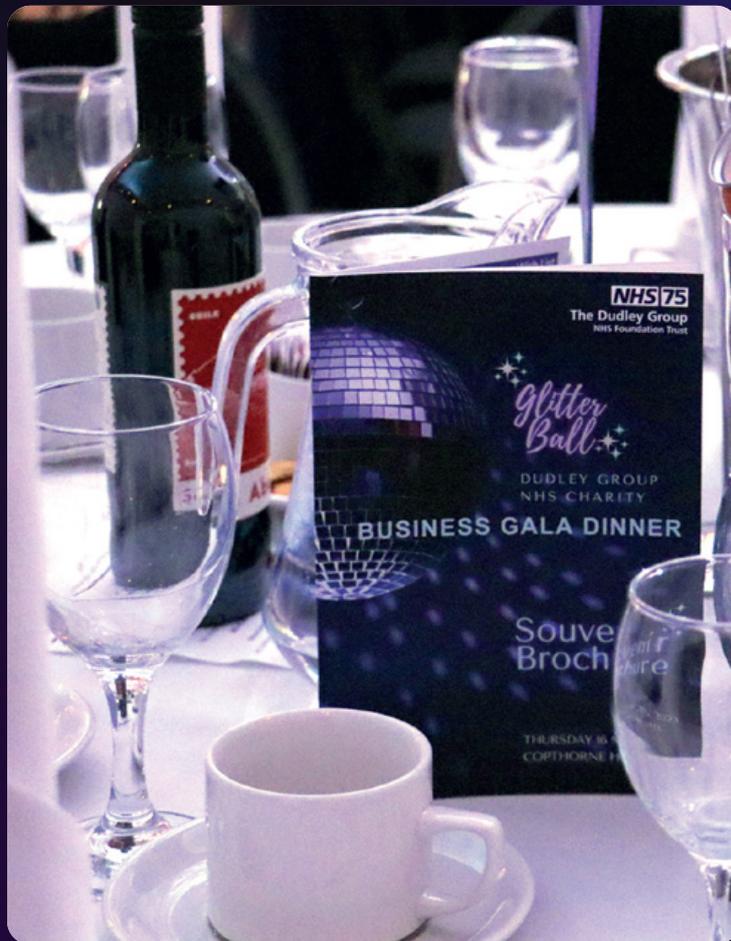


# Glitter Ball

## Charity Gala Dinner Sponsorship Packages



**Thursday 14th November 2024**  
**Copthorne Hotel, Brierley Hill, Dudley**

Supporting the Dudley Group NHS Charity Dementia Appeal



“ Meeting local businesses at the Glitter Ball is a brilliant opportunity to share stories and strengthen our relationships within our local community. We have been overwhelmed by the amazing support that has been showcased over the past three years, further cementing the wonderful work of our charity. ”

Diane Wake, chief executive of The Dudley Group NHS Foundation Trust.

## All profits from the Glitter Ball will support our patients with dementia.

In many cases dementia is not the primary condition for a patient receiving care at Russells Hall Hospital. Our Trust has a specialist Dementia Care Team who work alongside our clinicians to ensure our patients with dementia are fully supported.



Guests attending our event will be treated to a wonderful evening of entertainment including drinks and a two-course meal.

\*Companies who support our events may be able to offset against corporation tax.





Last year the Dudley Group NHS Charity brought together local businesses to this networking event at the Copthorne Hotel, Brierley Hill, Dudley. The event was a huge success and raised over £16,500 from the sponsorship, table packages, raffle and auction.

Our Glitter Ball returns for a fourth year. This year all funds raised will go to the Trust Charity's Dementia Appeal which supports patients who are suffering from dementia.

The Business Gala Dinner is on Thursday 14th November 2024 at the Copthorne Hotel in Brierley Hill. The event invites local businesses to show support for their local Dudley Group NHS Charity.

Guests will be treated to a wonderful evening of entertainment including welcome drinks, a

two-course meal and entertainment. The event could be a great opportunity for you and your team to celebrate your Christmas party this year whilst giving back to a vital cause.

Donations raised from this event will enable us to provide specially designed areas within the Trust to create an informal and less clinical environment for our patients with dementia. We will also be able to purchase the resources we need for reminiscence therapy, for example DVDs of old films, 'memory jogger' puzzles and picture books.





## PLATINUM PACKAGE | £5,500

### *BEFORE THE EVENT*

- ▶ Acknowledged as our official partner and platinum sponsor on all event materials and online activities.
- ▶ Your branding will be displayed on the Trust website (250,000 page views per year); plus, a link to your own website.
- ▶ Your branding will be displayed on our staff intranet available to our 7,500 staff.
- ▶ Social media postings to help you reach our Trust. We have 7,750 followers on Twitter, and a Facebook page with 15,000 likes.

### *DURING THE EVENT*

- ▶ As a platinum level sponsor, you will have the exciting opportunity to deliver a short welcome speech from a senior representative.
- ▶ The option of having eight seats on a VIP table in prime position on the evening with the opportunity of having two Trust staff representatives join you OR having ten seats on a VIP table in prime position without Trust staff.
- ▶ Verbal recognition in the host's script on the night of the awards.
- ▶ Your branding including name and logo will be displayed throughout the evening's event.

### *AFTER THE EVENT*

- ▶ Platinum event sponsor quote by a senior representative and 'thank you' in our post event press release issued to local media.
- ▶ Personalised 'thank you' letter from our chief executive.
- ▶ Thank you to our platinum sponsor screensaver displayed on all 4,770 Trust laptops and PCs.



## GOLD PACKAGE | £4,500

### BEFORE THE EVENT

- ▶ Acknowledged as our official partner and gold sponsor on all event materials and online activities.
- ▶ Your branding will be displayed on the Trust website (250,000 page views per year); plus, a link to your own website.
- ▶ Your branding will be displayed on our staff intranet available to our 7,500 staff.
- ▶ Social media postings to help you reach our Trust. We have 7,750 followers on Twitter, and a Facebook page with 15,000 likes.

### DURING THE EVENT

- ▶ The option of having eight seats on a table on the evening with the opportunity of having two Trust staff representatives join you OR having ten seats on a table without Trust staff.
- ▶ Verbal recognition in the host's script on the night of the awards.
- ▶ Your branding including name and logo will be displayed throughout the evening's event.

### AFTER THE EVENT

- ▶ Gold event sponsor 'thank you' in our post event press release issued to local media.
- ▶ Thank you to our gold sponsor screensaver displayed on all 4,770 Trust laptops and PCs.
- ▶ 'Thank you' screensaver on two digital displays positioned on the main corridor of Russells Hall Hospital and in the Emergency Department waiting area visited by 60,000 patients a year.



## SILVER PACKAGE | £3,000

### *BEFORE THE EVENT*

- ▶ Acknowledged as our official partner and silver sponsor on all event materials and online activities.
- ▶ Your branding will be displayed on the Trust website (250,000 page views per year); plus, a link to your own website.
- ▶ Your branding will be displayed on our staff intranet available to our 7,500 staff.
- ▶ Social media postings to help you reach our Trust. We have 7,750 followers on Twitter, and a Facebook page with 15,000 likes.

### *DURING THE EVENT*

- ▶ The option of having four seats on a table on the evening with the opportunity of having one Trust staff representative join you OR having five seats on a table without Trust staff.
- ▶ Verbal recognition in the host's script on the night of the awards.
- ▶ Your branding including name and logo will be displayed throughout the evening's event.

### *AFTER THE EVENT*

- ▶ Silver event sponsor 'thank you' in our post event press release issued to local media.
- ▶ Thank you to our silver sponsor screensaver displayed on all 4,770 Trust laptops and PCs.
- ▶ 'Thank you' screensaver on two digital displays positioned on the main corridor of Russells Hall Hospital and in the Emergency Department waiting area visited by 60,000 patients a year.



## BRONZE PACKAGE | £2,500

### *BEFORE THE EVENT*

- ▶ Acknowledged as our official partner and bronze sponsor on all event materials and online activities.
- ▶ Your branding will be displayed on our staff intranet available to our 7,500 staff.
- ▶ Social media postings to help you reach our Trust. We have 7,750 followers on Twitter, and a Facebook page with 15,000 likes.

### *DURING THE EVENT*

- ▶ The option of having four seats on a table on the evening with the opportunity of having one Trust staff representative join you OR having five seats on a table without Trust staff.
- ▶ Verbal recognition in the host's script on the night of the awards.
- ▶ Your branding including name and logo will be displayed throughout the evening's event.

### *AFTER THE EVENT*

- ▶ Bronze event sponsor 'thank you' in our post event press release issued to local media.
- ▶ Thank you to our bronze sponsor screensaver displayed on all 4,770 Trust laptops and PCs.

**Please note** - we do have smaller supporter packages available for businesses. Please contact us to discuss further.

## Supporting our Dementia Appeal

A relaxed care environment can increase the well-being of our patients with dementia. Therefore we are developing specially designed spaces where patients can reminisce, and staff can take time out to respond to their reality.

We understand that providing the right environment alongside meaningful activities makes a difference in enhancing patients' experience. The care offered within our elderly care ward includes patients accessing a day room and staff facilitating group sessions.

The charity has funded specialist reminiscence therapy computers. The software is patient-led for individual circumstances and needs. We have the ability to create someone's life story to include photographs, film clips, music, etc. We can document a patient's favourite films and artists; we can even record a family member

speaking (which may calm their distressed relative when they are not able to be there in person). The addition of these to the wards has been invaluable.

It is important to remember that not only is a diagnosis of dementia difficult for the person with the disease; it also poses significant challenges for those who take care of the patient. We liaise with caregivers to ensure they receive all the information and support they need.

## About our Charity

The Dudley Group NHS (DGNHS) Charity, based in the heart of the West Midlands, supports hospitals and community services that are part of The Dudley Group NHS Foundation Trust. Our Charity enhances the wellbeing and experience of our patients and staff by providing services and facilities not routinely funded by the NHS or our Trust.



## Other ways to support

If you are unable to support through our above packages we do have other opportunities you can get involved in. If you would like to help make the event a success, we would be grateful if you would please consider donating a prize to place in our raffle and auction on the night. Acknowledgment of all donations will be given during the raffle and auction section on the night.

**If you wish to support any of our events  
or require more information, please contact:**

**Nithee Patel**

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[dgft.nhs.uk/our-charity](https://dgft.nhs.uk/our-charity)

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