

# Christmas Market\* 2017

\*The City's  
original  
Christmas  
Market at  
Guildhall

27 & 28  
NOVEMBER  
2017



WITH A WEIHNACHTSMARKT IN GUILDHALL YARD

- \* over 100 stalls
- \* Foodiefest
- \* affordable art market
- \* designer fashion and live music

Supporting



## SPONSORSHIP PROPOSAL

The British Red Cross Society, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949), Scotland (SC037738) and Isle of Man (0762)



**CITY A.M.**  
— BUSINESS WITH PERSONALITY —

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## Overview

Founded in 1961 at the Royal Exchange, The Christmas Market with the enthusiastic support of the City of London Corporation is the largest single fundraising event for the British Red Cross in the Square Mile and one of the largest in the United Kingdom.

The Christmas Market is held every two years and will next take place in November 2017 in the majestic setting of the Guildhall and hosted by the Lord Mayor of London.

The event is run by a committee of over 35 volunteers that includes the Co-Chairmen, Alderman Professor Michael Mainelli and Mrs Elisabeth Mainelli.

It receives considerable support from the City of London including from Aldermen, Livery Companies, Ward Clubs, Guild of Freeman, City Livery Club and the United Wards Club, with over 30 of them donating money, running stalls, providing prizes and promoting it to their members—many of whom attend.



*HRH Princess Alexandra meeting a sponsor*

The event is opened with an exclusive Preview Evening, where the market is traditionally declared open by HRH Princess Alexandra. Over 1,000 guests enjoy a drinks and canapés reception. This is a unique opportunity to network in the City and to entertain clients. The media partner for the event is the newspaper City AM.

The following day we welcome over 3,000 guests who enjoy shopping, dining, workshops, music and much more. During the event there is the chance to bid on “money can’t buy” prizes in the Silent Auction and enter the exclusive raffle.



*Julian Fellowes with wife Emma Kitchener enjoying the Market*

All profits from the Market support the lifesaving work of the British Red Cross. The last eight Christmas Markets have raised over £1.1 million. Each subsequent market grows in attendance, profile and money raised. This growth is expected to continue in 2017.



## About the Event

### Preview Night

Monday 27th November 2017

5.30pm to 9.00pm

To be opened by the Royal & Civic Party

£40 including drinks and canapé reception

### Market Day

Tuesday 28th November 2017

10.30am to 8.00pm

£5 includes a complimentary glass of wine

### Website

[www.redcross.org.uk/market](http://www.redcross.org.uk/market)



### Attendance

4000 people spent money in support of the Red Cross in 2015. In 2017 we expect to see increased attendance and welcome over 6000 visitors.

### Money Raised

In 2015 the Market raised over £177,000. In 2017 we aim to raise over £250,000.

## Christmas Market—In Pictures



The Market takes place inside the iconic Guildhall, a Grade 1 listed landmark in the heart of the City of London.



Guests on the Preview Night enjoy a spectacular display by The Company of Pikemen & Musketeers



Guests enjoy a generous drinks and canapé reception



Guest of Honour HRH Princess Alexandra is invited to officially open the Market



Throughout the Market Day the guests enjoy a range of events inside the Livery Hall



The beautiful Great Hall is full of retailers selling clothing, home ware, gifts, jewellery, food, drink and much more



## About the British Red Cross

Association with the UK's leading global humanitarian charity.

By sponsoring this prestigious event, your company will be helping to support the vital work of the British Red Cross.

As part of the world's largest humanitarian network – the International Red Cross and the Red Crescent Movement – the British Red Cross provides assistance during times of crisis.

Most recently, the British Red Cross and our sister societies throughout Europe are working together to provide essential humanitarian assistance. The British Red Cross is providing refugees with food, clothing and emergency items. The Italian and Hellenic Red Cross Societies are giving emergency medical assistance and helping to restore family links.



Five-year-old Nesrin is a ray of sunshine in bleak Idomeni with her constant smile and warm hugs. She and her siblings have now been travelling for over a month with their



Back in the UK our independent living services provide vital support to those who would otherwise be trapped at home and alone. By providing transport, mobility aids and support, our staff and volunteers assist over 400,000 people a year, helping them get on with their lives. That's more than 1,150 people per day.

By supporting this event you can provide hope in crisis for more people like Nesrin and Hilda.

## Hear from our Sponsors

‘Champagne Pol Roger is a proud supporter of the Red Cross. We recognise the tremendous work that the charity is doing, both domestically and overseas, and are delighted to be able to support them. They have an innovative programme of events, that allows unprecedented access to some of London’s most prestigious addresses as well as facilitating a rich networking opportunity; we certainly feel that the Red Cross intuitively looks after us as a sponsor and goes above and beyond to ensure that we too benefit from our support of the charity.’

**- Freya Miller, Marketing Manager, Pol Roger**



CHAMPAGNE  
**POL ROGER**

## Sponsorship Opportunities

We have a range of sponsorship opportunities outlined in Appendix 1. Listed below are a range of available benefits.

### ***On-site Promotion***

As a lead sponsor we will display appropriate branding throughout the space and include your logo on the auction screens.

You will be offered an exclusive stall in the Great Hall which you can choose to use for further branding and to engage customers and we are happy to work with you on ways you could use this space.

A representative from your company is invited to join the Royal Line up to meet the Civic Party and HRH Princess Alexandra.

Your support will be publicly acknowledged in the speech given on the Preview Evening by the Chairman.

### ***Client Entertainment***

You will receive ten tickets to the Preview Evening and up to twenty tickets for the Market Day. We can also organise a private reception area for your guests during the Preview Evening.

On the Market day we can also arrange a private tour for your guests of the Guildhall during the event with one of our City of London Guides followed by lunch in the medieval Crypt.

## Marketing and Promotion

We pride ourselves on having an extensive Print and Digital Marketing Campaign within which we can offer a number of opportunities for branding advertising and editorials.

The 2015 Campaign included:

### Invitation List

Email and postal campaign reach over 20,000

### Christmas Market Magazine

**10,000** copies distributed at Moorgate, St Paul's, Bank, Mansion House, Liverpool Street, London Bridge in the two weeks running up to the market, 200 magazines given to the Andaz hotel. Plus all 4000 guests at the market were given a copy.



### London Underground Posters

From 2nd November for 4 weeks there were 8 posters and large illuminated screens at both Bank and Moorgate underground stations, reaching approximately **5.40 million**.



### Adwalker Boards & The Lord Mayor's Show

Our Adwalker boards were featured in the Lord Mayor's Show which was televised live on the BBC to **4 million viewers**. We also had a street team of adwalkers for the duration of the Market handing out over 2000 flyers throughout the Square Mile .





## Marketing and Promotion

### Digital Screens at One New Change in Cheapside

2 weeks from 16 November, average reach 120,000.

### Digital Screens in London Pubs

From 2nd November for 4 weeks at a number of pubs across London, average reach 130,400.

### City AM Articles

Multiple articles in the run up to the event reach in excess of 399,000 readers per day.

### Full marketing delivery to City of London

- PRO Office
- Barbican Association Newsletter
- Barbican residents email broadcast service
- Chamberlain's Court
- City Livery Club - Events Calendar
- City of London Information Centre
- City of London What's On Guide
- City Resident
- Corporation of London Members' Briefing
- Corporation of London: City e-shot
- City of London website: Home Page - Don't miss... section
- City of London website: Events calendar page
- Ward notice boards
- Church notice boards
- City Libraries Notices Boards

**The following City businesses have supported the Market:** NYSE Euronext, BNY Mellon, Eurex, Bank of America Merrill Lynch, Credit Suisse, Bloomberg, Futures & Options Association, Lloyds Banking, Schroders, Deloitte, Goldman Sachs, Swiss Re and AON.



## **Contact Information**

**If you would like to discuss any of the opportunities to within this sponsorship pack please contact:**

**Laura Deacon**

**TEL: 0207 877 7606**

**EMAIL: [LDeacon@Redcross.org.uk](mailto:LDeacon@Redcross.org.uk)**

**ADDRESS:**

**British Red Cross**

**44 Moorfields**

**London**

**EC2Y 9AL**

**[WWW.REDCROSS.ORG.UK/MARKET](http://WWW.REDCROSS.ORG.UK/MARKET)**

**THANK YOU**

## **Appendix 1— Sponsorship Packages**

**All of our sponsorship packages can be tailored to suit your business needs and one of our team would be happy to meet with you and discuss the scope of benefits.**

### **Headline Sponsor—£50,000**

- Naming rights to the Christmas Market
- Naming rights to the float in the Lord Mayor's Show which is televised live on the BBC.
- Naming rights on all marketing and promotion including TFL underground campaign, City AM article, on mail and email campaigns and adverts and editorial in the magazine.
- Branding on site for the duration of the event
- Banner advert on auction website and event screens
- Promotional stall in the Great Hall to engage customers
- Opportunity to publicly address the audience at the Preview Evening
- A Company representative included in the Royal line up
- 10 tickets to the preview evening, including private reception for your guests
- 20 tickets to the market day, including a private guided tour of Guildhall and its vicinity for your guests and lunch or afternoon tea in the medieval crypt.

### **Royal Reception & Preview Night Sponsor—£20,000**

- Branding as the Royal Reception and Preview Night Sponsor on all marketing and promotion including TFL underground campaign, City AM article, on mail and email campaigns and advert in the magazine.
- Featured in the Lord Mayor's Show Float as a sponsor, televised live on the BBC.
- Branding on site for the duration of the Preview Evening
- Logo advert on auction website and event screens
- Promotional stall in the Great Hall to engage customers
- Acknowledgement in the opening speeches on the Preview Evening
- A Company representative included in the Royal line up



## Appendix 1—Sponsorship Packages

### Weihnachtsmarkt Sponsor—£10,000

This is the new outdoor element to the Christmas Market which will feature an outdoor popup market in Guildhall Yard with traditional huts and produce

- Branding as the Weihnachtsmarkt Sponsor on all marketing and promotion including TFL underground campaign, City AM article, on mail and email campaigns and advert in the magazine.
- Featured in the Lord Mayor's Show float as a sponsor, televised live on the BBC.
- Branding on site at the Weihnachtsmarkt
- Logo advert on auction website and event screens
- Option of a promotional stall in the Weihnachtsmarkt to engage customers
- Acknowledgement in the opening speeches on the Preview Evening

### Foodiefest sponsor—£10,000

This is another new element to the Christmas Market where guests will be transported to a festival of food and drink in the Livery Hall to enjoy a series of workshops, masterclasses, talks, tastings and live demonstrations.

- Branding at the Foodiefest on all marketing and promotion including TFL underground campaign, City AM article, on mail and email campaigns and advert in the magazine.
- Featured in the Lord Mayor's Show float as a sponsor, televised live on the BBC.
- Branding on site at Foodiefest
- Logo advert on auction website and event screens
- Option of a promotional stall in Foodiefest to engage customers
- Acknowledgement in the opening speeches on the Preview Evening

## Appendix 1— Sponsorship Packages

### Drinks Sponsor

We are looking for companies that can provide drinks for the event including sparkling wine and beer for the preview night reception, wine for the guests' free drink on market day, Champagne for the afternoon tea and soft drinks for the duration of the show.

- Branding on marketing and promotion including TFL underground campaign, City AM article, on mail and email campaigns and advert in the magazine.
- Product placement on site
- Logo advert on auction website and event screens
- Option of a promotional stall at the event to engage customers
- Opportunity to host a promotional workshop / tasting / master class in our Foodiefest.

### Prize Sponsor

We have a number of fundraising platforms at the event including a silent auction, international tombola, and raffle all featuring exclusive high end items, holidays, “money can't buy” experiences and work experience opportunities.

- Acknowledgement in the magazine.
- Logo advert on auction website and event screens
- 2 tickets to the Preview Evening
- 10 tickets to the Market Day

### Marketing Sponsor

We are looking to team with businesses that can spread the word about the Christmas Market to their staff and clients.

- Acknowledgement in the magazine.
- Logo advert on auction website and event screens
- 2 tickets to the Preview Evening
- 10 tickets to the Market Day

## **Appendix 1— Sponsorship Packages**

### **Christmas Gift**

We welcome donations from our supporters to deliver our lifesaving work. Donations over £1000 will be acknowledged in the magazine and can include your company logo.

### **Advertising**

We have a number of advertising opportunities starting from £350. For more information please contact Peter Cave on [petercave.confidence@btconnect.com](mailto:petercave.confidence@btconnect.com)