



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# **THE GUARDS CHAPEL CHRISTMAS CONCERT**

**WHEN?**

**THURSDAY,  
6TH DECEMBER, 2012**

**WHERE?**

**THE GUARDS CHAPEL,  
WELLINGTON BARRACKS,  
LONDON, SW1**

# AN EXTRAORDINARY FESTIVE EXPERIENCE!



Macmillan Cancer Support's renowned Christmas event, the Guards Chapel Christmas Concert is now in its 25th year and attracts over 700 guests annually. Last year, thanks to sponsorship, donations and ticket sales, we raised over £133,000 for Macmillan Cancer Support from this sell-out evening.

This unique Christmas Concert has a wonderful mix of musical performances and seasonal readings from highly acclaimed artists.

The 2011 concert was introduced by Martyn Lewis, from the charity Patron. Our readers included the actors Damian Lewis, Richard Wilson, Imogen Stubbs, Derek Jacobi and Sheila Hancock. They were complemented by an equally stellar line-up of musicians including Alison Balsom (trumpet), Natalie Clein (Cello), Gerald Finley (bass-baritone), Toby Spence (tenor) and cappella ensemble VOCES8. The evening was topped by powerful performances from the Scots Guards band, their iconic pipers and last but not least the Royal Military Choir, who led the audience with traditional carols.

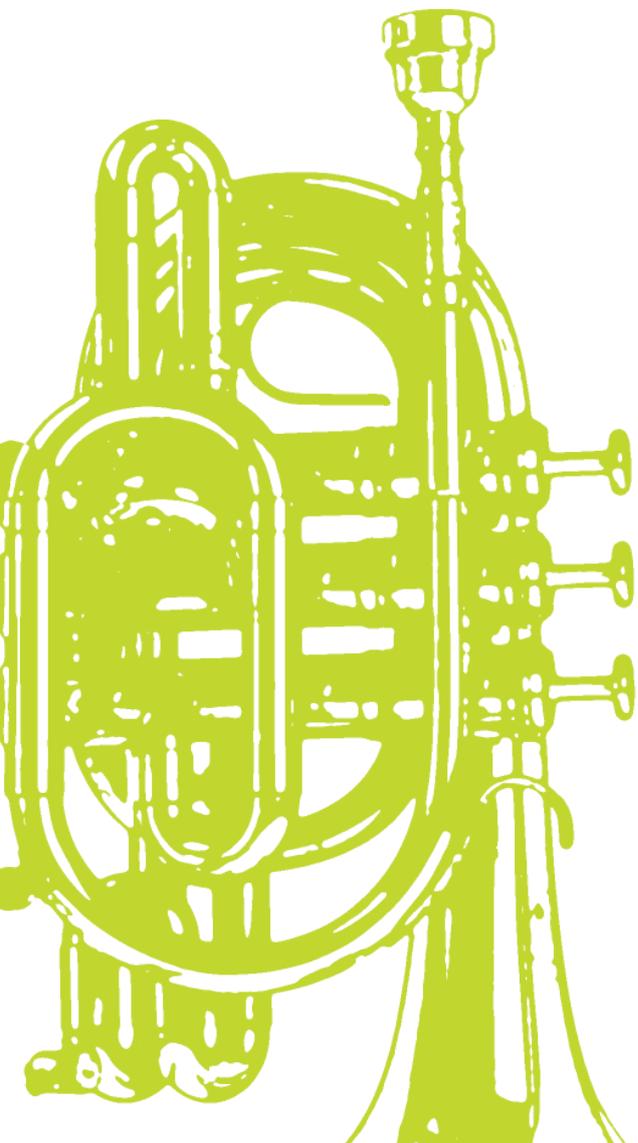
This year promises another impressive programme and, as in previous years, will be followed by our champagne and canapé reception at the Wellington Barracks, where guests can reflect upon the performances and kick off the festive season with friends, colleagues and often the performers themselves.

## Who's behind the scenes...

With over 25 years' experience in developing, promoting and managing high profile charity fundraisers, Macmillan Special Events, together with a dedicated Committee, ensure that guests, donors and sponsors alike are rewarded with a memorable and rewarding evening.

## Why not partner with us?

Our aim is to raise as much money for this ground-breaking cancer charity by asking for your support, as a sponsor, donor or guest. Overleaf you will find a brief overview of how you can help, and benefit from the association with one of Macmillan's most prestigious and popular events of the year.



## Platinum Sponsorship Package - £10k

### Benefits

- Exclusive sponsorship of the drinks and canapé reception featuring prominent brand signage
- Full page colour advertisement in the programme
- Prominent logo included in the sponsor acknowledgement page in the programme
- 12 VIP seated complimentary tickets to the concert and the reception (value £1,320)
- Complimentary programme for each guest
- Access to additional ticket sales
- A banner for your website acknowledging your support and association with the event and reciprocal logo on relevant event page on Macmillan site

## Gold Sponsorship Package - £5k

### Benefits

- Full page colour advertisement in the programme
- Prominent logo included in the sponsor acknowledgement page in the programme
- 6 VIP seated complimentary tickets to the concert and the reception (value £660)
- Access to additional ticket sales
- Complimentary programme for each guest
- A banner for your website acknowledging your support with reciprocal logo on relevant event page on Macmillan site

## Sponsorship Benefits

- Association with one of the UK's leading charity brands at one of their most prestigious events
- Featuring alongside some of the world's most respected artists in the field of music and entertainment
- Presence in one of the country's most historically important chapels
- Previous supporters have included Thames River Capital, Scottish Power, Saatchi and Saatchi, Informa, Moore Stephens, The Cadogan Estates, Savills, JO Hambro Investment, Amlin, Dixon Wilson and Country Life

## Donor Packages

We offer bespoke donor packages for organisations who wish to tailor the above in line with donation amount and visibility required in the range of £5-10k.

## Advertiser Package

Full Page Colour	£1,000
Half Page Colour	£500

## Ticket Sales

Reserved seating with access to reception	£110
Reserved seating without access to reception	£80
Unreserved seating with access to reception	£65
Unreserved seating without access to reception	£35



**FOR ENQUIRIES  
ABOUT SPONSOR AND  
DONOR PACKAGES,  
PLEASE CONTACT  
ANNIE RODGERS ON  
07768 511077.**

**FOR ALL OTHER  
ADVERTISING OR  
TICKET SALES  
ENQUIRIES,  
PLEASE CONTACT  
CLAIRE GAGE ON  
020 7840 4908**

[www.macmillan.org.uk/guardschapel](http://www.macmillan.org.uk/guardschapel)

## About Macmillan Cancer Support

With one in three of us receiving a cancer diagnosis during our lifetime, cancer affects us all. Macmillan Cancer Support's ambition is to reach and improve the lives of everyone affected by cancer. Cancer is the toughest fight most of us will ever face. But you don't have to go through it alone. The Macmillan team is with you every step of the way.

We are the nurses and therapists helping you through treatment. The experts on the end of the phone. The advisers telling you which benefits you're entitled to. The volunteers giving you a hand with the everyday things. The campaigners improving cancer care. The fundraisers who make it all possible.

We are Macmillan Cancer Support.

People don't just know about Macmillan, they care about it too – choose Macmillan and help us achieve our ambition.