding tablets and prize website in advance of the day.
- Brand logo in the programme and on the screens intermittently during the day.
- Live social media recognition thank you on the day.
- Opportunity to have branded items in the goody bags.
- Invite to an annual hospice event.

This is your chance to do something truly wonderful. By giving your support our families will be able to rediscover their joy and happiness together.
Company Adverts - £500

Should you wish to promote your business or a new product to our 350 guests and 95 prize donor businesses, you can purchase a full-page advert which will feature in our event programme. In addition, your advert will appear on our prize website which will be promoted on social media to our 24,500 followers and also on the bidding tablets throughout the event.

You can make sure that, no matter how short the time our families have together, it’s filled with happiness and fun.
Abbie Boyd was diagnosed with metachromatic leukodystrophy. She lost the ability to talk and eat and needed 24-hour care. Abbie wasn’t expected to make it past her fifth birthday. But she lived until she was 11, and one of her favourite things was visiting CHAS. It helped her family too, making many memories together. As Dad, Allen, says:

“When the family was first told about CHAS it was like we were giving in, giving up hope. But it proved me wrong because it made Abbie’s life. It made her love her life more than we could have done for her.”

In hospitals, in our hospices and at home, CHAS supports children and families across Scotland every single day of the year. No day is the same. Clown doctors could be visiting Rachel House, the activities team could be helping to create memory boxes, or our CHAS at Home nurses could be supporting children to enjoy special moments with their families, in their own home.

We would like to ask you to consider supporting families like the Boyd’s to make the most of every precious moment together.

If you would like further information about The Rocking Horse Partnership Programme, or would like to discuss support for CHAS, please contact:

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