



The Brain Charity Events Sponsorship Brochure



The
Brain
Charity

An introduction to The Brain Charity



The Brain Charity helps people with all forms of neurological condition to lead longer, healthier, happier lives.

There are more than 600 different conditions affecting the brain, spine and nervous system - from well-known ones like stroke, dementia and brain injury to many much rarer ones too. In total, they affect 1 in 6 people.

A diagnosis can be devastating - people can quickly lose control of their lives and many face poverty, unemployment and isolation as a result. Life can quickly become very lonely and frightening.

We are the only national charity providing practical help, emotional support and social activities for every single one - helping people pick up the pieces so they can rebuild their lives.

We have been proudly based in Liverpool city centre for nearly 30 years, and are proud to consider ourselves a key part of Merseyside's community while helping people from all over the UK.



Lindsey:

“The first time I spoke to The Brain Charity, it was life-changing. They took my questions and gave me practical, factual responses. Suddenly, I realised my life wasn't over - it was just going to be different.”



Stephen:

“It is no exaggeration to say The Brain Charity have been a life saver. They have really helped soften the blows to my mental health that these lockdowns have caused.”



Bethan:

“The Brain Charity is a wonderful charity made up of a compassionate and dedicated team who have helped my family and I through a terrible trauma.”



Events at The Brain Charity

Every year The Brain Charity runs events to bring our community together and support the 1 in 6 people living with neurological conditions.

Our events range from information days, social get-togethers for people affected by neurological conditions, and fundraisers to raise much needed funds for the 1 in 6 people with neurological conditions.

These take place in The Brain Charity's centre in Liverpool, virtually online and across Merseyside and are extremely popular, regularly drawing in hundreds of attendees.

Whether an **adrenaline-fuelled challenge**, a chance to find out more about **how The Brain Charity can help** or a **glittering black tie ball** – there is something for everyone.

Why sponsor one of The Brain Charity's events?

Partner with The Brain Charity by sponsoring one of our events to demonstrate your business' commitment to corporate social responsibility. You will be supporting people with all forms of neurological condition - some of the most vulnerable in our society.

Every sponsorship makes a radical difference to The Brain Charity's front line services; through increased reach, financial support and brand recognition. By aligning your company with our brand, you will also be raising awareness of the impact of neurological conditions, championing neurodiversity and reducing the stigma around invisible disabilities.

The Brain Charity is a well-respected and multi-award-winning charity, and is growing year-on-year in size and influence. In the last several years, our brand awareness has grown substantially.



We now have approximately 25,000 followers across Facebook, Twitter, Instagram and LinkedIn. Signups to our digital mailing list have more than doubled in the last 18 months, from 3,500 to nearly 8,000, and our bi-monthly magazine reaches approximately 6,500 people in print and online.

Our website receives approximately 25,000 page views a month and we are considered a trustworthy platform for advice and information.

We have strong connections with media and receive regular coverage in national and regional print, broadcast and specialist trade press.

Providing free tickets offers the chance for you to reward your employees' hard work, and boost staff morale - working to benefit a good cause is known to increase productivity by up to 30%.

Supporting a charity enhances your business credibility and enables you reach a new market. Considering our strong following, sponsoring one of The Brain Charity's events is a positive marketing investment and may qualify as a tax-exempt business expense.





Our corporate partners say:

“The Brain Charity is a fantastic headline charity partner choice. With early treatment and support, many people with neurological conditions will be able to receive the help they need, as well as their friends, family and carers.”

*Daniel Green, CEO of current charity of the year partner **LCFA***

“The Brain Charity plays a vital role in supporting some of the country’s most marginalised and isolated individuals and we’re delighted to be associated with such a wonderful organisation.”

*Karen Swan, director of former charity of the year partner **Influential***

Our sponsorship packages



We are now offering two sponsorship levels for businesses to support each of our regular events.

Small events

Brain Cell sponsorship package - £500

You will be the official sponsor of one of The Brain Charity's smaller events of your choice, such as our Volunteer BBQ or Carols by Candlelight.

This package includes:

- Complimentary tickets (amount dependant on event)
- Your logo on our website
- Mentioned on our social media as an official sponsor of the event
- Your logo will appear on all marketing materials

Brain Power Plus Sponsorship package - £1000

This sponsorship package will allow us to push our small events to new heights and as such we will provide you, with extra benefits.

This package includes:

- Complimentary tickets (amount dependant on event)
- Your logo on our website
- Mentioned on our social media as an official sponsor of the event
- Your logo will appear on all marketing materials as the main sponsor
- You will be invited to officially introduce the event as the sponsor
- You will be invited to brand a section of the entranceway into the venue
- We will post a photo or video to our social media pages to thank you for your support after the event

Large events

Brain Cell sponsorship package - £1250

You will be the official sponsor for one of our larger events, such as our Halloween Quiz, Head Matters open day or Cathedral Abseil.

This package includes:

- Complimentary tickets (amount dependant on event)
- Your logo on our website
- Mentioned on our social media as an official sponsor of the event
- Your logo will appear on all marketing materials

Brain Power Plus Sponsorship package - £2500

This sponsorship package will allow us to push our events to new heights and as such we will provide you, with extra benefits.

This package includes:

- Complimentary tickets (amount dependent on event)
- Your logo on our website
- Mentioned on our social media as an official sponsor of the event
- Your logo will appear on all marketing materials as the main sponsor
- You will be invited to officially introduce the event as the sponsor
- You will be invited to brand a section of the entranceway into the venue
- We will post a photo or video to our social media pages to thank you for your support after the event



Our flagship fundraising ball is also available to sponsor separately, and more details can be found on our website at: <https://www.thebraincharity.org.uk/sponsoriceball>

Bespoke options

We can also work with your company to create bespoke sponsorship packages too. If you have a unique idea in mind, want to donate raffle prizes or auction items or have your own fundraising event you would like to organise on our behalf, please get in touch. via the contact details overleaf.

Get in touch



Register your interest in becoming an event sponsor by emailing the events team on events@thebraincharity.org.uk

Alternatively, call **Tui Benjamin Thorp**, Head of Fundraising, on **07851 260 470** or call **0151 298 2999** and ask for **Gregory Kearns** or **Rob Watson** in the events team.

You can also get in touch via post:

The Brain Charity's events team
Norton Street, Liverpool L3 8LR

The Brain Charity is a registered charity (No: 1114999) and a company limited by guarantee in England and Wales (No: 5741930)

Registered office: The Brain Charity, Norton Street, Liverpool, L3 8LR
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