

befriend a child



turn a frown upside down

EMERALD CITY BALL

FRIDAY 29TH MAY 2026, 6:30PM - LATE, THE
CHESTER HOTEL

SPONSORSHIP PACKAGES

HEADLINE SPONSOR- (SOLD)

SILVER SPONSOR - £3,600

BRONZE SPONSOR - £2,600

ENTERTAINMENT SPONSOR - £1,900

THE SWEETIE SPONSOR SPONSOR - £1,500

PRINT SPONSOR - £1,250

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Befriend a Child has a strong reputation for delivering early-intervention support to children and young people who are growing up in difficult life circumstances across Aberdeen and Aberdeenshire. We provide 1:1 befriending and mentoring services which are delivered by trained volunteers, and we operate after school clubs, group activities and holiday playschemes.

Each year we support over 250 local children and young people, and we know our services make a difference. Through building strong and trusting relationships and having the opportunity to try new activities, youngsters can work through their difficulties, overcome their challenges, and reach their full potential.

BEFRIEND A CHILD'S EMERALD CITY BALL

On **Friday 29th May 2026**, Befriend a Child will hold their annual Big Kids' Ball at The Chester Hotel. The Ball is our flagship fundraising and supporter engagement event which provides a chance for us to showcase our work and celebrate with our supporters and guests. The format for the night includes a drinks reception and three-course meal, a presentation from the charity, live entertainment, dancing, a raffle, silent auction, a live auction and other games and prizes. We aim to raise £40,000 from the event and as in previous years we have themed the Ball which we hope will entice people to come along and join us.

SPONSORSHIP OPPORTUNITIES

Each year our sponsors play an important role in helping make the Bid Kids' Ball a success. Sponsorship is used to cover our expenses allowing us to focus all our efforts on fundraising through ticket sales and fundraising activities on the night. Sponsorship makes a huge difference to the net income we can achieve and ultimately the amount of benefit the ball generates for the children and young people we support.

In return for their support, our sponsors can take pride in leveraging their contribution to generate even more income for the charity. In addition, they enjoy a close association with the event, as well as a host of benefits in line with the value of sponsorship.

We hope you will consider sponsoring and attending the event to help make it a success. Details of sponsorship packages are overleaf.

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HEADLINE SPONSOR (SOLD)

OUR HEADLINE SPONSOR PROVIDES FUNDING TO PAY FOR WHAT IS ALWAYS AN OUTSTANDING 3-COURSE MEAL

- TITLE COLOUR LOGO ON PROMOTIONAL POSTER, INVITE AND PROGRAMME COVER
- SPONSOR PROMOTED IN PRE-EVENT PRESS RELEASE
- DEDICATED/TAGGED SOCIAL MEDIA POST TO ANNOUNCE SPONSORSHIP AND MINIMUM OF TWO ADDITIONAL DEDICATED SOCIAL MEDIA POSTS PRE / POST EVENT
- VIP DRINKS RECEPTION FOR YOU AND YOUR GUESTS
- 1 X TABLE OF 10 AT THE EVENT, FACING THE STAGE AND NEXT TO DANCE FLOOR
- 1 DOUBLE ROOM AND BREAKFAST AT THE CHESTER HOTEL
- OPPORTUNITY TO MAKE A SHORT ADDRESS AND/OR PRESENT THE STAR AUCTION PRIZE ON THE NIGHT
- A MINIMUM OF TWO LIVE ACKNOWLEDGEMENTS ON THE NIGHT
- DEDICATED LOGO SLIDE ON AV SCREENS THROUGHOUT THE EVENT
- FULL PAGE ADVERTISEMENT IN THE BALL PROGRAMME
- THANK YOU IN THE BALL PROGRAMME
- LOGO DISPLAYED ON AUCTION WEBSITE
- TAGGED IN RELEVANT PRE AND POST-EVENT BALL-RELATED SOCIAL MEDIA POSTS AND ON CHARITY WEBSITE
- MENTION IN FOLLOW UP PRESS RELEASE

OUR HEADLINE SPONSOR IS NOT AVAILABLE

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SILVER SPONSOR - £3,600

OUR SILVER SPONSOR PROVIDES FUNDING TO PAY FOR THE ENTERTAINMENT, SOUND, LIGHTING, AND PRODUCTION THAT CREATES THE WONDERFUL SPECTACLE AND ATMOSPHERE FOR THE EVENT.

- LOGO ON PROMOTIONAL POSTER, INVITE AND PROGRAMME COVER
- DEDICATED/TAGGED SOCIAL MEDIA POST TO ANNOUNCE SPONSORSHIP AND A MINIMUM OF ONE ADDITIONAL DEDICATED SOCIAL MEDIA POSTS PRE / POST EVENT
- 1 X TABLE OF 10 AT THE EVENT, NEXT TO DANCE FLOOR
- DEDICATED LOGO SLIDE ON AV SCREENS THROUGHOUT THE EVENT
- HALF PAGE ADVERTISEMENT IN THE BALL PROGRAMME
- THANK YOU IN THE BALL PROGRAMME
- LOGO DISPLAYED ON AUCTION WEBSITE
- A MINIMUM OF ONE LIVE ACKNOWLEDGEMENT ON THE NIGHT
- TAGGED IN RELEVANT PRE AND POST-EVENT BALL-RELATED SOCIAL MEDIA POSTS AND ON CHARITY WEBSITE
- MENTION IN FOLLOW UP PRESS RELEASE

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BRONZE SPONSOR - £2,600

OUR BRONZE SPONSOR PROVIDES FUNDING TO PAY FOR THE CREATIVE DESIGN ELEMENTS THAT HELP BRING THE THEME ALIVE AND MAKE IT MEMORABLE AND THE SILENT AUCTION TECHNOLOGY THAT HELPS RAISE FUNDS AND ENSURES THE EVENT RUNS SMOOTHLY.

- LOGO ON PROMOTIONAL POSTER, INVITE AND PROGRAMME COVER
- DEDICATED/TAGGED SOCIAL MEDIA POST TO ANNOUNCE SPONSORSHIP
- 1 X TABLE OF 10 AT THE EVENT, IN PROMINENT POSITION
- HALF PAGE ADVERTISEMENT IN THE BALL PROGRAMME
- THANK YOU IN THE BALL PROGRAMME
- LOGO DISPLAYED ON AUCTION WEBSITE
- LOGO DISPLAYED ON GIVERGY TABLET (ONE PER TABLE)
- A MINIMUM OF ONE LIVE ACKNOWLEDGEMENT ON THE NIGHT
- TAGGED IN RELEVANT PRE AND POST-EVENT BALL-RELATED SOCIAL MEDIA POSTS AND ON CHARITY WEBSITE
- MENTION IN FOLLOW UP PRESS RELEASE

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ENTERTAINMENT SPONSOR - £1,900

OUR ENTERTAINMENT SPONSOR PROVIDES THE ENTERTAINMENT FOR NIGHT, INCLUDING THE BAND WHICH IS ALWAYS POPULAR ON THE NIGHT

- FIVE FREE PLACES AT THE EVENT
- THANK YOU IN THE BALL PROGRAMME
- LOGO AT THE EVENT ON THE NIGHT
- MENTION IN FOLLOW UP PRESS RELEASE

THE SWEETIE SPONSOR - £1,500

OUR SWEETIE SPONSOR PROVIDES THE SWEETIE TABLE THAT WILL BE FREE FOR GUESTS TO ENJOY THROUGHOUT THE NIGHT.

- FIVE FREE PLACES AT THE EVENT
- THANK YOU IN THE BALL PROGRAMME
- LOGO AT SWEETIE TABLE ON THE NIGHT
- MENTION IN FOLLOW UP PRESS RELEASE

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PRINT SPONSOR - £1,250

OUR PRINT SPONSOR PROVIDES ALL THE PRINTED MATERIAL FOR THE BALL, INCLUDING THE FULL PROGRAMME THAT IS PLACED ON EACH TABLE, THE TABLE PLAN AND ANY OTHER SMALL PRINTING REQUIRED FOR THE EVENT

- FIVE FREE PLACES AT THE EVENT
- THANK YOU IN THE BALL PROGRAMME
- MENTION IN FOLLOW UP PRESS RELEASE

ONE PRINT SPONSOR IS AVAILABLE AT A COST OF £1,250 OR TO A PRINTING COMPANY WHO PROVIDES THE PRINTING FREE OF CHARGE.

PRIZE SPONSORS

WE ARE ALWAYS GRATEFUL FOR DONATIONS OF PRIZES FOR OUR RAFFLE AND AUCTION. IF YOU WOULD LIKE TO SHOWCASE YOUR PRODUCTS OR SERVICES, THIS IS YOUR CHANCE. APPROPRIATE MENTION OF YOUR BRAND WILL BE GIVEN AT THE EVENT AND ON OUR WEBSITE.

TABLE GIFT SPONSORS

ANOTHER WAY TO SHOWCASE YOUR PRODUCTS IS BY DONATING SUITABLE TAKE-HOME GIFTS TO BE PLACED ON THE TABLES. THE GIFT SHOULD BE EASY TO CARRY, DESIRABLE TO ANYONE, AND PRESENTED IN AN ELEGANT MANNER. TYPICALLY, GIFT DONATIONS SHOULD ACCOMMODATE UPWARDS OF 250 GUESTS, HOWEVER, IN THE PAST WE HAVE DESIGNATED GIFTS FOR THE LADIES ONLY OR EXCLUSIVELY FOR OUR VIP (SPONSOR) GUESTS. AS SUCH, WE ACCEPT SMALLER QUANTITIES OF SUITABLY ATTRACTIVE GIFTS. APPROPRIATE MENTION OF YOUR BRAND WILL BE GIVEN AT THE EVENT AND ON OUR WEBSITE.