

**SPONSORSHIP**

**BRITISH**

**BASH**

**CELEBRATING THE BEST OF BRITISH IN NYC**

Wednesday 4<sup>th</sup> December 2019

Edison Ballroom | NYC

Supporting the charitable mission of  
St. George's Society of New York

[www.stgeorgessociety.org](http://www.stgeorgessociety.org)

**SAINT  
GEORGE'S  
SOCIETY  
NEW YORK**  
EST 1770

# ABOUT ST. GEORGE'S SOCIETY

Founded in 1770, St. George's Society of New York is a charity dedicated to **enriching the quality of life** for people in need through an established support system within the British and Commonwealth community in New York. Fueled by a passionate membership community, the Society provides vital assistance to elderly individuals at risk of homelessness, awards scholarships to low-income students in their final year of college and assists families of children affected by pediatric cancer.

St. George's Society is well known in transatlantic circles due to its longevity, record of good works and position in the New York-British community.

[Learn more about our work.](#)





# OUR WORK



## **BENEFICIARY PROGRAM**

We provide financial and quality-of-life support to disadvantaged seniors, protecting them from homelessness, poverty, isolation and neglect.



## **SCHOLARSHIP PROGRAM**

We award funding to low-income students facing financial hardship in their final year of undergraduate studies at Lehman and Hunter Colleges.



## **THE WEATHERSTONE FAMILIES SUPPORT FUND**

We deliver practical and logistical assistance to British families affected by pediatric cancer travelling to New York for treatment.



# 2019 BRITISH BASH

**Wednesday 4<sup>th</sup> December 2019**

**Edison Ballroom | 240 West 47<sup>th</sup> Street**

**Cocktail Reception & Silent Auction Viewing, 7:00pm**

**Dinner & Dancing, 8:00pm-Midnight**

The British Bash is an annual event that celebrates the “**best of British in NYC**” while raising vital funds for one of the oldest charities in New York. The event is attended by over 300 vibrant professionals, passionate about supporting a great cause, while having fun doing it. Members of St. George’s Society, corporate leaders and honored guests enjoy a cocktail reception, followed by an evening of live music, dining, dancing, a charity auction and recognition of the night’s honorees.

Each year, the British Bash helps to sustain and expand our charitable programs and your participation will support our historic mission, while acknowledging the achievements of our 2019 honorees.





# 2019 HONOREES

## MARTIN JOHNSON CBE

### Anglo-American Cultural Award

Martin Johnson CBE regarded as one of the greatest rugby players ever to have played the game—having represented and captained Leicester, England and the British Lions in a career spanning 16 seasons.

Johnson made his debut for the Leicester Tigers in 1989 and for England in 1993. In 1997, he was named as captain for the victorious British & Irish Lions tour of South Africa, and then in 2001, became the first man to captain the Lions twice as he led the 2001 tour to Australia.

He became England captain in 1999, and subsequently led the team to win the 6 Nations Grand Slam in 2003 becoming the only captain from the Northern Hemisphere to win the Rugby World Cup. That memorable final was his 84th and final international match. Following this victory, he was awarded the CBE and placed second in the BBC Sports Personality of the Year.

During his club career he played 362 games for Leicester and captained the club as they won the 1997 Pilkington Cup, four consecutive Premiership titles between 1999-2002 and two European Cup titles in 2001 and 2002. He served as the England team manager from 2008 to 2011.

Under his management, England won the 2011 Six Nations Championship, their first since 2003. That same year, he was inducted into the IRB Hall of Fame at the World Rugby Awards alongside all other Rugby World Cup-winning captains and head coaches from the tournament.





# 2019 HONOREES

## ANDY BYFORD

### British Leadership Award

Andy Byford was appointed President of New York City Transit (NYCT) in January 2018. NYCT is the largest transit agency in North America, with almost 8 million daily riders.

Prior to joining NYCT, Mr. Byford was Chief Executive Officer of the Toronto Transit Commission (TTC), where he led the third largest transit agency in North America, Canada's largest transit agency, carrying over 540 million riders per year on bus, streetcar, light rail, subway and para-transit services. As CEO, Mr. Byford initiated a comprehensive modernization of the TTC, a program that culminated in the TTC being recognized by the American Public Transportation Association as the Outstanding Transit System of the year for 2017.

From 2009 to 2011, as Chief Operating Officer of Rail Corporation, Sydney, Australia, Mr. Byford delivered service to a million customers a day on Australia's largest transit network. From 2003 to 2009, he held the positions of Operations Director and Operations and Safety Director with Southern Railway and South Eastern Trains Limited, UK. During his tenure with London Underground from 1989 to 2003, he held a variety of managerial positions including Group Station Manager, Kings Cross and General Manager – Customer Service for three of the busiest subway lines.

Mr. Byford is a graduate of the University of Leicester from which he was awarded a B.A. joint honours degree in French and German. He also holds a Diploma in Transport from the University of London. Mr. Byford is from Plymouth in the United Kingdom. A member of the Institute of Railway Operators, he is married and lives in Manhattan.





# PAST HONOREES



**Bradley Wright-Phillips**

MLS Player, NY Red Bulls

Anglo-American Cultural Award 2018



**Gareth Jones**

Co-founder, Fintech Collective

British Leadership Award 2018



**Paula Radcliffe MBE**

Marathon World Record Holder

Anglo-American Cultural Award 2017



**Luke Parker Bowles**

CEO, Scoundrel Films

British Leadership Award 2017



**Jeremy Guscott MBE**

England Rugby Legend

Anglo-American Cultural Award 2016



**Sir Steve Redgrave**

British Olympic Gold Medalist

Anglo-American Cultural Award 2015



**Jonny Wilkinson OBE**

England Rugby Legend

Anglo-American Cultural Award 2014



# WHY SPONSOR?

Sponsoring the British Bash gives you a unique opportunity to connect with an influential New York-based community of over 4,000 people, build brand awareness and show your company's support for one of the oldest charitable organizations in the United States.

## BRAND VISIBILITY

An opportunity to reach an upscale, affluent and sought-after New York-based audience. Sponsors have a number of fully customizable options to provide you with the desired level of visibility, year-round as well as on the evening of the gala.

## NETWORKING

Expand your network and make connections in an affluent community that can lead to new business opportunities.

## ENTERTAINMENT

A unique experience for client entertainment and/or an opportunity to reward your staff for good service. Your company's commitment to the well-being of others will inspire a sense of pride among employees and clients.

## CORPORATE SOCIAL RESPONSIBILITY

Support one of the oldest charities in New York and have a direct impact on the local community. All donations are tax-deductible to the fullest extent allowable by law.







# PRESENTING SPONSOR

**\$40,000**

(\$33,000 tax-deductible)

- Presenting sponsor credit i.e. 'XXX presents the British Bash'
- Two VIP seats at the honoree's table
- Two premium tables of 10 seats
- All guests are invited to the exclusive VIP Cocktail Reception with honoree
- Presenting sponsor credit on all promotional materials
- On-site branding and activation
- Premium placement of logo on step and repeat, stage and screens at the event
- Double-page, full-color center-spread advertisement in event program\*\*
- Acknowledgment in pre and post event press releases
- Podium recognition by celebrity hosts on the night
- Logo on St. George's Society website's Partners page, as well as linking logo on event page

# GOLD SPONSOR

**\$20,000**

(\$16,500 tax-deductible)

- Two VIP seats at the honoree's table
- Premium Table of 10 seats
- All guests are invited to the exclusive VIP Cocktail Reception with honoree
- On-site branding and activation
- Logo on step & repeat, stage and screens at the event
- Full-color, full-page advertisement in event program (prime position)\*\*
- Logo on all promotional materials
- Acknowledgment in pre and post event press releases
- Podium recognition by celebrity hosts on the night
- Logo on St. George's Society website's Partners page, as well as linking logo on event page

\*\* For inclusion in the program, ads must be submitted to by Monday 11<sup>th</sup> November 2019.



## SILVER SPONSOR

**\$10,000**

(\$6,500 tax-deductible)

- Prime Table of 10 seats
- Five guests are invited to the exclusive VIP Cocktail Reception with honoree
- Full-color, full-page advertisement in event program\*\*
- Acknowledgment in pre and post event press releases
- Podium recognition by celebrity hosts on the night
- Linking logo on event page

## BRONZE SPONSOR

**\$5,000**

(\$1,500 tax-deductible)

- Preferred Table of 10 seats
- Two guests are invited to the exclusive VIP Cocktail Reception with honoree
- Full-color, half-page advertisement in event program\*\*
- Linking logo on event page

\*\* For inclusion in the program, ads must be submitted to by Monday 11<sup>th</sup> November 2019.

# TICKETS & TABLES

## VIP TICKET

\$400

*includes access to VIP reception with honoree and prime seating*

## MEMBER TABLE OF 10

Early Bird\* \$2,900

Regular \$3,050

## MEMBER TICKET

Early Bird\* \$295

Regular \$310

## NON-MEMBER TABLE OF 10

Early Bird\* \$3,400

Regular \$3,500

## NON-MEMBER TICKET

Early Bird\* \$350

Regular \$365

\* Early bird sales end Monday 9<sup>th</sup> September 2019.

# ADVERTISEMENTS

## FULL PAGE AD\*\*

\$1,500 (Fully tax-deductible)

## HALF PAGE AD\*\*

\$1,000 (Fully tax-deductible)

\*\* For inclusion in the program, ads must be submitted to by Monday 11<sup>th</sup> November 2019.





# BEST OF BRITISH AUCTION

The British Bash also offers brands the opportunity to support the event through our silent and live auction. Each year, we feature over 60 silent and live auction items and experiences that help us raise vital funds to support our work.

All participating businesses are prominently featured during our cocktail reception, online bidding service and video screens throughout the event, receiving exposure to over 350 event attendees and over 4,000 online followers. Not only do auction donors gain visibility among a sought-after audience, but your support will also enable the Society to raise important funds for our charitable programs.

Past auction items have included:

- Signed memorabilia
- Luxury retail items
- Health and wellness experiences
- Travel packages
- Concert or theater tickets
- Behind-the scenes tours
- Fine dining opportunities
- Family-friendly adventures

To submit your item donation, please visit [this link](#).



# VALUED SUPPORTERS

2LS Consulting  
Engineering D.P.C  
A Suit That Fits  
Aberdeen Asset  
Management  
Ahmad Tea USA  
Alta Peruvian Lodge  
Arsenal Football Club  
Asprey  
Authentic Vacations  
BAFTA New York  
Barbour  
BBC America  
Ben Sherman  
Boden  
Bond New York  
Boots  
Bremont  
British Airways  
British Consulate  
General New York  
British International  
School of New York

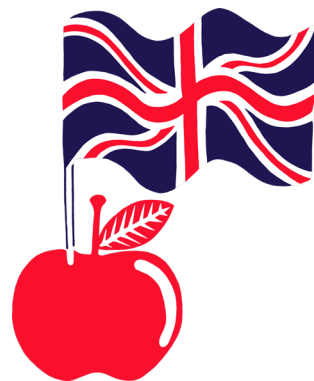
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Burberry  
Claridge's  
Corinthia Hotel London  
Crabtree & Evelyn  
Curnard Line  
DHL Express  
dotmailer  
Douglas Elliman  
Duane Reade  
Emma Bridgewater  
Ettinger London  
Eurostar  
Farrow & Ball  
Fidler's Elbow  
Country Club  
Financial Times  
Frank Crystal &  
Company  
Fyodor Golan  
Glenlivet  
Grosvenor House  
Hammerstein Ballroom

Hearst  
Historic Royal Palaces  
HSBC  
International Convention  
Center Wales  
Jack Wills  
Jaguar Land Rover  
Johnsons of Elgin  
Jones Wood Foundry  
Joules  
Karen Millen  
Katherine Hooker  
Laura Devine Attorneys  
Links of London  
L.K. Bennett  
Mandarin Oriental NYC  
Marie-Lou&D  
Mishcon de Reya  
Molton Brown  
Monica Vinader  
Mountbatten Institute  
Myers of Keswick  
New York City FC

New York Cosmos  
New York Islanders  
New York Red Bulls  
Newmark Grubb Knight  
Frank  
Norwegian Air  
Norwood Club  
Number35  
Osbourne Clarke LLP  
Orvis Sandanona  
Phase Eight  
Pret A Manger  
Pretty Green  
Purdey  
Reiss  
Rockefeller Dental  
Group  
Rugby United NY  
Sabre Integrated  
Security Systems, LLC  
Small Luxury Hotels  
of the World  
Space NK

Tanqueray  
Ted Baker  
The Cock & Bull  
The Jade Hotel  
The Peacock  
Thomas Pink  
Timothy Oulton  
TransferWise  
Tribeca Sailing Club  
UK Alumni Group NY  
Upper Montclair  
Country Club  
USA Sevens, LLC  
Virgin Atlantic  
Walkers  
Wedgwood  
WeiserMazars  
Westminster Abbey  
Wetherby-Pembridge  
School, New York  
Whistles  
Woodford Reserve  
XIX Entertainment





# THANK YOU

Thank you for considering the British Bash  
as your next sponsorship opportunity.

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Please do not hesitate to contact  
us with any questions.

Eliane Abou-Assi  
[eliane@stgeorgessociety.org](mailto:eliane@stgeorgessociety.org)  
212-682-6110

St. George's Society is a 501(c)(3) non-profit organization  
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