

# BRAWN F1

MAKING IT POSSIBLE  
16 MAY 2024

In aid of



**Sponsorship Proposal**



Hot off the heels of the hugely popular TV mini-series, join team principal Ross Brawn, CEO of Brawn GP Nick Fry and owner/director Caroline McGrory, interviewed by charity ambassador, Amanda Stretton. You will hear live and first-hand their own remarkable story of how in 2009, competing in the most expensive and technologically advanced racing series on earth, the impossible happened!

Brawn F1 was an independent team, understaffed and underfinanced but regardless went on to win the World Championship - taking on the biggest of titans in the industry after purchasing the team for just £1.

This interactive black-tie dinner with Hope for Tomorrow's patrons Ross and Nick will take guests behind the scenes of their remarkable double title-winning 2009 season. Offering a unique insight into the people behind the cars, in the boardroom and beyond the track from those who made it happen - it's an event not to be missed!

Brawn F1, Making it Possible is a remarkable tale of success against adversity. After Ross and Nick share their account of this miraculous year, guests will have the opportunity to ask their questions directly to both major players of Team Brawn GP.

The event will be held at Bankside Hall, London EC3, an iconic grade II listed building in the heart of the square mile. You will enjoy a drinks reception, a three-course dinner, an exclusive motor racing live auction and more!

Also joining us is charity ambassador, respected sports journalist and presenter Jonathan Legard, as the master of ceremonies, along with tv's iconic presenter and auctioneer Thomas Forrester, star of the BBC's Bargain Hunt and Antiques Road Trip.

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Ross Brawn



Nick Fry



Caroline McGrory

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Sponsorship Opportunities





# Headline Sponsor



Join the fast lane as the headline sponsor of Brawn F1 Making it Possible as our official partner

- A VIP table of 10 in prime positioning on the evening
- Networking opportunities with 200 influential guests
- Meet and seat (sit) with a member of Team Brawn at dinner
- Exclusive photo opportunity with Team Brawn
- Guaranteed x2 guest questions on the night to Team Brawn at Q&A
- High-profile presence at the dinner with primary branding opportunities including:
  - Dedicated logo placement on the screens
  - Double-page spread in full colour in the event brochure
  - Corporate pop-up banners at the main entrance and stairs
  - Sponsorship acknowledged with company logo and web address on Hope for Tomorrow's website
  - Verbal acknowledgement and on-stage thank you for your support at the event
  - Acknowledgement of support in event PR and press releases
  - Social media and promotion reaching approx. 20,000 dedicated supporters
  - In-shot brand placement on post-event social media



# Drinks Reception Sponsor

**SOLD**

Rev your engines for a racy start as the drinks reception sponsors and have your own exclusive part of Brawn F1 Making It Possible dinner.

- A table of 10 in prime position on the evening
- Networking opportunities with 200 influential guests
- Branding at the drinks reception with the opportunity to dress your own exclusive space, The Counting Room, with your own company pop-up banners, marketing materials and on-screen digital activity
- Guaranteed x1 guest question on the night to Team Brawn Q&A
- High-profile presence at the dinner with primary branding opportunities including:
  - Logo placement on the screens during the live event
  - One-page, full-colour feature in the event brochure
  - Sponsorship acknowledged with company logo and web address on Hope for Tomorrow's website
  - Social media promotion reaching approx. 20,000 dedicated supporters
  - In shot brand placement on post-event social media







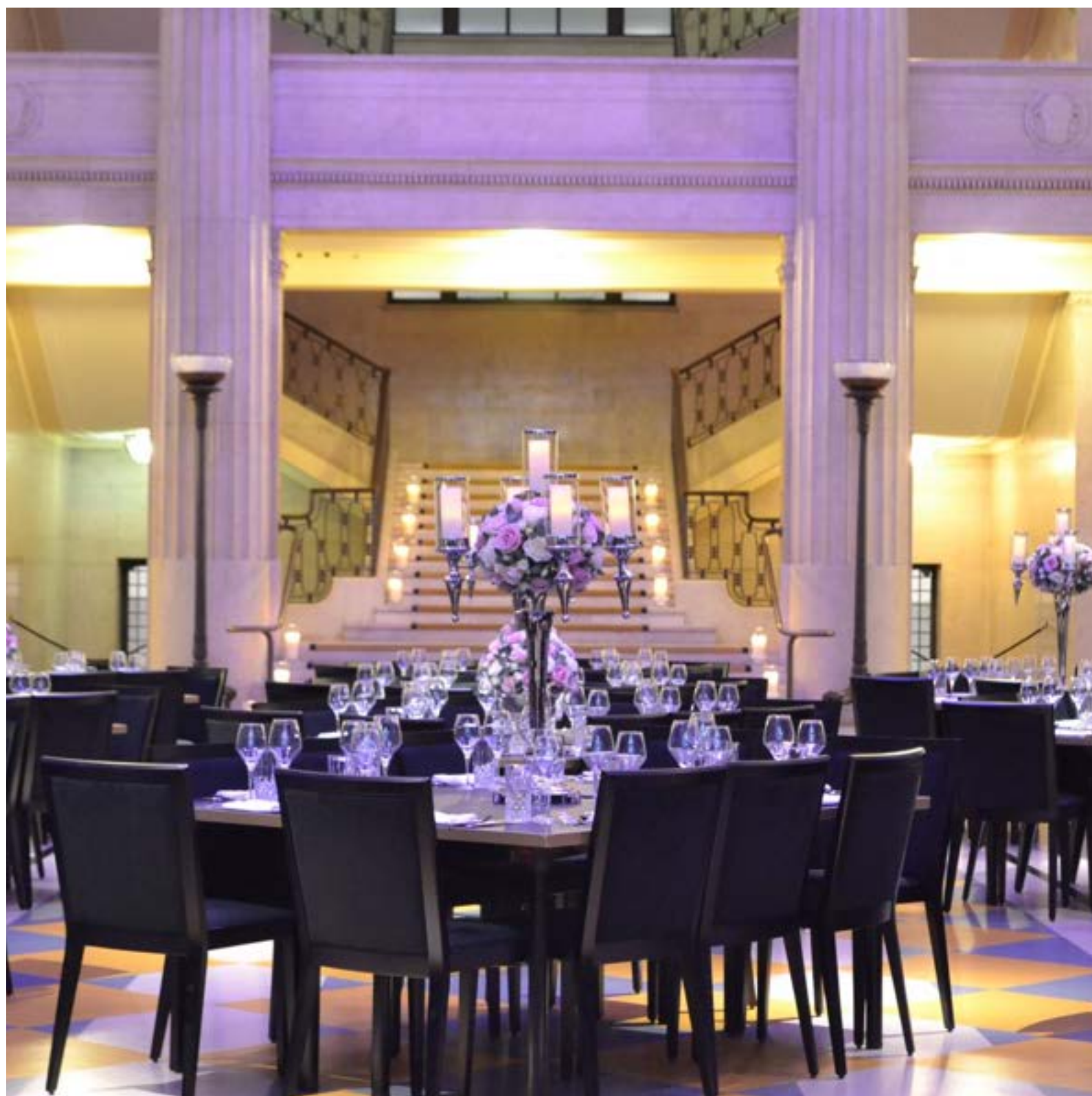
# Table Centre Piece Sponsor

**SOLD**

Take the centre stage! Every table will have a unique Brawn F1 memento which will be hand-signed on the night by Ross and Nick. Each limited-edition table centrepiece will have a plaque with your logo and recognition of support. Guests will have the opportunity to bid amongst their tables to take home this unique lasting memento.

- Two guest tickets
- Networking opportunities with 200 influential guests
- Guaranteed x1 guest question on Team Brawn at Q&A
- Company logo on the official plaque on each table centrepiece and recognition of support
- Logo and brief wording feature on the Thank You page in the event brochure
- Inclusion in social media posts in follow-up event thank you to help you reach our following of approx. 20,000 supporters
- Sponsorship acknowledged with company logo and web address on Hope for Tomorrow's website
- In shot brand promotion on post-event social media





# Table Sponsor

## £4,000

Take to the track and join team Brawn with your very own sponsored table.

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- A table of 10 in prime position on the evening
  - Networking opportunities with 200 influential guests
  - Guaranteed x1 guest question to Team Brawn at Q&A
  - Logo and brief wording featured on the Thank You page in the event brochure
  - Inclusion in social media post in follow-up event thank you to help reach our following of approx. 20,000 dedicated supporters
  - Sponsorship acknowledged with company logo and web address on Hope for Tomorrow's website
  - In shot brand placement on post-event social media

Benefits	Headline	Drinks Reception	Table Centrepiece	Table
Sponsorship Fee	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	£4,000
Tickets to event	VIP table of 12 in prime position	Table of 10 in central position	Two guest tickets	Table of 10 in central position
Guaranteed Q&A Questions	x2	x1	x1	x1
Meet and sit with member of Brawn at dinner	✓			
Branding at drinks reception		✓		
Exclusive photo opportunity with Team Brawn	✓			
Networking Opportunities	✓	✓	✓	✓
Company literature displayed on the night, including digital screens	Pop-up banners at the main entrance and stairs	Dress The Couting Hall, pop-up banners and marketing materials displayed	Company logo on official plaque of each centrepiece	
Corporate piece in event brochure	two page, full colour	one page, full colour	Logo and brief wording	Logo and brief wording
Logo appear on the night event brochure	✓	✓	✓	✓
Thank you shout out on the night	✓			
Mention in appropriate social media posts	✓	✓	✓	✓
Your company featured as a corporate sponsor on our website	✓	✓	✓	✓





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Working in partnership with 11 NHS Trusts, our 14 mobile cancer care units and 13 nurse support vehicles provide chemotherapy and other treatments onboard. Since 2007, our units have welcomed thousands of patients across England. Last year, our fleet of units delivered over 29,000 patient treatments.

It costs us £212 per day to keep one of our mobile cancer care units on the road, treating on average 20 patients per day.



# Help us to drive cancer care forward

At Hope for Tomorrow, we believe that everyone should have a choice over the way they receive their cancer care treatment, whoever and wherever they are.

Hope for Tomorrow fundraises to develop, build, and maintain world-class mobile cancer care units to support NHS patients by taking cancer care into their local communities. By having their treatment on board our units people living with cancer can maintain their independence and quality of life - saving time and money during a difficult time in their lives.

Your support will have a huge impact. It will enable us and our NHS Trust Partners to be there for people in real need. Our units:

- Reduce travel time for patients and the associated costs and stress of long journeys to and from hospital
- Allow patients to keep their independence, ensuring their treatment doesn't dictate their lives
- Take the pressure off NHS cancer treatment waiting lists
- Increase capacity within the NHS by treating patients with less complex needs, meaning patients with more specialist treatment can be seen quickly within a hospital oncology centre







**Charlotte**, a patient from Lincolnshire, who receives her treatment on board her local mobile cancer care unit told us:

*“If I was having the treatment at Lincoln Hospital, it’s an hour’s drive away. There are a lot of people much worse off than me and I’m just so grateful for the treatment so I’m not complaining, but the whole trip would take the best part of a day.*

*I used to drop my son off to nursery en route to the hospital, and my husband Paul would have to take time out of work to drive me and wait around. One time, we waited nine hours to be seen, although that was a unique situation. Now I’m able to get myself to the unit and back as it’s closer. It just gives me crucial recovery time.”*

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Thank you for showing an interest in sponsoring Brawn F1 Making it Possible.  
Your support will be gratefully received.

If you have any questions, please do contact me.

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