

THE BUTTERFLY BALL LONDON

THE DORCHESTER, 25 JUNE 2025



SPONSORSHIP OPPORTUNITIES



RECOGNISING GREAT MINDS

Great minds

Fig. 1



Fig. 2

*Celebrant viginti quinque
annos alere debiles liberos
ac familias suas*

*At Caudwell Children, we're on
a mission to change lives.*

We exist to make life fair, believing in possibility and seeing potential in every child. We want to change the world so that disabled and autistic children have the choice, opportunity, dignity and understanding they deserve.

INTERESTED IN JOINING THE CHANGE?

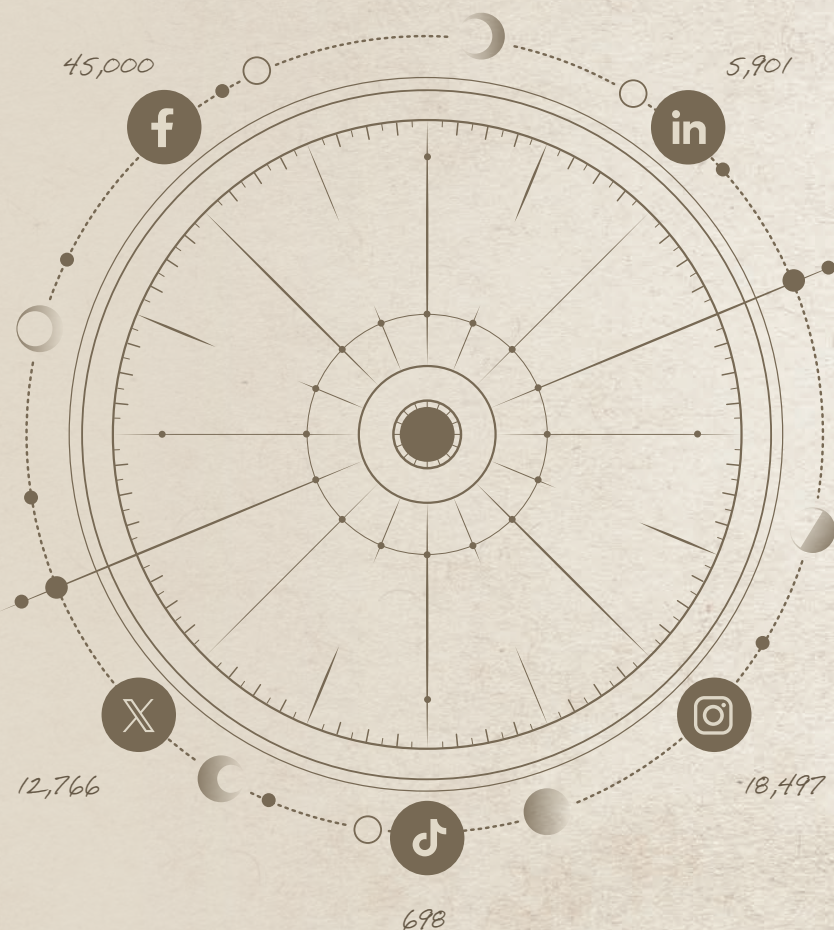
- ◆ By sponsoring The Butterfly Ball London, our 25th Anniversary Celebration, you can help us achieve our mission faster whilst placing your brand front and centre amongst a captivated audience of influential individuals.
- ◆ Showcase your brand to our strong database of over 2,000 High Net Worth and Ultra High Net Worth philanthropists, an audience difficult to reach through mainstream media channels.
- ◆ Reach this bespoke audience of over 400+ Ultra High Net Worth philanthropists in person at the event, with prominent branding on key event material providing significant Opportunities to See throughout the evening.
- ◆ Connect with an engaged audience and build lasting connections and partnerships.
- ◆ Demonstrate your commitment to your organisational CSR/ESG goals.



OUR FOLLOWING

Across our social media channels, we have a combined following of over **82,800** engaged supporters.

DATABASE | **34,900** Individuals, of which **2,400** are HNW or UHNW.



2

"To be given the opportunity to help other parents by supporting Caudwell Children at this wonderful event is a real honour."

PALOMA FAITH

Established in 2007, The Butterfly Ball is a place where philanthropists unite, raising vital funds to give disabled and autistic children the chance to discover their wings and the freedom to thrive.

Over the years, The Butterfly Ball has developed into a highly successful and anticipated event featuring names such as Sir Elton John, Whitney Houston, Kylie Minogue and Sir Rod Stewart.

Raising over £25million for Caudwell Children, The Butterfly Balls have been, and continue to be, an integral part of the charity achieving our mission.

In 2025, together we will celebrate a landmark year as we reach our 25th Anniversary as a charity. Join us as we journey through time and celebrate our achievements over the last 25 years.



3

SPONSORSHIP TIMELINE

PRE-EVENT COVERAGE

Your brand will be showcased across our Social Media channel, @CCButterflyBall, as we drive continued excitement for the event

Your logo and website will be linked on our event website page

Your brand will be included within our pre-event Press Release



ON THE NIGHT

You will be provided with advertisement space included in the Event Programme

Your brand will be showcased on the event screens



POST EVENT

Your brand will be showcased across our Social Media channel, @CCButterflyBall

Your brand will be included within our post-event Press Release



SPONSORSHIP PACKAGES

Our sponsorship packages have been curated with maximising brand exposure in mind. However, we can tailor and adapt the packages on offer, depending on your key brand objectives.

EXCLUSIVE HEADLINE SPONSOR

£100,000

- ◆ One The Visionary Table of 12 guests.
- ◆ Sponsor credit, logo and website link included on the event webpage, which achieved over 9,200 page views and 1,400 engagements in 2024.
- ◆ Your brand on key Social Media activity in the lead up to the event, delivering an expected combined reach of 400,000* amongst a High Net Worth demographic.
- ◆ Sponsor Spotlight E-newsletter to our guest database, with hyperlink back to your website.
- ◆ Double page print advert in a prominent position within The Butterfly Ball London printed programme.
- ◆ Prominent logo on marketing material, including, but not limited to: Invite, Guest Pack, Main Programme, Table Plan, Food Menu, Wine Cards, putting your brand front and centre.
- ◆ A bespoke section in the event running order to share a 120 second brand video on the night.
- ◆ Acknowledgment in the thank you speech.
- ◆ Inclusion of sponsor name within our targeted press release to major media houses**
- ◆ Your brand logo on Thank You letters, posted after the event to attendees.



Fig. 1



Fig. 2



*Celebrant viginti
annos abire debet
ac familias suas*

TIER 1 SPONSOR

£50,000

- ◆ One The Inventor Table of 12 guests.
- ◆ Sponsor credit, logo and website link included on the event website.
- ◆ Single page print advert in a prominent position within The Butterfly Ball London printed programme.
- ◆ Logo on Event Invite, Guest Pack, Main Programme.
- ◆ Inclusion of sponsor name within our targeted press release to major media houses**
- ◆ Your brand logo on Thank You letters, posted after the event to attendees.

TIER 2 SPONSOR

£10,000

- ◆ Two The Pioneer Tickets.
- ◆ Sponsor credit, logo and website link included on the event website.
- ◆ Single page print advert in a prominent position within The Butterfly Ball London printed programme.
- ◆ Logo on Event Invite, Guest Pack, Main Programme.

TIER 3 SPONSOR

£5,000

- ◆ Two The Thinker Tickets.
- ◆ Single page print advert in a prominent position within The Butterfly Ball London printed programme.
- ◆ Sponsor credit, logo and website link included on the event website.



*Social Media delivery subject to deadlines.

**Please note we cannot guarantee press coverage.

All sponsorship package benefits are subject to deadlines.



TABLE PACKAGES

The Butterfly Ball London will commence at 6:30pm, with the After Party concluding at 2am. Please note all table packages include exclusive access into the After Party.



THE VISIONARY (VIP PACKAGE)

The Visionary Table Package is our most superior package, which includes seating in the most prominent position in the ballroom, a delectable three-course meal, unlimited drinks over dinner and throughout the after party. In addition, you'll be granted entry to The Butterfly Ball Insider Event, taking place at Mayfair House on Tuesday 24th June 2025.

INDIVIDUAL TICKET - £3,000 | TABLE OF 12 - £36,000



THE INVENTOR (GOLD PACKAGE)

The Inventor Table Package grants you a premium seating position, with a delectable three-course meal, unlimited drinks over dinner and throughout the after party.

INDIVIDUAL TICKET - £2,100 | TABLE OF 12 - £25,000



THE PIONEER (SILVER PACKAGE)

The Pioneer Table Package grants you a premium seating position, with a delectable three-course meal and a pre-lay drinks package on the table.

INDIVIDUAL TICKET - £1,500 | TABLE OF 12 - £18,000



THE THINKER (BRONZE PACKAGE)

The Thinker Table Package includes a delectable three-course meal. Please note your table may have a restricted view of the stage.

INDIVIDUAL TICKET - £1,000 | TABLE OF 12 - £12,000



Fig. 1

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Haec caritas sub

praebet debiles et autisti

filios suosque familias



Caudwell Children





BOOKING INFORMATION

Please contact events@caudwellchildren.com to arrange the booking of your sponsorship package. We look forward to hearing from you!



JOIN THE CHANGE!

If you are unable to sponsor or join us at The Butterfly Ball London, there are many other ways you can support our mission and keep updated with all the great work we are doing.



MAKE A DONATION

We can't change the lives of the children who need us the most without your support. If you would like to make a donation to Caudwell Children, you can do so by donating directly to our bank account in GBP or EUR.

Please use reference: BBLondon25

UK Bank account

Sort Code: 203650 Account Code:10496324

Euro Bank account Sort Code: 203650 Account No: 74185822

IBAN: GB46 BARC 20365074185822 SWIFT/BIC: BARCGB22


Swift: BARCGB22



REGISTER YOUR INTEREST

Interested in our journey? Contact butterflyball@caudwellchildren.com to be added to our database and we'll be sure to send you further updates or exciting events.




 01782 433 750

 butterflyball@caudwellchildren.com

 caudwellchildren.com

 [caudwellchildren](https://www.facebook.com/caudwellchildren)

 [@caudwellkids](https://twitter.com/caudwellkids)

 [@caudwellchildren](https://www.instagram.com/caudwellchildren)

Caudwell International Children's Centre,
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ISO 9001 Certified Quality Management System
RCN 1079770 SC 043874