

**MICROSCOPE BALL 2024  
THE 40TH ANNIVERSARY**

**RELIVE THE 80s WITH**



**SUMMARY FOR  
POTENTIAL SPONSORSHIP  
CONSIDERATION**

**Thursday 26th September  
The Hilton, Park Lane**

**MUSCULAR  
DYSTROPHY  
UK** | OUR MUSCLES  
MATTER

**Property  
Week**



# MICROSCOPE BALL 2024

THE 40TH ANNIVERSARY

This year's is our 40th Anniversary and will be attended by over 700 of the most influential industry professionals from London's most prestigious, high profile commercial and residential property development companies. The event

provides a fantastic platform for your business to showcase its brand in front of key players in the sector. 100% of sponsorship fees go directly to Muscular Dystrophy UK and to the fundraising total raised from the event.



**Sponsoring Muscular Dystrophy UK is deeply meaningful with every contribution fuelling vital support, providing hope and support to individuals and families affected by muscular dystrophy. Whitepaper is proud to continue our support of this very important charity. The Microscope Ball is a top event in the property industry calendar and one not to be missed.**

Sam Lampert at Whitepaper



**The Microscope Ball is the best event by far in the property calendar. Top class production, outstanding shows and always a fantastic party – all in aid of a great cause!**

Ben Miller at Property Week



For further information and partnering opportunities please contact

Cathey Cullum – Special Events Manager  
020 7803 2874 / [c.cullum@muscular dystrophyuk.org](mailto:c.cullum@muscular dystrophyuk.org)

[microscopeball.com](http://microscopeball.com)

**MUSCULAR  
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# MICROSCOPE BALL 2024

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## PREVIOUS ATTENDEES

5 Plus Architects London Limited / Al Duwaliya Asset Management Limited / Allford Hall Monaghan Morris / Allsop LLP / Area / Artemis Interior Services Limited / Arterial Group / Ashill Regen / Atlas / Avanton / Avison Young / Aviva Investors / Barr Gazetas / Barratt London / Basha-Franklin / Battersea Power Station Development Company / Belshaw Building Consultancy / BH2 / Bidwells / Blackburn & Co / Blackstone Property Management / Blacktip Consultancy / Bluebook / BNP Paribas Real Estate / Bray Fox Smith / Brightbay Real Estate Partners / British Land / Brookfield Properties / Bruce Gillingham Pollard / BuckleyGrayYeoman / BW Interiors Ltd / BW: Workplace Experts / Canary Wharf Group / Carmichael Fisher / CBRE / Chapman Architects / Chignel Properties / CMS Cameron McKenna / Colliers International / Collins Construction Ltd / Columbia Threadneedle Investments / Compton / Constructive PM / Core Five LLP / Corley + Woolley / CoStar Group (sponsoring as LoopNet) / Crosstree Real Estate Partners / Crown Estate / Curo Construction Ltd / Currie & Brown / Cushman & Wakefield LLP / Dentons UK and Middle East LLP / Derwent London / DLA Piper UK LLP / Dorrington / Dthree Studio / EDGE / Endurance Land / EPR Architects / Estate Office / exigere / Fabrix / Fairview New Homes Ltd / Faithdean plc / Farebrother / Fenwick Elliott / Fernham Homes / First Intervention / Five Plus Architects London Limited / FORM Real Estate / Forsters / Forward Property Partners / Franchi plc / Frank Capital / FUTURE Designs / Galileo Homes / Gamuda Land / Gardiner & Theobald / Gaw Capital / GDM / Godwin Group / Graphicks / Greycoat / Grosvenor / Hadley DM Services Limited / Hammerson PLC / Hanover Green LLP / HB Reavis UK Ltd / Henigan Consultancing Group (HCG) / Heyne Tillett Steel / HFF Real Estate Ltd / Hines Interests Limited Partnership / HLW / HOLLIS / Hollybrook / Invertigo Theatre Company / Investec Bank plc / Jackson Coles LLP / Jago Capital / JLL / JMW Solicitors / Johnson Associates

/ Junique Estates / Kier Property Developments LTD / Knight Frank / Kontor / Kontor / Korn Ferry Real Estate / Korol / LAH Property Marketing / Lambert Smith Hampton / Landhold Developments Ltd / Landsec / Langham Hall / LaSalle Investment Management / Lawson & Partners / Lazari Investments / Legal & General Affordable Homes / Levy Real Estate / Lewis Ellis / LifeProven / Lockton Companies LLP / London Aquare Limiter / London Metric Property PLC / Loop Interiors International Ltd / LXA / M7 Real Estate / Macfarlanes / Mapletree Investments / Marchmont Investment Management / MiddleCap / Mills & Reeve LLP / Mishcon de Reya / Modus Workspace / Montagu Evans / Montreaux Ltd / Morgan Lovell / Nash Bond Ltd / Newmark BH2 LLP / NFU Mutual / Od Group Ltd / ODInteriors / Oktra Ltd / Overbury / Oxygen Asset Management / Paradigm Land / Paragon / Parkeray Ltd / Patrizia SE / Pearl & Coutts / PGIM Real Estate / Phoenix / Pinsent Masons / Point 2 Surveyors / Puma Property Finance / Quantem Services Ltd / Reef Group / Regal London / Revantage / Rider Levett Bucknall / Ridge and Partners LLP / Roots in The Sky / Rougemont Property Consultants Ltd / Russell-Cooke LLP / RX London Limited / Savills UK / Schroders / Scott Brownrigg / Seaforth Landholdings Limited / Securitatem Grou / Seven Projects / Shaftsbury Capital PLC / SHB / Siren / Slaughter & May / Space and Solutions / Stanhope PLC / StructureTone / Student Roost / Tandem Property Asset Management / Tanfield Chambers / Tanglin Real Estate / TateHindle Limited / Taylor Wimpey / TDA Interiors / TFL / The Avenue Group / The DSGN Studio / The Hyde Group / The Portman Estate / Thirdway Interiors / Thompson Taraz / Thomson Snell and Pasmore LLP / TPA Capital / Trustek Group Limited / Tuckerman / Two / Union Investment / V Fund / V1 / V7 / VTS / Wells Fargo / WeWork / Whitepaper / Wilmott Dixon Interiors / Wiss, Janney, Elster Limited / Workplace Futures Group / Zircon Air Conditioning

# Headline Sponsor

**MD**  
**MICROSCOPE**  
**BALL 2024**  
THE 40TH ANNIVERSARY

**£17,500**

## PRE EVENT

- Email communication – logo in footer of all emails sent out to guests via our ticketing and Auction website (over 3000 emails sent out in 2023)
- Company name mentioned on all of Muscular Dystrophy UK's LinkedIn posts about the event. MDUK's LinkedIn Posts are then shared by the 26 prominent property sector professionals from our committee and their networks.
- Company logo on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Company mention in a minimum of 2 social media posts across Property Week channels (287,000 audience reach)
- Company logo on a minimum of 2 Microscope Ball E-shots to the Property Week subscription list (24,000 subscribers)
- Company logo will be displayed on Microscope Ball website [www.microscopeball.com](http://www.microscopeball.com)
- Company logo on Ticketing/Auction website that will show at the top of every page (on rotation with a maximum 2 other logos)
- Company logo on the PDF invite that is sent to all guests pre event

## DURING THE EVENT

- Host mentions Company name throughout the night
- Gold table of ten in a prime position – includes three course meal, 6 bottles of wine and two bottles of champagne
- Credit as the sponsor of the Live Auction
- Logo on Media board & Digital screens
- Name and logo on raffle tickets
- Listed on landing page of the auction website as the headline sponsor
- Advert in digital programme which will also be emailed to guests
- Name and Logo on the charity pledge card
- Name and logo on envelopes on presold game and raffle tickets that are placed on tables
- Branded Pens on all tables (sponsor to provide the merchandise)
- Interview filmed by Property Week TV with company representative at drinks reception
- Company logo on Ticketing/Auction website that will show at the top of every page (on rotation with a maximum 2 other logos)
- Company logo on the PDF invite that is sent to all guests pre event

## POST EVENT

- Flagged as sponsor within Property Week online article (151,000 average monthly unique users)
- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Logo on email footer for auction prize winners
- Flagged as headline sponsor within post event video
- Mentioned in post event communication and logo on email footer of post event emails
- Featured on MDUK social media round up posts
- Invite to the MDUK Vice Presidents lunch held at the House of Lords for a company representative
- Company name mentioned as sponsor in post event round up email to all attendees
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account

# Supporting Sponsor Packages



## Gold Table Sponsorship

**SOLD**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre-event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball
- Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website
- Your company name will be listed on the PDF invite sent out to up to 750 guests.

### DURING THE EVENT

- Champagne drinks reception
- Table of 10 in a prime location to include three-course meal and six bottles of wine.
- Two extra bottles of Champagne or wine
- Company logo on media boards
- Company logo on big screen (on rotation)
- Advert within digital programme
- Company shout-out on the night from hosts

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name mentioned as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# Supporting Sponsor Packages



## Drinks Reception Sponsor

**SOLD**

### PRE EVENT

- 750 guests will be sent an email with information about the drinks reception sponsored by you.
- Logo and company name on the sponsors page on the ticketing and silent auction website
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Your company name will be listed on the PDF invite sent out to up to 750 guests

### DURING THE EVENT

- Sponsor the drinks reception and ensure our 750 guests have a great start to the evening with a glass of champagne in hand. You will have the opportunity to creatively brand the Wellington Ballroom to suit your needs (at your cost). Showcase your organisation by bringing media boards, pop-up banners and more.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name mentioned as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn



# Supporting Sponsor Packages



## Sponsor the Silent Auction

**SOLD**

### PRE EVENT

- Logo on EmmaLive Ticketing/Auction website that will show at the top of every page (on rotation with a maximum 2 other logos)
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- 50 word feature in the email sent to up to 750 guests when the silent auction opens on the week of the event.

### DURING THE EVENT

- Logo on EmmaLive Ticketing/Auction website that will show at the top of every page (on rotation with a maximum 2 other logos)
- Logo and company name on the sponsors page on the ticketing and silent auction website
- Your logo will appear on our silent auction tablets – two tablets on every table
- Your logo will be on the top of every silent auction page in the digital programme and on the silent auction cards on every table
- The auction leaderboard will be shown on multiple screens around the room throughout the night and will show your logo.
- Our host will mention your company name throughout the night when promoting the Silent Auction
- All sponsor logos are featured on our media boards and thanked in our digital programme.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name mentioned as sponsor in emails to guests thanking them for bidding on items
- Company name mentioned as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# Supporting Sponsor Packages



## Branded Centrepieces and Digital Donation Boxes

Packages start from:

**SOLD**

### PRE EVENT

- Logo and company name on the sponsors page on the ticketing and silent auction website
- Your company name will be listed on the pre-event email sent out to up to 750 guests
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)

### DURING THE EVENT

- By sponsoring the centrepieces, you have the opportunity to source and supply (at your cost) your own branded centrepieces that will feature on all 74 of the tables.
- Plus your logo will also appear on all of our contactless payment machines which are also placed on each table, giving you the opportunity to showcase your brand to everyone in the room when they make a donation.
- The donation boxes play a vital part in the fundraising on the night and will help us raise over £40,000 throughout the evening via contactless payment.
- All guests will be interacting with these machines throughout which will have your logo displayed on and will play a central role in the Pledge moment.
- The host will mention your company name when explaining how to use the donation boxes to guests on the night.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name mentioned as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account
- Company name mentioned as sponsor in post event round up email





# Supporting Sponsor Packages



## Sponsor the Game

Packages start from:

**SOLD**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- Sponsor the game, it's just like heads or tails, but we will adapt it to suit this year's theme.
- Your name and logo will appear on the big screen during the game and feature on every game card, ensuring your brand is showcased to every guest.
- We ask that you provide the game cards and the prize, which is usually two bottles of champagne.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# Supporting Sponsor Packages



## Sponsor the Raffle

Packages start from:

**SOLD**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- Your name and logo will appear on the big screen when we promote the raffle your logo will be on every raffle ticket, ensuring your brand is showcased to every guest.
- We ask that you provide the raffle prize.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# Supporting Sponsor Packages



## Sponsor the Stage

Packages start from:

**SOLD**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- Your brand will make a lasting impression with your logo and media banners around the stage for all to see.
- All sponsor logos are featured on our media boards and thanked in our programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# New for 2024

We have some exciting new sponsorship opportunities for this year:



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## Red Carpet Experience

Packages start from:

**£7,500**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- Coloured carpet/ roped off area
- Media board backdrop, showing sponsor's branding alongside the event branding
- Paparazzi Entertainers to include pap style comedy and banter
- Pro event photography, private VIP gallery with free downloads for guests with sponsor branding
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# New for 2024

We have some exciting new sponsorship opportunities for this year:



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## Sponsor the Band

Packages start from:

**£3,000**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- The band will wear sashes and badges that have your company name and logo on
- Your company logo will be shown on the screens during the bands performance
- The band will give your company shout outs during their performance.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account



# New for 2024

We have some exciting new sponsorship opportunities for this year:



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## Sponsor the Photobooth

Packages start from:

**£3,000**

### PRE EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers)
- Logo and company name on the sponsors page on the ticketing and silent auction website

### DURING THE EVENT

- Classic photobooth style with printed photos and accessories.
- Branding included (company logo will be captured in every photo on the night)
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

### POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers)
- Company name listed as sponsor in post event round up email
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account





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# Additional ways to support Muscular Dystrophy UK at the Microscope Ball

## DONATE A PRIZE

If you donate a prize to the live or silent auction, you will be thanked in our digital programme on the night and on our social media.

## BEER BOTTLE OPENER (OR TABLE GIFT)

To be supplied by sponsor and delivered directly to the venue, ready for us to put on tables. All table gifts (exact items) must be agreed in advance with Muscular Dystrophy UK and supplied by the sponsor. If the sponsor would like us to arrange the table gift on their behalf, additional charges will apply.

Packages start from:

**£2,000**

## DIGITAL PROGRAMME ADVERTISING

Purchase an advert in our event programme and promote your brand to up to 750 guests. The digital programme will be sent to each guest by email giving guests plenty of opportunity to see your advert. We will also feature your advert in rotation on the big screen.

**£1,000**



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**Scan to find  
out more.**

[muscular dystrophyuk.org](https://muscular dystrophyuk.org)  
[@muscular dystrophyuk](https://twitter.com/muscular dystrophyuk)  
[@MDUK\\_News](https://twitter.com/MDUK_News)

For further information and partnering  
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