

British and Irish Sporting Legends Dinner NYC

The British and Irish Sporting Legends Dinner is your chance to come together with like minded individuals to celebrate sport and to meet our 'sporting legends', Joe Calzaghe, Sir Geoff Hurst, Steve Collins and Andy Gray. In addition it is an opportunity for you to raise significant funds for two worthwhile charities, Sparks and St. George's Society of New York. The event will be held on July 8th 2009 at the prestigious New York Athletic Club, 180 Central Park.

Confirmed Sporting Legends

Joe Calzaghe - Wales - Undefeated Welsh former professional boxer who retired in February 2009 with an undefeated record, becoming only the third European boxer, to retire as an undefeated world champion. He is also the former WBO, WBA, WBC, IBF, and the British super middleweight champion. In 2007, Calzaghe became BBC Sports Personality of the Year, beating Ricky Hatton and Lewis Hamilton by gaining 28.19% of the public vote.



Sir Geoff Hurst – England - Former West Ham, Stoke City and England soccer striker. Most famous for scoring the hattrick of goals which won England their only World Cup Final in 1966.

Steve Collins – Ireland – Considered to be one of the toughest boxers of the past century, widely considered to be the hardest pound for pound fighter of the late 90s, having never been stopped in a high profile career. The Irishman was part of a golden age of European Super Middleweight boxing, along with Chris Eubank and Nigel Benn. It was not until Collins reached his 30s that he fulfilled his potential, becoming the WBO Middleweight champion and later the WBO Supermiddleweight champion.



Andy Gray - Scotland - Currently SKY Sports resident soccer match analyst and one of the most highly respected pundits in the game. This follows a glittering career as fearless (and feared) striker scoring 224 goals in total. He was one of the first £million-men on signing with Wolves, capped 20 times for Scotland. Whilst at Everton he won a League Championship, the FA Cup, European Cup Winners' Cup, and a Charity Shield. Andy also played for Aston Villa, Glasgow Rangers, Dundee United and West Bromwich Albion.

The Charities

Sparks is the only UK children's charity whose remit is to fund medical research across the whole spectrum of childhood illnesses. Our aim is to ensure that all babies are born healthy and all children grow up healthy. Sparks funds research across the UK that has a global impact. Do you know any babies or children faced with cerebral palsy, meningitis, spina bifida, childhood arthritis, childhood cancer, brain damage, epilepsy, pre-eclampsia, cystic fibrosis or cleft lip and palate? If so, Sparks has touched the lives of these children and their families.

The St. George's Society of New York is a charitable organization as well as a fellowship society. Founded in 1770 by English settlers for the purpose of offering "advice and relief" to fellow Englishmen in need or distress, its mission today is to assist elderly or disabled residents in the New York area of British and Commonwealth heritage.

British and Irish Sporting Legends Dinner Programme

6.30pm	Private drinks reception for BA
7.00pm	Pre-dinner drinks reception
8.00pm	Guests called to dinner Silent auction begins Fundraising Games Q & A with Sporting Legends
11.00pm	Silent auction closes
11.30pm	Carriages or on to after party



Sponsorship Rates and Benefits

Event Sponsors

Platinum package

\$30,000

Benefits

- Name associated with the event e.g. *'HSBC presents the British and Irish Sporting Legends Dinner NYC'*.
- Table for 10 hosted by a sporting legend
- Pre-event drinks reception included
- Photo opportunities with sporting legends
- Branding on stage and around the room
- Logo and name in event programme
- Advertisement in event programme
- Verbal thank you by the host
- Logo and name in all marketing materials including: invitations and emails



Gold Package

\$10,000

Benefits

- Table for 11 plus sporting legend to host
- Logo and name in event programme
- Pre-event drinks reception included



Silent auction package

\$6,000

Benefits

- Logo and name on the silent auction screen display throughout the evening
- Name and logo featured on silent auction pages within the event programme
- Logo on each lot description sheet in a prominent position throughout the event
- 2 tickets to the event
- Advertisement in event programme
- Photo opportunities with sporting legends

Wine and water package

\$5,000

Benefits

- Bottle collars with logo and name on all table wine and water bottles
- Advertisement in event programme
- Photo opportunities with sporting legends



In Kind Sponsorship



~~Travel partner~~ ~~Sold to BA~~ ~~12 business class flights from London to JFK~~
Benefits

- Branded as 'Legends flown by British Airways'
- Table for 10 hosted by a sporting legend
- Exclusive pre-event drinks reception
- Photo opportunities with sporting legends
- Branding on stage and around the room
- Logo and name in event programme
- Verbal thank you by the host
- Logo and name in all marketing materials including: invitations and emails
- Promotion of the event to your club members at discount (to be confirmed) and an opportunity to display signed memorabilia and promote the event in the club members lounge



~~Accommodation partner~~ ~~Secured with W Hotels~~
Benefits

- Advertisement in event programme
- Photo opportunities with sporting legends
- Promotion of the event to your guests and an opportunity to display signed memorabilia and promote the event in the hotel lobby



NEW YORK
TIMES SQUARE

Ground travel partner

Transfers to and from JFK airport and venue

Benefits

- 2 tickets to the event
- Advertisement in event programme
- Pre-event drinks reception included
- Photo opportunities with sporting legends

After party partner

Please enquire for further details

Tables, Tickets and Programme Advertisements

Tables for 10 at the British and Irish Sporting Legends Dinner NYC are available at the cost of \$1750
Individual tickets can also be purchased at a cost of \$175

For an additional \$200 your company logo will feature in the programme.



Bespoke Sponsorship Packages

We are happy to tailor a bespoke sponsorship package if none of the above meet your needs.

Thank you

Thank you for considering the British and Irish Sporting Legends Dinner NYC as your next sponsorship opportunity. We guarantee an evening of entertainment and fun, and by sponsoring the event you will be supporting two very worthwhile charities.

Please contact Richard Sexton on +1 917 412 7478 or email rsexton@newmarkkf.com