

# Macmillan Dog Day 2009

Tuesday 30 June

## CLASS SPONSORSHIP INFORMATION

### EVENT BACKGROUND

Macmillan Dog Day is THE canine event of the social calendar. A fun, high profile event held in Chelsea, London with an attendance of around 1000 people....and their dogs! The event is packed full of celebrity judged dog classes as well as displays, stalls and refreshments.

Dog Day 2008 was attended by over 1000 affluent AB London society guests. The day has also developed a strong celebrity following with 2008 celebrity patrons including Susannah Constantine, Elizabeth Hurley, Simon Callow CBE, Bruce Oldfield OBE, Normandie Keith and Julian Fellowes. Celebrity judges and attendees last year also included Trinny Woodall, Linda Barker, Ben Fogle, Dexter Fletcher and Tara Fitzgerald.

To date the event has raised over £250,000 for Macmillan. This is enough to fund five Macmillan nurses for a whole year.

### CLASS SPONSORSHIP

Nine classes are held during the event with child friendly classes in the afternoon including the 'Waggiest Tail', 'Perkiest Pup' and 'Pedigree Pooch' leading onto more adult themed classes as the day draws on including 'Hound About Town' & 'Best Six Legs' (dog and owner). Sponsorship at the event helps us to cover all of its associated costs so that all money raised on the day from ticket sales, class entry and so forth can go directly to helping people affected by cancer.

### CLASS SPONSORSHIP BENEFITS

- A complimentary full page advertisement within the event programme, a copy of which is available to all guests, exhibitors and competitors at the event with further copies sent out to anyone involved with the day. The event programme's witty and unique character makes it a popular collector's item or a wonderful keepsake.
- Company name listing in the event programme as official event supporter and class sponsor.
- Company logo listing within the event timetable (placed in the centre of the programme) alongside the sponsored class listing.
- Acknowledgement at the beginning and end of the sponsored class on the day.
- Two complimentary VIP tickets to the event (further tickets are available to purchase.)
- Opportunity to help judge the sponsored class on the day.
- Opportunity to help present prizes to the sponsored class winners and runners up.

### MACMILLAN CANCER SUPPORT

Macmillan Cancer Support improves the lives of people affected by cancer. We are a source of support: providing practical, medical, emotional and financial support. We are a force for change: listening to people affected by cancer and working together for better cancer care. One in three of us will get cancer. Two million of us are living with it.

We are all affected by cancer. We can all help. We are Macmillan.

We hope to raise over £40,000 at this year's Macmillan Dog Day which will enable us to improve the lives of people affected by cancer. Please join us.

### ALL ENQUIRIES

Please contact Hayley Foster, Macmillan London Special Events  
Tel 020 7795 0055 Fax 020 7795 0066 Email [hfoster@macmillan.org.uk](mailto:hfoster@macmillan.org.uk)  
[www.macmillan.org.uk/dogday](http://www.macmillan.org.uk/dogday)



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## CLASS SPONSORSHIP FORM

Class Sponsorship including a full page black & white programme advertisement	£750	
Full page black & white programme advertisement only	£300	
Half page black & white programme advertisement only	£150	

### DEADLINE FOR PROGRAMME ARTWORK – FRIDAY 5 JUNE 2009

Specific technical specifications will be sent out to you depending on which ad type you take

We enclose a cheque for the sum of £.....(*Payable to Macmillan Cancer Support*)

Or

Please invoice us for payment

Please do / do not issue us with an official receipt

Macmillan will contact you on confirmation of your sponsorship to arrange the title and timing of your sponsored class.\*

Company Name .....  
(as you would like it to appear in the programme)

Contact Name .....

Address .....

.....

.....

Telephone Number.....

Email.....

Contact Name for Artwork / Text .....

Contact Telephone Number for Artwork .....

Contact Email for Artwork.....

**If the advertisement is to contain reference to the charity please could you use our full title 'Macmillan Cancer Support' – thank you**

Please return your completed form (with payment or an invoice request) to:

Hayley Foster, Event Organiser - Macmillan London Special Events  
St Luke's Church, Sydney Street, SW3 6NH

Tel 020 7795 0055 Fax 020 7795 0066 Email [hfoster@macmillan.org.uk](mailto:hfoster@macmillan.org.uk)  
[www.macmillan.org.uk/dogday](http://www.macmillan.org.uk/dogday)

\* Please note that classes are limited and we might not have your first choice available.