



House of Lords vs. House of Commons Tug of War

Westminster Abbey College Garden
Tuesday 7 June 2022

About Macmillan

The coronavirus pandemic has severely disrupted cancer treatment and care across the UK, turning lives upside down. For the estimated 3 million people in the UK currently living with cancer, they face continued uncertainty around their health while the economic turmoil unfolding is only adding to anxieties around money and work.

Macmillan professionals, including our Macmillan nurses and support workers, make a huge difference to the care people receive, helping them through some of the most difficult periods of their lives. We are proud to have led the way in developing the cancer workforce across the country, and our professionals play a crucial role in improving care for cancer patients.

In the autumn of 2020 there was already an estimated 50,000 people who had missed a cancer diagnosis due to the impact of the pandemic, this number will have grown since then. Our services over the coming years will play a more vital role than ever before to support cancer patients from when they are first told they have cancer, during treatment to help them cope with side effects, to post treatment or palliative care for much needed support.

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 2019 the Tug of War event raised £180,995 for people living with cancer. This total would pay for three Macmillan nurses for a year, who could support an estimated 555 people in that time.



ABP Men's Team, 2019

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 34th 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.





Tug of War 2019

Associate Sponsor: £25,000

At the event:

- 1 x team entry (8-10 people per team) plus 26 guest tickets
- Reserved VIP area in the marquee
- Event thank you and mention from the event host
- Logo visibility on all printed material for the event including; event programme
- Banners displayed at side of tug mats

Distributed to each guest, prizes donors and event suppliers:

- Prominent full double page advert in the event programme
- Logo and Associate Sponsor mention on Thank You page

Pre & post event:

- Sponsorship coverage on the Tug of War website, including a link to your website
- Inclusion in 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

If PR is a main objective for your organisation, we can work with you to create content that suits both our audiences

Gold Corporate Sponsor: £13,500

At the event:

- 1 x team entry (8-10 people per team) plus 14 guest tickets
- Reserved area in the marquee
- Banners displayed at side of tug mats

Distributed to each guest, prizes donors and event suppliers:

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

Pre & post event:

- Logo on Tug of War website Thank You page

Silver Corporate Sponsor: £10,000

At the event:

- 1 x team entry (8-10 people per team) plus 8 guest tickets
- Banners displayed at side of tug mats

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



House of Commons Men's Team and Jeremy Vine, 2018



Corporate Team Package: £7,000

At the event:

- 1 x team entry (8-10 people per team) plus 8 guest tickets
- Banners displayed at side of tug mats

Pre & post event:

- Logo on Tug of War website Thank You page

Team Package: £5,000

At the event:

- 1 x team entry - 8 team participants, and two team replacements or additional guests.

Rope Sponsorship: £1,000

- Your Logo hanging from middle of rope
- Half page advert in programme
- 4 guest tickets



For all enquiries please contact:
Ian Crowther- Supporter Events Manager
020 7840 4641
tugofwar@macmillan.org.uk

MACMILLAN.
CANCER SUPPORT

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