



THURSDAY 30TH MARCH 2023

THE CITY OF LONDON'S MOST PRESTIGIOUS
FUNDRAISING OCCASION FOR MILITARY VETERANS

SPONSORSHIP OPPORTUNITIES

THROUGH THE PAIN
MANAGEMENT PROGRAMME
AND LIFEWORKS

SUPPORTING ALL MEMBERS
OF HIS MAJESTY'S ARMED FORCES





WHO DOES THE LORD MAYOR'S BIG CURRY LUNCH SUPPORT?

THE LUNCH SUPPORTS ALL VETERANS OF HIS MAJESTY'S ARMED FORCES THROUGH THE THREE SINGLE SERVICES CHARITIES.

THE LUNCH ALSO SUPPORTS TWO PROGRAMMES FOCUSED ON GETTING VETERANS INTO EMPLOYMENT:

- King Edward VII Hospital's Centre for Veteran's Health and its Pain Management Programme.
- Lifeworks, the sole focus of which is to find employment, education and training for armed forces veterans.



ABF The Soldiers' Charity is the Army's national charity, here for soldiers, veterans and their families for life. Since 1944, we've been at the forefront of support for the Army family. We are one of the largest funders in the sector, reaching 65,000 people and funding 66 other charities and organisations during FY 21/22.

We are here to support the Army family through life's challenges - whether that involves bereavement, injury, getting back to work, elderly care, and much more besides. Last year, our beneficiaries ranged from a seven month old baby to a veteran aged 103 - and we helped soldiers, veterans and their families in 48 countries worldwide. When you support us, you support the whole Army family.



The Royal Navy and Royal Marines Charity exists to help reduce some of the consequences and disadvantages that come from service in the Royal Navy, as well to honour that service to the nation. The intense operational nature of their work, the long periods of separation from their families and people's experiences ashore and afloat can have huge repercussions, sometimes quickly and often many years later. No matter what, the Charity is primed and ready, with others, to help. Our defining vision is of a world where every sailor, marine and their families are valued and supported, for life.



We're the RAF Benevolent Fund, and we're here to support people who are serving - or have served - and their families, when they need it most.

We provide the financial, emotional and practical support that helps people live with the dignity and independence they deserve. Together, we'll continue to be here for as long as they need us. In 2021 we spent over £22 million supporting more than 44,600 members of the RAF Family.

THE LORD MAYOR'S BIG CURRY LUNCH 2023

ENTERING ITS 16TH YEAR, THE LORD MAYOR'S BIG CURRY LUNCH WELCOMES OVER 1,500 GUESTS AND AIMS TO RAISE OVER £325,000 FOR OUR VETERANS.

LUNCH DETAILS

Date:	Thursday 30th March 2023
Location:	Guildhall, Gresham St, London EC2V 7HH
Timings:	11.45 - 15.00
Tickets:	£100 per person includes lunch and drinks (beers, wine & soft drinks) Corporate ticket packages (groups of 10 +) £100 per person includes a complimentary glass of champagne on arrival, lunch and drinks (beers, wine and soft drinks) www.soldierscharity.org/lordmayors

ABOUT THE LORD MAYOR'S BIG CURRY LUNCH

- The Lord Mayor's Big Curry Lunch is one of the City of London's biggest fundraisers supporting all veterans of His Majesty's Armed Forces through the three single service charities.
- Hosted by the Lord Mayor of the City of London and attended by a Royal Guest of Honour each year. Previous Royal Guests have included His Majesty The King, who as Prince of Wales, attended the Lunch on two occasions, HRH The Princess Royal, HRH Duke of Kent and TRH Princess Beatrice and Princess Eugenie.
- Following a record sum of £310,000 raised in 2022, the Lunch has contributed over £2.8 million to support veterans since 2008.
- Our commitment is to help veterans prepare for and successfully gain fulfilling and rewarding employment after a military career.
- Since 2018 the Lunch has supported the King Edward VII Hospital's Centre for Veteran's Health and its Pain Management Programme (PMP). This has has been transformational in helping veterans manage their pain and helping them back into employment. The Committee has decided to continue supporting the hospital and we will be funding 15 veterans through the programme in 2023.
- In addition to supporting the PMP, for the for the second year running, we will also provide funding to Lifeworks. Lifeworks' sole focus is to find employment, education and training for Armed Forces veterans. It offers practical advice, guidance and support regardless of length of service. Through the 2023 Lunch we hope to fund 65 veterans through a Lifeworks course.

SPONSORSHIP

Sponsorship of The Lord Mayor's Big Curry Lunch gives your organisation the opportunity to align with our long-standing and prestigious lunch, whilst also benefiting from:

- MEDIA COVERAGE
An extensive marketing and promotional campaign, including a media partnership with Country Life and City AM.
- BRAND AWARENESS
Showcase your brand, product and services to our audience and members of the Armed Forces community through activation opportunities and event-wide promotion.
- CLIENT ENGAGEMENT
Opportunity to entertain your key clients, partners and employees, including an invitation to the Royal Reception and an introduction to the Royal Guest of Honour.
- CORPORATE SOCIAL PURPOSE
Highlight your organisation's commitment to the military family and make a positive difference to members of the Armed Forces, veterans and their families.
- NETWORKING
Network with our influential guests from organisations across the City of London, our committee members and serving and retired senior military officers.



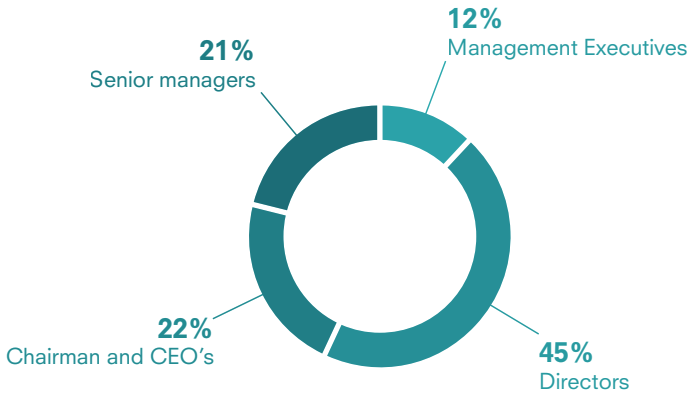
AUDIENCE

THE LORD MAYOR’S BIG CURRY LUNCH BRINGS TOGETHER OVER 1,500 KEY DECISION MAKERS AND INFLUENTIAL LEADERS FROM ORGANISATIONS ACROSS THE VARIOUS BUSINESS SECTORS OF THE CITY OF LONDON AND BEYOND.

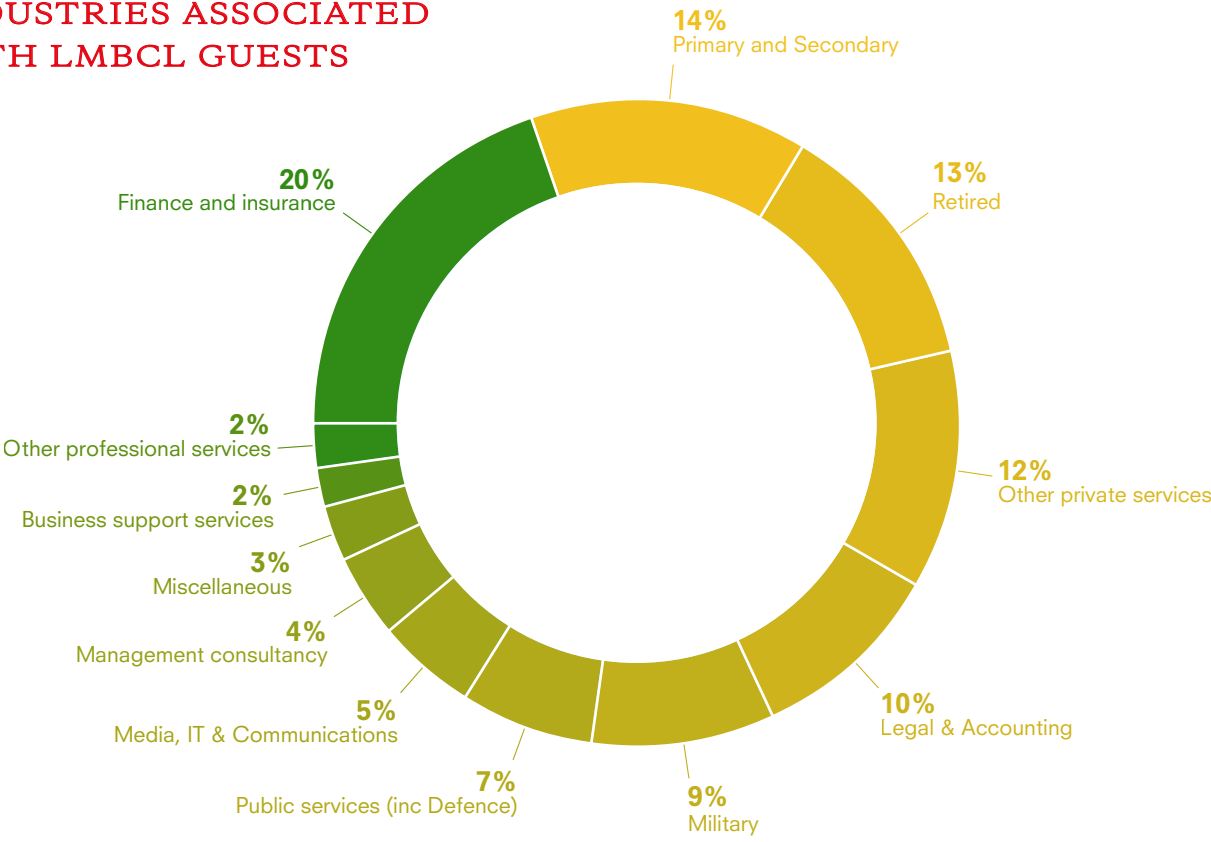
GUESTS INCLUDE:

- A Royal Guest of Honour
- The Lord Mayor of the City of London and the Sheriffs
- Members of the City of London’s Livery Companies and Ward Clubs
- Senior officers, serving soldiers and veterans from the British Army and other services
- Members of Parliament, including the Secretary of State for Defence
- Business leaders

JOB LEVEL OF LMBCL GUESTS



INDUSTRIES ASSOCIATED WITH LMBCL GUESTS



MARKETING & PROMOTION

THE LORD MAYOR’S BIG CURRY LUNCH OFFERS EXCELLENT OPPORTUNITIES TO PROMOTE YOUR ORGANISATION, PRODUCTS AND SERVICES TO OUR AUDIENCE - BOTH EVENT SPECIFIC AND TO THE WIDER CHARITY DATABASE - THROUGH OUR EXTENSIVE MARKETING AND PROMOTIONAL CAMPAIGN TARGETING LONDON AND ACROSS THE UK.

KEY STATS

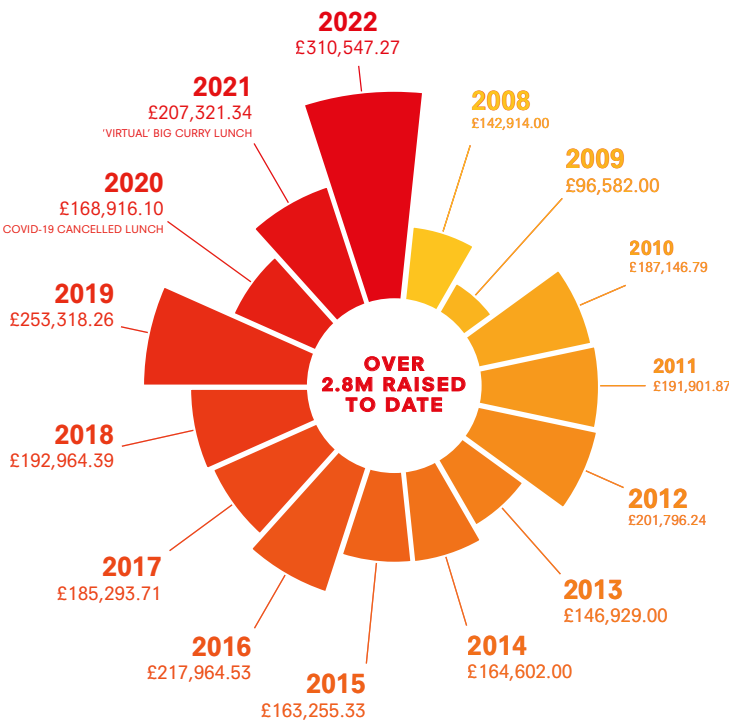
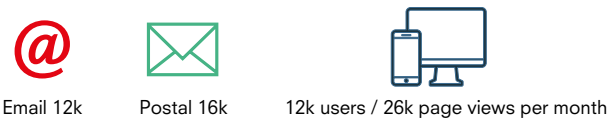
Social Media



Media Partners



ABF The Soldiers’ Charity mailing list and website



WHAT TO EXPECT

THERE ARE MANY DIFFERENT ASPECTS TO THE LUNCH THAT GUESTS CAN ENJOY THROUGHOUT THE DAY. THESE INCLUDE:

<h3>THE LUNCH OPENS</h3> <p>Sponsor and Ticket Package guests enter Guildhall through the private entrance in Basinghall Street, where they are greeted with a complimentary glass of Champagne. Drinks are also available from the free bars, serving beer, wine and soft drinks.</p> <p>There are many activities at the Lunch where guests can:</p> <ul style="list-style-type: none">■ Bid in the Silent Auction.■ Take part in the prize draw.■ Visit the ‘Diamond and Champagne’ bar or ‘Watch and Cocktail’ bar for the chance to win a diamond necklace or a British handmade bespoke watch.		<h3>POST LUNCH</h3> <p>As guests finish lunch in the Great Hall they are welcome to explore all the special extras offered throughout Guildhall.</p> <ul style="list-style-type: none">■ Livery Stalls selling a range of items, including flowers, fresh fruit, Charity merchandise and signed books.■ Coffee and chocolates in the Print Room.■ The free bars in the Livery Hall and Old Library reception.■ Bidding in the Silent Auction.■ Take part in the prize draw.■ Re-visit the ‘Diamond and Champagne’ or ‘Watch and Cocktail’ bar for the chance to win a diamond necklace or a British handmade bespoke watch.■ Enjoy the commemorative garden in Guildhall Yard, designed by the Worshipful Company of Gardeners.■ Meet the In-Pensioners of the Royal Hospital Chelsea as they collect donations.		<h3>THE LUNCH CLOSES</h3> <p>Prizes are drawn in the Old Library for the ‘Diamond and Champagne’ and ‘Watch and Cocktail’ bar raffles by the Lady Mayoress</p>	
<h3>ROYAL RECEPTION</h3> <p>The Royal Reception takes place in the Art Gallery</p>		<h3>LUNCH</h3> <p>Lunch takes place for all guests in the Great Hall and food is served buffet-style; seating is unreserved, so guests can meet and network with others</p>		<h3>PRIZE DRAW</h3> <p>Prizes are drawn in the Old Library for the ‘Diamond and Champagne’ and ‘Watch and Cocktail’ bar raffles by the Lady Mayoress</p>	

“A wonderful event and in aid of such a worthwhile cause; honoured to be amongst such inspiring individuals – thank you for the opportunity”

Hermes Investment Management

SPONSORS OF THE LORD MAYOR’S BIG CURRY LUNCH

THE LUNCH BENEFITS ANNUALLY FROM THE GENEROUS SUPPORT OF A HOST OF SPONSORS WHO ARE KEY TO MAKING IT SUCH A SUCCESSFUL FUNDRAISER.

WHO’S INVOLVED

- The Lord Mayor’s Big Curry Lunch benefits from the support of several organisations, groups and individuals that sponsors can gain access to. These include:**

 - THE LORD MAYOR OF THE CITY OF LONDON AND OTHER CITY LEADERS
The Lunch is unique in that every year the Lord Mayor of the City of London both hosts the Lunch and is Co-Chairman of the committee. At the Lunch, the Lord Mayor is joined by the Lady Mayoress, the Sheriffs and their consorts.
- VOLUNTEER COMMITTEE
A 100-strong volunteer committee help to organise all aspects of the Lunch. The committee includes leading business people from the City, Members of Parliament and senior military figures.
 - CITY OF LONDON’S LIVERY COMPANIES & WARD CLUBS
The Lunch is supported by many of the Livery Companies and Ward Clubs of the City of London who donate money and prizes, run stalls on the day and attend on the day.

MAJOR ORGANISATIONS HAVE SPONSORED THE LUNCH OVER THE LAST 14 YEARS, THESE HAVE INCLUDED:









“We were delighted to support the Lord Mayor’s Big Curry Lunch in 2022. Phoenix is the largest long term savings and retirement company in the UK and our purpose is to help people secure a life of possibilities. That’s exactly what the Lord Mayor’s Big Curry Lunch is all about, helping veterans manage their pain and return to work, so they have a life that is not limited, but full of potential.”

Claire Hawkins, Director of Corporate Affairs and Investor Relations, Phoenix Group



THE PAIN MANAGEMENT PROGRAMME SPONSORSHIP OPPORTUNITY

THE LORD MAYOR’S BIG CURRY LUNCH WILL PRESENT A RANGE OF OPPORTUNITIES FOR YOU AND YOUR COMPANY TO PLAY A PART IN WHAT HAS BECOME ONE OF THE CITY’S MOST PRESTIGIOUS CHARITY OCCASIONS.

SPONSORSHIP

For 2023 The Lord Mayor’s Big Curry Lunch will continue to link with the Civic and Mayoral theme of employment and employability and provide financial support for veterans to take part in a programme designed to help them manage their pain and subsequently find meaningful work.

One of the biggest inhibitors to veterans getting into the world of work and sticking at it is pain. The purpose of the PMP at the King Edward VII Hospital’s Centre for Veterans’ Health is to address the individual issues, both physical and psychological, involving pain that prevents a veteran from leading a full life. Chronic pain is the most significant barrier to a veteran being able to find and sustain meaningful employment, which is the ‘backbone’ of their future wellbeing and impacts every other aspect of their personal lives and their families.

It costs just £6,500 to support one veteran on the programme, please see below the different levels of sponsorship you can provide to veterans eligible for the life changing PMP.

PLATINUM SPONSOR - £65,000

Platinum Sponsor of the 2023 Lord Mayor’s Big Curry Lunch and supporting ten veterans on the Pain Management Programme	
GENERAL: RIGHTS & MARKS	<ul style="list-style-type: none">■ Platinum sponsor with credit and logo in all print■ Licence to use event logo & images for sponsor’s own promotion■ Royalty-free rights to video/photo content
HOSPITALITY: VIP & ROYAL RECEPTION	<ul style="list-style-type: none">■ Red-carpet arrival with a formal welcome into the Guildhall■ 6 places at the Royal Reception and first in line to be introduced to the Royal Guest■ 6 places to sit with the Lord Mayor and the Civic Party for lunch
HOSPITALITY: GENERAL	<ul style="list-style-type: none">■ 50 complimentary tickets■ Branded area in the Livery Hall for your guests with a glass of champagne on arrival
ON-SITE PROMOTION	<ul style="list-style-type: none">■ Takeover of the Great Hall with a dedicated area to carry out leverage activities■ Logo placement on pull-up banners and plasma screens across Guildhall■ Inclusion of branded item/literature within the take-home gift bags■ Logo placement on the Sponsors page of the Programme■ Full page advert and written Thank you in the Programme
MARKETING AND PROMOTION	<ul style="list-style-type: none">■ Mention in press releases■ Feature and logo in mailings and an e-shot sent to LMBCL database■ Mention and promotion on ABF TSC social media
EVENT WEBSITE	<ul style="list-style-type: none">■ Logo placement and link to sponsor’s website on the Sponsors page
SILENT AUCTION	<ul style="list-style-type: none">■ Opportunity to donate an item and benefit from the extra promotion
SUPPORTING EVENTS	<ul style="list-style-type: none">■ 10 invitations to the Lord Mayor’s Launch Party and Lord Mayor’s Thank You Reception■ Promotional presence at supporting events■ Thank you in the Lord Mayor’s speech at supporting events
EXTRAS	<ul style="list-style-type: none">■ Meeting with the Lord Mayor of the City of London and a private tour of Mansion House■ 6 tickets to a private reception followed by Beating Retreat on Horse Guards Parade■ Opportunity to attend and present at a committee meeting■ Hardcopy souvenir photo books, signed by the Lord Mayor■ Invitations to the 2023 Veterans’ Garden
CHARITY PARTNERSHIP	<ul style="list-style-type: none">■ Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-Charity partnership opportunities

ALTERNATIVE PMP SPONSORSHIP LEVELS

	SAPPHIRE SPONSOR - £26,000 Supporting four veterans on the PMP	DIAMOND SPONSOR - £13,000 Supporting two veterans on the PMP	GOLD SPONSOR - £6,500 Supporting one veteran on the PMP
GENERAL: RIGHTS & MARKS	<ul style="list-style-type: none">■ Sapphire sponsor credit and logo in all print■ Licence to use event logo & images for sponsor’s promotion and other activities■ Royalty-free rights to video/photo content	<ul style="list-style-type: none">■ Diamond Sponsor credit and logo in all print■ Licence to use event logo & images for sponsor’s promotion and other activities■ Royalty-free rights to video/photo content	<ul style="list-style-type: none">■ Gold Sponsor credit and logo in all print■ Licence to use event logo & images for sponsor’s promotion and other activities
HOSPITALITY: VIP & ROYAL RECEPTION	<ul style="list-style-type: none">■ 4 places at the Royal Reception and an introduction to the Royal Guest	<ul style="list-style-type: none">■ 2 places at the Royal Reception and an introduction to the Royal Guest of Honour	<ul style="list-style-type: none">■ 1 place at the Royal Reception and an introduction to the Royal Guest of Honour
HOSPITALITY: GENERAL	<ul style="list-style-type: none">■ 35 complimentary tickets■ Branded area in the Livery Hall for your guests and champagne on arrival	<ul style="list-style-type: none">■ 25 complimentary tickets■ Branded area in the Livery Hall for your guests with champagne on arrival	<ul style="list-style-type: none">■ 20 complimentary tickets■ Branded area in the Livery Hall for your guests with a champagne on arrival
ON-SITE PROMOTION	<ul style="list-style-type: none">■ Dedicated area in the Old Library to carry out leverage activities■ Logo on pull-up banners and plasma screens across the Guildhall■ Logo on the sponsors page of the Programme■ Full page advert and thank you in the Programme	<ul style="list-style-type: none">■ Dedicated area in the South Ambulatory to carry out on-site leverage activities■ Logo on pull-up banners and plasma screens located across the Guildhall■ Logo on the sponsors page and half page advert in the programme	<ul style="list-style-type: none">■ Logo on pull-up banners and plasma screens located across the Guildhall■ Logo on sponsors page and half page advert in the programme
MARKETING AND PROMOTION	<ul style="list-style-type: none">■ Mention in press releases■ Feature and logo in mailings and an e-shot sent to LMBCL database■ Mention and promotion on ABF The Soldiers’ Charity social media	<ul style="list-style-type: none">■ Logo in mailings and e-shot sent to the LMBCL database■ Mention and promotion on ABF The Soldiers’ Charity social media	<ul style="list-style-type: none">■ Logo in mailings sent to the LMBCL database
EVENT WEBSITE	<ul style="list-style-type: none">■ Logo and link to sponsor’s website on the sponsors page of the event website	<ul style="list-style-type: none">■ Logo and link to sponsor’s website on the sponsors page of the event website	<ul style="list-style-type: none">■ Logo and link to sponsor’s website on the sponsors page of the event website
SILENT AUCTION	<ul style="list-style-type: none">■ Opportunity to donate an item and benefit from the extra promotion	<ul style="list-style-type: none">■ Opportunity to donate an item and benefit from the extra promotion	<ul style="list-style-type: none">■ Opportunity to donate an item and benefit from the extra promotion
SUPPORTING EVENTS	<ul style="list-style-type: none">■ 8 invitations to the Launch Party and Thank You Reception■ Promotional presence at supporting events■ Thank you in the Lord Mayor’s speech at supporting events	<ul style="list-style-type: none">■ 4 invitations to the Launch Party and Thank You Reception■ Thank you in the Lord Mayor’s speech at supporting events	<ul style="list-style-type: none">■ 2 invitations to the Launch Party and Thank You Reception■ Thank you in the Lord Mayor’s speech at supporting events
EXTRAS	<ul style="list-style-type: none">■ 4 tickets to a private reception followed by Beating Retreat on Horse Guards Parade■ Opportunity to attend and present at a committee meeting■ Hardcopy souvenir photo books, signed by the Lord Mayor■ Invitations to the 2023 Veterans’ Garden	<ul style="list-style-type: none">■ 2 tickets to a private reception followed by Beating Retreat on Horse Guards Parade■ Opportunity to attend and present at a committee meeting■ Invitations to the 2023 Veterans’ Garden	<ul style="list-style-type: none">■ 2 tickets to a private reception followed by Beating Retreat on Horse Guards Parade■ Invitations to the 2023 Veterans’ Garden
CHARITY PARTNERSHIP	<ul style="list-style-type: none">■ Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities	<ul style="list-style-type: none">■ Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities	<ul style="list-style-type: none">■ Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities





Lifeworks’ sole focus is to find employment, education and training for veterans from all the Services and their families. This support service offers practical advice, guidance, and support regardless of length of service and is available nationwide, wherever veterans live. The Lifeworks team is made up of highly-experienced career coaches and vocational assessors who work across the UK

- They help veterans identify their strengths and help decide on potential career and training opportunities.
- They help veterans develop the skills they need to job search and write a cv.
- They build confidence by helping veterans manage the impact of a major change in situation after leaving the Armed Forces.

- They enable veterans to approach working in the civilian workplace with increased confidence and motivation.
- They partner with employers across all sectors to place veterans into jobs; supporting veterans through the employment process, during their probation and beyond.

ABF The Soldiers’ Charity has worked with Lifeworks for some years and is confident as to the quality and effectiveness of the service provided. Each course run by Lifeworks costs £1,500 but is always free of charge to the veterans taking part.

This means that Lifeworks is entirely dependent on public donations and grants from charities and trusts. The Co-Chairmen and the Committee of the Lord Mayor’s Big Curry Lunch are of the view that Lifeworks dovetails well with our support for the Pain Management Programme which we have supported since 2019, adding another dimension to our work of helping veterans into sustainable employment.

THE LIFEWORKS SPONSORSHIP OPPORTUNITY

THE LORD MAYOR’S BIG CURRY LUNCH WILL PRESENT A RANGE OF OPPORTUNITIES FOR YOU AND YOUR COMPANY TO PLAY A PART IN WHAT HAS BECOME ONE OF THE CITY’S MOST PRESTIGIOUS MILITARY CHARITY EVENTS.

RUBY SPONSOR - £4,500

Sponsoring three veterans on a Lifeworks programme

- Ruby sponsor credit / logo in all print
- Licence to use event logo & images for sponsor’s promotion, advertising and other activities
- 15 complimentary tickets to the lunch
- Branded area in the Livery Hall for all your guests with a glass of champagne on arrival
- Logo placement on pull-up banners and plasma screens located across the Guildhall
- Logo placement on sponsors page and half page advert in the programme
- Logo placement in mailings sent to the Lord Mayor’s Big Curry Lunch database
- Logo placement and link to sponsor’s website on the sponsors page of the event website
- Opportunity to donate an item into the Silent Auction and benefit from the extra promotion
- 2 invitations to the Launch Party and Thank You Reception

ALTERNATIVE LIFEWORKS SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR- £3,000

Sponsoring two veterans on a Lifeworks programme

- Silver sponsor credit / logo in all print
- Licence to use event logo & images for sponsor’s promotion, advertising and other activities
- 10 complimentary tickets to the lunch
- Branded area in the Livery Hall for all your guests with a glass of champagne on arrival
- Logo placement on pull-up banners and plasma screens located across the Guildhall
- Logo placement on sponsors page and half page advert in the programme
- Logo placement in mailings sent to the Lord Mayor’s Big Curry Lunch database
- Logo placement and link to sponsor’s website on the sponsors page of the event website
- Opportunity to donate an item into the Silent Auction and benefit from the extra promotion
- 2 invitations to the Launch Party and Thank You Reception

BRONZE SPONSOR - £1,500

Sponsoring one veteran on a Lifeworks programme

- Bronze sponsor credit / logo in all print
- Licence to use event logo & images for sponsor’s promotion, advertising and other activities
- 5 complimentary tickets to the lunch
- Branded area in the Livery Hall for all your guests with a glass of champagne on arrival
- Logo placement on pull-up banners and plasma screens located across the Guildhall
- Logo placement on sponsors page and half page advert in the programme
- Logo placement and link to sponsor’s website on the sponsors page of the event website
- 2 invitations to the Launch Party and Thank You Reception





**DEADLINE
FOR INTEREST:
1ST FEBRUARY 2023**

FOR MORE INFORMATION OR TO
DISCUSS ANY OF THESE SPONSORSHIP
OPPORTUNITIES IN MORE DETAIL
PLEASE CONTACT:

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Sponsorship & Ticket Package Manager
Tel: + 44 (0) 207 811 3201
Email: hrobinson@soldierscharity.org