

# WE ARE MACMILLAN. CANCER SUPPORT

## Gulls' Eggs City Luncheon Sponsorship Proposal Merchant Taylors' Hall - Tuesday 18 May 2010

### Gulls' Eggs City Luncheon

The Gulls' Eggs City Luncheon is a truly unique and special event. Over the 20 years it has been running, the lunch has developed a loyal following and is now very firmly established in the City. The Lunch has an impressive list of Patrons, Committee members and attendees. Gulls' eggs are a delicacy, only available for a short time each year and in ever decreasing numbers. Approximately 500 guests feast on gulls' eggs, smoked salmon, cheeses and fine wines in the splendid surroundings of the Merchant Taylors' Hall in the heart of the City. For years now the lunch has been a sell out.

### Sponsor Benefits:

Sponsoring the Gulls' Eggs City Luncheon is a mutually beneficial undertaking raising financial support and awareness for Macmillan and offering an opportunity for firms with City exposure to broaden their competitive edge, align their brand with a prestigious event and gain access to a valuable industry audience.

For a £5,000 charitable donation sponsor benefits would include:

- 5 Free Tickets to the Luncheon offering an exclusive networking opportunity among your peers at a 'must go' event.
- Full page, full colour advertisement in the Macmillan Gulls' Eggs City Luncheon Programme that is distributed to all 500 attendees.
- Your firm's logo on the invitation in both printed and electronic form, and on the Macmillan events website.
- Your firm's logo on the tickets and in the programme.
- Mention of your firm in all press announcements with respect to the luncheon.

**The cost of sponsorship is £5,000.**

### 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.

### London Special Events

The London Special Events Department of Macmillan Cancer Support was formed in 1988 to organise high profile, fundraising events in London, specifically targeted at high net worth individuals. The department now has a programme of well established events and is developing ideas for new events all the time. Events include:

- House of Lords and House of Commons Parliamentary Palace of Varieties, now in its 11<sup>th</sup> year
- House of Lords vs House of Commons Tug or War, now in its 22<sup>nd</sup> year
- Celebrity Christmas Stocking Auction, now in its 13<sup>th</sup> year
- Guards Chapel Carol Concert, now in its 22<sup>nd</sup> year

Please contact Hayley Foster at [hfooster@macmillan.org.uk](mailto:hfooster@macmillan.org.uk) or telephone 0207 840 4800 to discuss your involvement with this great event!