

SPONSORSHIP

BRITISH BASH

**CELEBRATING THE BEST
OF BRITISH IN NYC**

Thursday 30th November 2017

Espace | 635 West 42nd Street

Cocktail Reception, 7pm | Dinner & Dancing, 8pm-Midnight

Honoring

**PAULA RADCLIFFE, MBE
& LUKE PARKER BOWLES**

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

WWW.STGEORGESSOCIETY.ORG



THE EVENT

The British Bash, supported by the British Consulate General in New York, is now in its seventh year and 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.

By supporting the British Bash you will have multiple opportunities for brand activation and engagement with an influential New York-based network.

ABOUT THE SOCIETY

For almost 250 years St. George’s Society has provided financial and emotional support to people of British and Commonwealth descent in the New York area. The Society provides vital assistance through two core areas: our Beneficiary Program and our Scholarship Program. The Beneficiary Program assists elderly and disabled individuals in crisis, ensuring they have a safe and secure home to lead a fulfilling life. The Scholarship Program provides final-year students with the funds to complete their education and pursue their careers. In addition to these core programs, we also respond to appeals for short-term emergency assistance.

The Society is honored to have a special relationship with the British Consulate General in New York. For over a century each serving British Consul-General has held the position of Honorary President.

At the British Bash, our vibrant community of members and supporters come together to celebrate the best of British!

THE HONOREES

Paula Radcliffe, MBE

Anglo-American Cultural Award



Paula Radcliffe, MBE joined the Bedford and County Athletics Club at the age of 11 and competed at the World Cross Country Championships at 16 - a title she later went on to win as both a junior and senior. After graduating from Loughborough University in 1996 with a degree in modern languages, she devoted herself full-time to running and is now acknowledged as one of the finest athletes of the modern era.

Radcliffe is a 3-time London Marathon winner and currently holds the women's world record set at the 2003 London Marathon. In November 2004 she won the New York Marathon and in 2005 took the gold medal at the World Championships in Helsinki for the same distance.

Radcliffe was awarded an MBE in June 2002 and then voted the BBC's Sports Personality of the Year later that year.

Luke Parker Bowles

British Leadership Award



Luke Parker Bowles is Chairman of the British Academy of Film and Television Arts (BAFTA) New York and an original Director of the Queen Elizabeth II September 11th Garden. He currently serves as President at Story Mining & Supply Co, a California-based feature film and television production company and he is the CEO of Scoundrel Films, a New York-based digital video production company with clients including TED, UPS, UBS, Logitech, British Airways and many others.

Hailing from London and an established film industry executive in both the United Kingdom and the United States, Parker Bowles has developed and managed a diverse slate of films for both major studios and independent film companies. Parker Bowles was involved in the development of such hit films as Chris and Paul Weitz's *About a Boy*, Beeban Kidron's *Bridget Jones: The Edge of Reason*, Joe Wright's *Pride & Prejudice* and *Atonement*, Shekhar Kapur's *Elizabeth: The Golden Age*, and Richard Curtis's *Love Actually*.



WHY SPONSOR?

Participating as a sponsor of the British Bash gives your company a unique opportunity to drive your branding and promotional efforts. We will be hosting a number of events and marketing campaigns in preparation for this year's British Bash with outreach to over **3,300** members of our extended community and an average of **10,000** website visitors monthly. Sponsorship provides you with several months of ongoing opportunities to align your brand with our community, our honorees and our corporate partners.

BRAND VISIBILITY

An opportunity to reach an upscale, affluent and sought-after New York-based audience.

ENTERTAINING

A unique experience for client entertainment and/or an opportunity to reward your staff for good service.

NETWORKING

Expand your network and make connections that can lead to new business opportunities.

CORPORATE SOCIAL RESPONSIBILITY

Support one of the oldest charities in New York that directly serves the local community.

TAX BENEFITS

St. George's Society is a 501(c)(3) non-profit organization.
Tax ID: 23-7426425. All donations are tax-deductible to the fullest extent allowable by law.



SPONSORSHIP OVERVIEW

	PRESENTING SPONSOR \$40,000	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Presenting sponsor credit	✓			
360 degree pre & post event branding	✓			
VIP seats at honorees table	2 guests	2 guests		
Logo on all promotional materials	✓	✓		
Logo on step & repeat, stage, & screens	✓	✓		
Onsite branding & activation	✓	✓		
Inclusion in press release	✓	✓	✓	
Podium recognition	✓	✓	✓	
Program ad	Double page, full color, centerspread ad	Full page, full color ad (prime position)	Full page, full color ad	Half page, full color ad
Program listing	✓	✓	✓	✓
VIP reception with honoree	20 guests	10 guests	5 guests	2 guests
Number of seats	20 premium	10 premium	10 prime	10 preferred

VALUED PARTNERS

2LS Consulting
 Engineering D.P.C
 A Suit That Fits
 Aberdeen Asset Management
 Alta Peruvian Lodge
 Anisa International
 Asprey
 BAFTA New York
 Barbour
 BBC America
 Ben Sherman
 Boden
 Bond New York
 Boots
 Bremond
 British Airways
 British Consulate
 General New York
 British International
 School of New York

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

Hammerstein
 Ballroom
 Hearst
 Historic Royal Palaces
 HSBC
 Jack Wills
 Jaguar Land Rover
 Jones Wood Foundry
 Joules
 Karen Millen
 Katherine Hooker
 Laura Devine Attorneys
 Links of London
 L.K. Bennett
 Marie-Lou&D
 Mishcon de Reya
 Molton Brown
 Mountbatten Institute
 Myers of Keswick
 New York City FC
 New York Cosmos

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

Tea & Sympathy
 Ted Baker
 The Cock & Bull
 The Jade Hotel
 The Peacock
 Thomas Pink
 Timothy Oulton
 TransferWise
 Upper Montclair
 Country Club
 USA Sevens, LLC
 Virgin Atlantic
 Walkers
 Wedgwood
 WeiserMazars
 Wetherby-Pembridge
 School, New York
 Whistles
 XIX Entertainment

SPONSORSHIP LEVELS

* All sponsors are listed in the event program at stated level

PRESENTING SPONSOR

\$40,000

(\$35,000 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
- 360-degree branding pre and post event
- Onsite branding and activation
- Premium placement of logo on step and repeat, stage and screens at the event
- Double page, full color centerspread advertisement in event program
- Presenting sponsor credit on all promotional materials
- Acknowledgement in pre and post event press releases
- Podium recognition by celebrity hosts on the night

GOLD SPONSOR

\$20,000

(\$17,500 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
- Onsite 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
- Acknowledgement in pre and post event press releases
- Podium recognition by celebrity hosts on the night

SILVER SPONSOR

\$10,000

(\$7,500 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
- Acknowledgement in pre and post event press releases
- Podium recognition by celebrity hosts on the night

BRONZE SPONSOR

\$5,000

(\$2,500 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

MEMBER TABLE OF 10 | \$2,500

NON-MEMBER TABLE OF 10 | \$2,750

\$250 tax-deductible

FULL PAGE AD | \$1,750

Fully tax-deductible

HALF PAGE AD | \$1,000

Fully tax-deductible

* For inclusion in the program ads must be submitted to Eliane Abou-Assi by 13th November 2017

EVENT PHOTOS



#BRITBASHNYC



SPONSORSHIP FORM

Please complete and return this form to Eliane Abou-Assi at: eliane@stgeorgessociety.org.

WE WISH TO BE RECOGNIZED AS A:

☐ **PRESENTING SPONSOR**

\$40,000

☐ **GOLD SPONSOR**

\$20,000

☐ **SILVER SPONSOR**

\$10,000

☐ **BRONZE SPONSOR**

\$5,000

☐ **MEMBER TABLE SPONSOR**

\$2,500

☐ **NON-MEMBER TABLE SPONSOR**

\$2,750

ADDITIONAL WAYS TO SUPPORT

☐ **MEMBER TICKETS**

_____ @ \$275 = \$ _____

☐ **NON-MEMBER TICKETS**

_____ @ \$300 = \$ _____

☐ **DONATION**

\$ _____

☐ **FULL PAGE AD**

\$1,750

☐ **HALF PAGE AD**

\$1,000

PAYMENT DETAILS

PROGRAM LISTING _____

CONTACT NAME _____

COMPANY NAME (if applicable) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

MY PAYMENT OF \$ _____ IS ☐ ENCLOSED ☐ PLEASE INVOICE

Please make checks payable to St. George's Society of New York

If you wish to pay by credit card, please call 212-682-6110

Send this completed form and check to: **St. George's Society of New York**

216 East 45th Street, Suite 901
New York, NY 10017



THANK YOU

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

Please do not hesitate to contact
us with any questions.

Eliane Abou-Assi
eliane@stgeorgessociety.org
212-682-6110

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Tax ID: 23-7426425