



ANDY COLE
FUND

ANDY COLE FUND GALA 2024

OPPORTUNITIES TO SUPPORT



Kidney Research UK

THE ANDY COLE FUND

Kidney disease can affect anyone – even football legends like Andy Cole. Kidney failure can mean a lifetime of dialysis and medication, anxiety over finding a donor kidney and living with the constant fear that it could be rejected. The Andy Cole Fund is here to help people facing that daily uncertainty – funding vital research into transplants and the best ways to support patients' mental health and wellbeing.

Andy bravely launched the Andy Cole Fund in April 2020 when the world was in the grip of the Covid-19 pandemic – and kidney patients' vulnerability had never been more evident.

Funds raised have already been ploughed into campaigning for better access to specialist mental health support as part of routine kidney care.

Meanwhile, Andy's experiences have shaped another key objective of the Fund; stopping transplant rejection and making more transplants possible for more people.

People think a transplant is a cure, but most patients will need at least one more in their lifetime. Tomorrow could be the day their new kidney stops working. In the UK around 5,000 people are on the waiting list for a kidney transplant. But the rapid growth in those who have kidney disease – currently standing at 7.2 million in the UK – could mean that even more people face kidney failure and the challenges of transplantation in future. **That's why, with the help of the Andy Cole Fund, Kidney Research UK aims to create one transplant for life.**

kidneyresearchuk.org/andycolefund





THE ANDY COLE FUND GALA 24

Join football legend Andy Cole at his 2024 Gala and help us raise vital funds to advance research into kidney disease and help patients with their mental health and well-being.

This special evening will take place on Thursday 7 November 2024, at one of London's most iconic 5-star hotels and will take the form of an elegant, high level fundraising event attracting approx. 250 high-net worth individuals.

Guests will be able to enjoy a champagne reception, a luxury three course meal, a selection of live entertainment plus the chance to bid for money-can't buy items in our live and silent auctions.

All the money raised from the event will support the Andy Cole Fund which funds a range of research to help transform the lives of kidney patients.

kidneyresearchuk.org/andy-cole-fund-gala



HOW CAN YOU BE PART OF THIS SPECIAL EVENT?

We are delighted to be able to offer you the opportunity to partner with us and become a sponsor for this special event.

As well as showcasing your commitment to the cause, your brand will be seen by our influential guests at the event. It is through our event sponsors that we ensure that the money raised by guests on the evening goes directly to research into kidney disease.

With a chance to place your brand in front of a captive audience of corporate partners and high-value supporters, we have a range of sponsorship packages available. Please browse the next pages to explore the opportunities.

We would also love to work with any prospective sponsors and come up with a tailored package to suit you. Your support at the gala will make change happen –bringing help and hope to millions of people.





SPONSORSHIP PACKAGES

GOLD SPONSOR - £2,000 + VAT

- Two tickets to attend the gala; includes champagne drinks reception, 3 course meal, wine throughout the meal and entertainment.
- Your company listed as an event sponsor with logo and website link featured on our dedicated **Andy Cole Fund Gala event webpage**.
- Your company listed as a gold event sponsor with your logo and website link featured on our online silent auction fundraising platform – accessed by guests using tablets or phones on the night plus our wider supporter base the week of the event.
- Half page, full colour advert* in our on the night printed event programme.
- Your company listed as gold sponsor in the acknowledgements page in the event programme.
- Your company logo featured on event screens alongside other gold sponsors, used in the room during the dinner.
- Support acknowledged through all Kidney Research UK social channels, which has over 98k combined followers and over 3 million monthly impressions, plus additional reach through Andy Cole and his personal social channels (1 million).

*All advertising artwork must be supplied by sponsor.

SPONSORSHIP PACKAGES

SILVER SPONSOR - £1,000 + VAT

- Your company listed as an event sponsor with logo and website link featured on our dedicated **Andy Cole Fund Gala event webpage**.
- Quarter page, full colour advert* in our on the night printed event programme.
- Your company listed as a silver sponsor in the acknowledgements page in the event programme.
- Your company logo featured on event screens alongside other silver sponsors, used in the room during the dinner.
- Support acknowledged through all Kidney Research UK social channels, which has over 98k combined followers and over 3 million monthly impressions, plus additional reach through Andrew Cole and his personal social channels (1 million).

*All advertising artwork must be supplied by sponsor.





OTHER WAYS TO SUPPORT

EVENT PROGRAMME ADVERTISING SPACE

Our on the night printed event programme (given out to 250 guests on the evening), will feature advertising space for companies to promote their business and show support for the cause.

- £750+VAT – Full page, full colour advertisement space*
- £500+VAT – Half page, full colour advertisement space*
- £250+VAT – Quarter page, full colour advertisement space*

DONATE A PRIZE

The evening will feature a live and a silent auction. Our live auction will take place during the dinner and our silent auction will run throughout the evening which will be hosted on an online fundraising platform dedicated to the event.

All items and experiences (silent and live) will be featured on the site and can be tailored to acknowledge the person or company who donated the gift, including images, copy and links to external websites.

We would be grateful for any contributions towards our auction to help us raise vital funds at the event.

ATTEND THE EVENT

Why not come along and show your support on the evening? Table packages start from £2500 and individual tickets from £250.

For more information or to book please visit:

kidneyresearchuk.org/andy-cole-fund-gala

MAKE A DONATION

All donations are welcomed and will make a huge difference to the lives of kidney patients.

To give a gift please visit: **kidneyresearchuk.org/gala-donate**

To explore opportunities or support the event please contact:

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