



ABF

THE SOLDIERS'

CHARITY

The Army's National Charity

2ND APRIL 2020

THE CITY OF LONDON'S MOST PRESTIGIOUS FUNDRAISING  
EVENT SUPPORTING OUR ARMED FORCES

SPONSORSHIP OPPORTUNITIES



## Who does The Lord Mayor's Big Curry Lunch fund?

The Lunch supports all members of the Armed Forces and veterans who have served in Iraq and Afghanistan, through the three National Service Charities



- ◆ ABF The Soldiers' Charity works hard to ensure that all soldiers and veterans of the British Army, and their immediate families, are afforded the independence and dignity they deserve.
- ◆ We make grants to individuals and to a wide range of specialist charities that sustain the British Army 'family', both at home and around the world.
- ◆ Last year, we helped 70,000 people in 68 countries around the world; either by individual grants or through the 92 charities we support.
- ◆ In 2019, we celebrated 75 years of support for the Army family since our inception in 1944. By attending The Lord Mayor's Big Curry Lunch today, you have helped to ensure that we will be here for the next 75 years and beyond.



The Royal Navy and Royal Marines Charity is the principal charity of the Royal Navy. It works hard to ensure that sailors, marines and their families exist in a world in which they remain supported, for life. Throughout the last decade, the RNRMC has distributed over £60 million across the Naval Service.

From life changing grants during times of immediate need, to smaller deployment grants that aide morale and retention - the RNRMC works hard to ensure that no one is forgotten.

For more information on the Royal Navy and Royal Marines Charity, call 023 9387 15020 or visit [www.rnrmc.org.uk](http://www.rnrmc.org.uk)



The Royal Air Force Benevolent Fund is the leading welfare charity supporting current and former members of the RAF, their partners and families, providing practical, emotional and financial support, whenever they need us. We are committed to getting them through the toughest times, whatever life may send their way. From the youngest child to the oldest veteran, we'll consider any request for assistance, however big or small, providing a tailor-made approach to each individual situation.

Last year we spent over £21 million supporting more than 53,000 current and former members of the RAF and their families. However, we know there are many more people who would benefit from our help and personal pride or lack of awareness must not prevent members of the RAF Family contacting us if they are in need. It is our mission to find those people and ensure they get the support they need.

# The Lord Mayor's Big Curry Lunch 2020

Entering its 13th year, The Lord Mayor's Big Curry Lunch welcomes over 1,300 guests and aims to raise over £200,000 for our Armed Forces



## 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 members of Her Majesty's Armed Forces and Veterans who have served in Iraq and Afghanistan through the three National 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 HRH Prince of Wales, HRH The Duke of Sussex and HRH The Princess Royal
- ◆ The 2019 Lunch saw us bypass the figure of £2 million raised since 2008
- ◆ From 2019 - 2021, the Lunch will focus the funds raised on a specific and worthwhile theme - employability. The Lunch will provide financial support for veterans to take part in a programme designed to help prepare them for employment. This will be in partnership with the King Edward VII Hospital's Centre for Veterans' Health and their six month Pain Management Programme.

The Lunch will fund, as part of The Soldiers' Charity grant-giving, up to 18 veterans on this programme from 2019 - 2021. It will cost up to £120,000 each year, which will still leave us with a significant sum to fund other programmes that support employment and employability and the wider work of the three National Service Charities.

## Lunch Details

- ◆ Date: Thursday 2nd April 2020
- ◆ Location: Guildhall, Gresham St, London EC2V 7HH
- ◆ Timings: 12.00 - 15.00
- ◆ Tickets: £100 per person includes lunch and drinks (beers, wine & soft drinks)
- ◆ Ticket link: [soldierscharity.org/lordmayors](https://soldierscharity.org/lordmayors)

## 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

### ◆ 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

# Marketing Opportunities

Sponsors will benefit from an extensive marketing and promotional campaign that will give your brand access to the following audience:

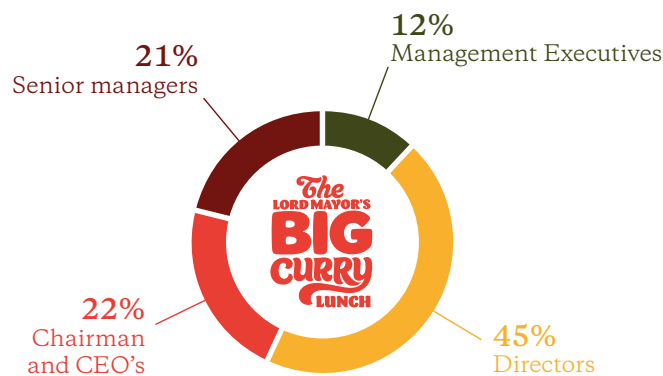
## Audience

The Lord Mayor’s Big Curry Lunch brings together over 1,300 key decision makers and influential leaders from organisations across the various business sectors of the City of London and beyond.

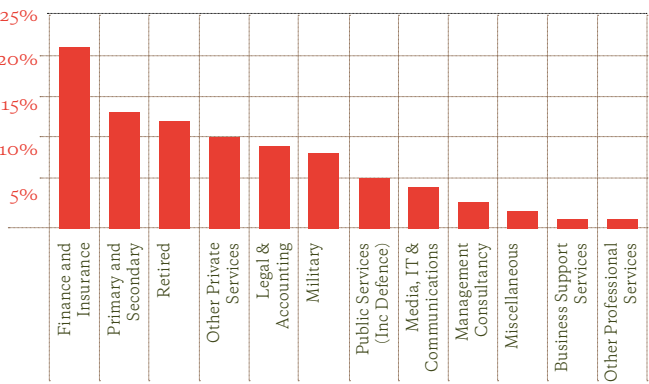
◆ **Guests include:**

- A Royal Guest of Honour
- The Lord Mayor of the City of London and the Civic Party
- 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 several 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 - Facebook: 100k+ Likes / Twitter: 44K+ followers
- Media Partners - Country Life (circulation: 41,314)
- Mailing List - E-mail: 8.5k / Postal: 16k
- Print & Digital advertising
- Online - The Soldiers’ Charity website: 27.5k active users / 61.6k page views per month



Sponsors are invited to the Royal Reception where they are introduced to the Royal Guest.



# What to Expect

There are many different aspects to the Lunch that guests can enjoy throughout the day. These include:

## Timings

### Pre-Lunch

12.00pm onwards

#### The Lunch Opens

Sponsor and Ticket Package guests arrive at Guildhall through the private entrance in Basinghall Street. Drinks are available in the reception area in the Livery Hall, where a complimentary glass of champagne is served. Drinks are also available from the free bars, serving beer, wine and soft drinks.

There are many activities at the Lunch where guests can:

- ◆ bid in the Silent Auction
- ◆ take part in the prize draw
- ◆ visit the 'Diamond and Champagne' or 'Watch and Cocktail' bar for the chance to win a diamond necklace or a British handmade bespoke watch

### Lunch (three sittings)

**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**

12.30pm  
1.15pm  
2.00pm

First Lunch sitting begins  
Second Lunch sitting begins  
Third Lunch sitting begins

### Post-Lunch

**Once guests finish lunch in the Great Hall they are welcome to explore all the special extras offered throughout Guildhall. These include:**

- ◆ In the South Ambulatory, there are several Livery Stalls selling a range of items, including flowers, fresh fruit, Charity merchandise and signed books
- ◆ Coffee and chocolates are available for all guests in the Print Room. The free bars in the Livery Hall and Old Library reception areas remain open for all guests
- ◆ Continue 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
- ◆ A take-home bag is offered to all departing guests
- ◆ The In-Pensioners of the Royal Hospital Chelsea also collect donations at each exit to Guildhall

2.45pm

Prizes are drawn in the Old Library for the 'Diamond and Champagne' and 'Watch and Cocktail' bar raffles by the Lady Mayoress

3.00pm

The Lunch closes



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## 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.

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### 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 officials**

- 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

Several organisations have sponsored the Lunch over the last 12 years, these have included:



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### Endorsements from Sponsors:

**“Rathbones was proud to support Her Majesty's Armed Forces & Veterans and Services charities through sponsorship of the 12th annual Lord Mayor's Big Curry Lunch”**

Alderman Robert Hughes-Penney,  
Director, Rathbone Brothers Plc

**“AdvantageGo is a proud supporter of this unique and special event. Our guests were uniformly full of praise and are asking about next year already.”**

Adrian Bastow,  
Vice President Marketing, AdvantageGo

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# The 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 events.

## Benefits: *Principal Sponsor - £52,000 (supporting eight veterans on the Pain Management Programme (PMP))*

### General: Rights & Marks

- ◆ Front page named sponsor on website, programme and other key materials
- ◆ Sole principal 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

- ◆ 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

- ◆ 50 complimentary tickets
- ◆ Branded area in the Livery Hall for all your guests with a glass of champagne on arrival

### On-Site Promotion

- ◆ Takeover of the Great Hall with a dedicated area to carry out on-site 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 front cover and on the Sponsors page of the Programme
- ◆ Full page advert and written Thank you in the Programme

### Marketing and Promotion

- ◆ 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
- ◆ Feature and logo placement in FrontLine Magazine (ABF TSC's bi-annual supporter magazine approx. 20k readership)

### Website

- ◆ Logo placement and link to sponsor's website on the sponsors page of the event website

### Silent Auction

- ◆ Opportunity to donate an item into the Silent Auction and benefit from the extra promotion

### Supporting Events

- ◆ 10 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

### Extras

- ◆ 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 in June'19
- ◆ Opportunity to attend and present at a committee meeting
- ◆ Hardcopy souvenir photo books, signed by the Lord Mayor

### Charity Partnership

- ◆ Further Involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-Charity partnership opportunities





# Alternative Sponsorship Opportunities

Benefits:	Major Sponsor – £26,000 (supporting four veterans on the PMP)	Associate Sponsor – £13,000 (supporting two veterans on the PMP)	Supporting Sponsor – £6,500 (supporting one veteran on the PMP)
<b>General: Rights &amp; Marks</b>	<ul style="list-style-type: none"> <li>Major sponsor with credit and logo in all print</li> <li>Licence to use event logo &amp; images for sponsor's promotion, advertising and other activities</li> <li>Royalty-free rights to video/photo content</li> </ul>	<ul style="list-style-type: none"> <li>Associate Sponsor with credit and logo in all print</li> <li>Licence to use event logo &amp; images for sponsor's promotion, advertising and other activities</li> <li>Royalty-free rights to video/photo content</li> </ul>	<ul style="list-style-type: none"> <li>Supporting Sponsor with credit / logo in all print</li> <li>Licence to use event logo &amp; images for sponsor's promotion, advertising and other activities</li> </ul>
<b>Hospitality: VIP &amp; Royal Reception</b>	<ul style="list-style-type: none"> <li>4 places at the Royal Reception and an introduction to the Royal Guest of Honour</li> </ul>	<ul style="list-style-type: none"> <li>2 places at the Royal Reception and an introduction to the Royal Guest of Honour</li> </ul>	<ul style="list-style-type: none"> <li>1 place at the Royal Reception and an introduction to the Royal Guest of Honour</li> </ul>
<b>Hospitality: General</b>	<ul style="list-style-type: none"> <li>35 complimentary tickets</li> <li>Branded area in the Livery Hall for all your guests and a glass of champagne on arrival</li> </ul>	<ul style="list-style-type: none"> <li>25 complimentary tickets</li> <li>Branded area in the Livery Hall for all your guests with a glass of champagne on arrival</li> </ul>	<ul style="list-style-type: none"> <li>20 complimentary tickets</li> <li>Branded area in the Livery Hall for all your guests with a glass of champagne on arrival</li> </ul>
<b>On-Site Promotion</b>	<ul style="list-style-type: none"> <li>Dedicated area in the Old Library to carry out on-site leverage activities</li> <li>Logo placement on pull-up banners and plasma screens across the Guildhall</li> <li>Inclusion of a branded item/literature within the take-home gift bags</li> <li>Logo placement on the sponsors page of the Programme</li> <li>Full page advert and Thank you in the Programme</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated area in the South Ambulatory to carry out on-site leverage activities</li> <li>Logo placement on pull-up banners and plasma screens located across the Guildhall</li> <li>Inclusion of a branded item/literature within the take-home gift bags</li> <li>Logo placement on the sponsors page and half page advert in the programme</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement on pull-up banners and plasma screens located across the Guildhall</li> <li>Logo placement on Sponsors page and half page advert in the programme</li> </ul>
<b>Marketing and Promotion</b>	<ul style="list-style-type: none"> <li>Mention in press releases</li> <li>Feature and logo in mailings and an e-shot sent to LMBCL database</li> <li>Mention and promotion on ABF TSC social media</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement in mailings and e-shot sent to the LMBCL database</li> <li>Mention and promotion on ABF TSC social media</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement in mailings sent to the LMBCL database</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>Logo placement and link to sponsor's website on the sponsors page of the event website</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement and link to sponsor's website on the sponsors page of the event website</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement and link to sponsor's website on the sponsors page of the event website</li> </ul>
<b>Silent Auction</b>	<ul style="list-style-type: none"> <li>Opportunity to donate an item into the Silent Auction and benefit from the extra promotion</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to donate an item into the Silent Auction and benefit from the extra promotion</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to donate an item into the Silent Auction and benefit from the extra promotion</li> </ul>
<b>Supporting Events</b>	<ul style="list-style-type: none"> <li>8 invitations to the Launch Party and Thank You Reception</li> <li>Promotional presence at supporting events</li> <li>Thank you in the Lord Mayor's speech at supporting events</li> </ul>	<ul style="list-style-type: none"> <li>4 invitations to the Launch Party and Thank You Reception</li> <li>Thank you in the Lord Mayor's speech at supporting events</li> </ul>	<ul style="list-style-type: none"> <li>2 invitations to the Launch Party and Thank You Reception</li> <li>Thank you in the Lord Mayor's speech at supporting events</li> </ul>
<b>Extras</b>	<ul style="list-style-type: none"> <li>4 tickets to a private reception followed by Beating Retreat on Horse Guards Parade in June '19</li> <li>Opportunity to attend and present at a committee meeting</li> <li>Hardcopy souvenir photo books, signed by the Lord Mayor</li> </ul>	<ul style="list-style-type: none"> <li>2 tickets to a private reception followed by Beating Retreat on Horse Guards Parade in June 2020</li> <li>Opportunity to attend and present at a committee meeting</li> </ul>	<ul style="list-style-type: none"> <li>2 tickets to a private reception followed by Beating Retreat on Horse Guards Parade in June 2020</li> </ul>
<b>Charity Partnership</b>	<ul style="list-style-type: none"> <li>Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Further involvement to develop your corporate social purpose, employee engagement and brand awareness with wider pan-charity partnership opportunities</li> </ul>



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Deadline for interest: 1st March 2020

**For more information or to discuss any of these sponsorship opportunities in more detail, please contact:**

Katy Wildman — Business Development and Events Manager | +44 (0) 207 811 3201 | [kwildman@soldierscharity.org](mailto:kwildman@soldierscharity.org)

**For further information about the Lunch, please contact:**

Polly Roberts - The Lord Mayor's Big Curry Lunch Manager | +44 (0) 207 811 3202 | [proberts@soldierscharity.org](mailto:proberts@soldierscharity.org)

