

HOUSE OF LORDS VS. HOUSE OF COMMONS TUG OF WAR 2010

WE ARE
MACMILLAN.
CANCER SUPPORT

This unique annual event attracts an eclectic audience keen to play witness to Lords and MPs battling it out over a Tug of War rope in order to share their amazing, and frequently unexpected, talents.

In 2009 the MPs were back with an attempt to retain their title and increase their winning streak to a ninth consecutive year. Unfortunately for them new Lords' Captain, Lord Bilimoria, had a different idea, leading his team to a fantastic victory! Who knows what lies in store for us this year!

Not only this but guests are also kept entertained by a build up of matches including military teams, sponsors' matches and even our very own Macmillan Ladies' team vs. Houses of Parliament Women. For 2010 we are delighted to announce an unprecedented match between the US Marines and the Royal Marines!

Attended by the Lord Mayor of Westminster and the Lord Speaker, the Macmillan House of Lords vs. House of Commons Tug of War attracts a wide number of celebrity cheerleaders and Cabinet Ministers alike, whilst Jeremy Vine provides a witty repartee of commentary for each match.

When?

Tuesday 8th June 2010

Where?

College Garden, Westminster Abbey

The Tug of War is held on Tuesday 8th June from 5.30-10pm in the stunning setting of Westminster Abbey's College Gardens, with a champagne reception and buffet supper to set the scene for a perfect summers' evening.



Join in this celebration of quintessential England at the most exciting event in the Parliamentary calendar and entertain your guests and clients at this unique occasion by becoming a Corporate Patron of the event.

CORPORATE PATRON PACKAGES

TUG OF WAR 2010

Marketing and PR

Company branding on all marketing materials. Opportunities for sampling and product placement at the event. Our dedicated PR team will work with you to maximise media opportunities.

Brand Differentiation

We can broaden your brand's appeal by aligning it with the nationally recognised and trusted Macmillan brand. Macmillan was ranked as the Number One charity by the Charity Brand Index 2009.

Social Commitment

Reassert your company's image of supporting local and community projects, underlining your social awareness initiatives.

Gold Corporate Patron

£2,500

- Sponsorship of Parliamentary/Macmillan/Army team
- Full page colour advert in the programme
- Gold Patron listing and recognition as team sponsor
- 8 tickets with reserved seating and meeting point in Sponsors' marquee
- The opportunity to purchase more tickets at a reduced rate of £60

Silver Corporate Patron

£1,500

- Full page colour advert in the programme
- Silver Patron listing
- 4 tickets with reserved seating and meeting point in Sponsors' marquee
- The opportunity to purchase more tickets at a reduced rate of £60

Bronze Corporate Patron

£1,000

- Half page colour advert in the programme
- Bronze Patron listing
- 2 tickets with reserved seating and meeting point in Sponsors' marquee
- The opportunity to purchase more tickets at a reduced rate of £60

Company Name

Contact Name

Address

Postcode

Email

Telephone Number

Please find enclosed a cheque for the sum of £ payable to Macmillan Cancer Support

Please invoice for payment

Advertising If you are unable to attend but would like to publicly support the event then why not put an advert in the event programme.

Full Page (Colour)

£1,000

Half Page (Colour)

£550

Final Copy deadline – Friday 21st May 2010. If the advert is to contain reference to the charity, please ensure that it is referred to as Macmillan Cancer Support.

Please return to: Rachael Kirkham, Macmillan Cancer Support, 89 Albert Embankment, London SE1 7UQ
020 7840 4804 / rkirkham@macmillan.org.uk