

House of Lords vs. House of Commons Tug of War

Westminster Abbey College Garden
Tuesday 6 June 2023



About Macmillan


We estimate that there are almost 3 million people living with cancer in the UK today. This means, on average, someone is given a life changing cancer diagnosis every 90 seconds, and it's not slowing down. It is predicted the number of people living with cancer will rise to over 5 million by 2040.

Macmillan is more committed than ever to be there for everyone who needs us, but we are dependent on donations and grants for 97% of our income and we can't do it alone. Your support will ensure thousands of people receive the physical, financial, and emotional support they need to live life as fully as they can.

Why we need your support

We have been doing all we can to ensure people living with cancer can get the support they need throughout the pandemic, but we need your help. The pandemic has led to an increased demand for our services, while at the same time we have seen our income decline due to our fundraising activities being restricted.

By supporting Macmillan's Tug of War, you will not only be funding vital cancer services that are so desperately needed, but you will also be helping to raise the awareness and prestige of this much-loved event and become a part of its history.



In 2022 the Tug of War event raised over £160,000 for people living with cancer. This total could pay for almost three Macmillan nurses for a year, who could support an estimated 555 people in that time.



Show your strength for Macmillan

Macmillan's Tug of War is a completely unique event in the UK.

Set inside Westminster Abbey Gardens, teams battle it out on the tug of war mat to be crowned the champions whilst enjoying exquisite food and drink. Now in its 35th year and having raised over £3million, the event culminates in the battle between the House of Lords v House of Commons to see who are the brawn of Westminster!

This event is great for corporate partners as a team building exercise – or if you want to flex your muscles against any of your competitors, all in a friendly way of course! Teams of up to 10 can take part, and you can bring along your own squad to cheer you on! Each team competes in the best of three matches to be crowned the victor.

BANHAM
FOUNDATION



 **NORTON ROSE FULBRIGHT**



PARK SIDE /GYM
CROSSFIT EARLSFIELD



BAE SYSTEMS



Headline Sponsor: £60,000

At the event:

- 2 x team entry (10 people per team)
- 40 guest tickets
- Reserved VIP area in the marquee
- Event thank you and mention from the celebrity compere and Macmillan host
- Logo visibility on all printed materials for the event including; event programme, competitor medals and winner trophies
- Space for two pitch side banners
- Car parking space for two branded vehicles
- The opportunity to have two branded staff members supporting the event on the night

Event programme that is distributed to each guest, prize donor, event supplier and uploaded onto the Macmillan Tug of War [website](#):

- Full page colour advert on back cover of programme
- Logo and headline Sponsor mention

Pre & post event:

- Sponsorship coverage on the Tug of War website, including a link to your website
- Inclusion in any external press communication
- Logo visibility on all promotional and event assets including; save the dates, invites, tickets, email marketing
- Mention in the Supporter Events Annual newsletter to past guests and high value supporters
- Four tickets to our exclusive annual thank you event.
- Invitations to a range of events that take place across London, and nationally
- Thank you in Macmillan's annual report



Pollinate - Tug of War 2022



Gold Corporate Sponsor: £15,000

At the event:

- 1 x team entry (8-10 people per team) plus 20 guest tickets
- Reserved area in the marquee with dedicated food and drink
- Company branding displayed alongside the tug of war competition area

Distributed to each guest, prizes donors and event suppliers:

- Full-page advert in the event programme
- Gold Patron mention on Thank You page
- Prominent branding positions across the event.

Pre & post event:

- Logo on Tug of War website Thank You page

Silver Corporate Sponsor: £8,500

At the event:

- 1 x team entry (8-10 people per team) plus 8 guest tickets
- Company branding displayed alongside the tug of war competition area

Distributed to each guest, prizes donors and event suppliers:

- Half-page advert in the event programme
- Silver Patron mention on Thank You page

Pre & post event:

- Logo on Tug of War website Thank You page

Team Package: £6,000

At the event:

- 1 x team entry (10 people per team)
- 2 x guest tickets





Champagne Sponsorship: £5,000

- Full page advert in programme
- Your own company pull up banner located in the bar marquee
- 10 guest tickets

Rope Sponsorship: £3,000

- Your Logo hanging from middle of rope and two foot either side
- Half page advert in programme
- 4 guest tickets



For all enquiries please contact:
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MACMILLAN
CANCER SUPPORT

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604).