



20 **THE** 25
MICROSCOPE
BALL

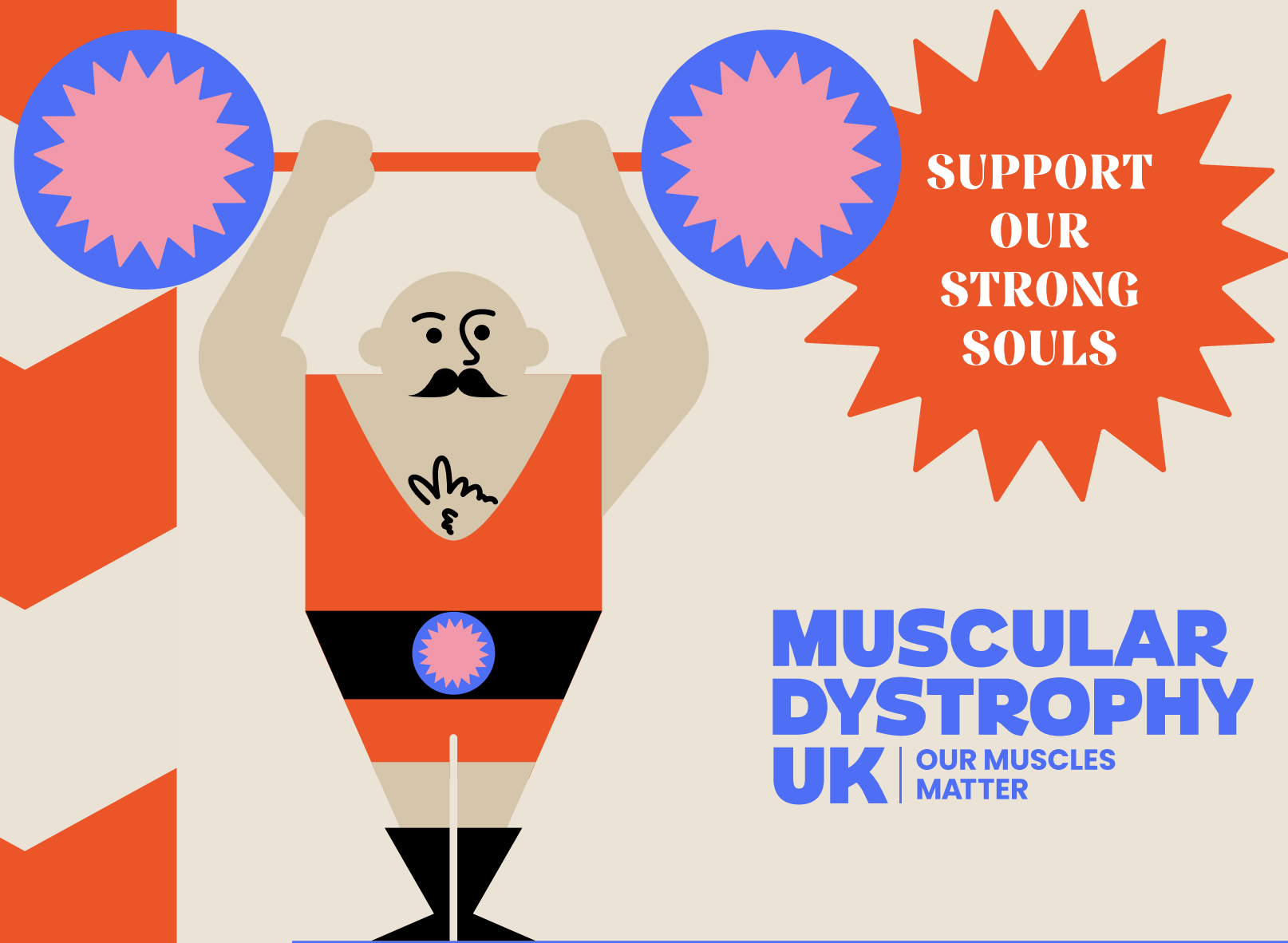
41ST SPECTACULAR

**SUMMARY FOR
POTENTIAL
SPONSORSHIP
CONSIDERATION**

The Hilton Park Lane – 25th September 2025

**MUSCULAR
DYSTROPHY
UK** | OUR MUSCLES
MATTER

**Property
Week**



The Microscope Ball 2025 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.

“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!”

PREVIOUS ATTENDEES

- | | | | | | | |
|---|---|--------------------------------|-------------------------------------|--------------------------------------|--|-------------------------------|
| 5 Plus Architects London Limited | Bruce Gillingham Pollard BuckleGrayYeoman | EPR Architects Estate Office | Hines Interests Limited Partnership | LifeProven | Phoenix | TateHindle Limited |
| Al Duwailiya Asset Management Limited | BW Interiors Limited | exigere | HLW | Lockton Companies LLP | Pinsent Masons | Taylor Wimpey |
| Allford Hall Monaghan Morris | BW: Workplace Experts | Fabrix | HOLLIS | London Aquare Limiter | Point 2 Surveyors | TDA Interiors |
| Allsop LLP | Canary Wharf Group | Fairview New Homes Limited | Hollybrook | London Metric Property PLC | Puma Property Finance | TFL |
| Area | Carmichael Fisher | Faithdean plc | Invertigo Theatre Company | Loop Interiors International Limited | Quantem Services Limited | The Avenue Group |
| Artemis Interior Services Limited | CBRE | Farebrother | Investec Bank plc | LXA | Reef Group | The DSGN Studio |
| Arterial Group | Chapman Architects | Fenwick Elliott | Jackson Coles LLP | M7 Real Estate | Regal London | The Hyde Group |
| Ashill Regen | Chignel Properties | Fernham Homes | Jago Capital | Macfarlanes | Revantage | The Portman Estate |
| Atlas | CMS Cameron McKenna | First Intervention | JLL | Mapletree Investments | Rider Levett Bucknall | Thirdway Interiors |
| Avanton | Colliers International | FORM Real Estate | JMW Solicitors | Marchmont Investment Management | Ridge and Partners LLP | Thompson Taraz |
| Avison Young | Collins Construction Limited | Forsters | Johnson Associates | Management | Roots in The Sky | Thomson Snell and Pasmore LLP |
| Aviva Investors | Columbia Threadneedle Investments | Forward Property Partners | Junique Estates | MiddleCap | Rougemont Property Consultants Limited | TPA Capital |
| Barr Gazetas | Compton | Franchi plc | Kier Property Developments Limited | Mills & Reeve LLP | Russell-Cooke LLP | Trustek Group Limited |
| Barratt London | Constructive PM | Frank Capital | Knight Frank | Mishcon de Reya | RX London Limited | Tuckerman |
| Basha-Franklin | Core Five LLP | FUTURE Designs | Kontor | Modus Workspace | Savills UK | Two |
| Battersea Power Station Development Company | Corley + Woolley | Galileo Homes | Korn Ferry Real Estate | Montagu Evans | Schroders | Union Investment |
| Belshaw Building Consultancy | CoStar Group (sponsoring as LoopNet) | Gamuda Land | Korol | Montreux Limited | Scott Brownrigg | V Fund |
| BH2 | Crosstree Real Estate Partners | Gardiner & Theobald | LAH Property Marketing | Morgan Lovell | Seaforth Landholdings Limited | V1 |
| Bidwells | Crown Estate | Gaw Capital | Lambert Smith Hampton | Nash Bond Limited | Securitem Group | V7 |
| Blackburn & Co | Curo Construction Limited | GDM | Landhold Developments Limited | Newmark BH2 LLP | Seven Projects | VTS |
| Blackstone Property Management | Currie & Brown | Godwin Group | Landsec | NFU Mutual | Shaftsbury Capital PLC | Wells Fargo |
| Blacktip Consultancy | Cushman & Wakefield LLP | Graphics | Langham Hall | Od Group Limited | SHB | WeWork |
| Bluebook | Dentons UK and Middle East LLP | Greycoat | LaSalle Investment Management | ODInteriors | Siren | White Paper Conference |
| BNP Paribas Real Estate | Derwent London | Grosvenor | LaSalle Investment Management | Oktra Limited | Slaughter & May | Co Limited |
| Bray Fox Smith | DLA Piper UK LLP | Hadley DM Services Limited | Lawson & Partners | Overbury | Space and Solutions | Wilmott Dixon Interiors |
| Brightbay Real Estate Partners | Dorrington | Hammerson PLC | Lazari Investments | Oxygen Asset Management | Stanhope PLC | Wiss, Janney, Elster Limited |
| British Land | Dthree Studio | Hanover Green LLP | Legal & General Affordable Homes | Paradigm Land | StructureTone | Workplace Futures Group |
| Brookfield Properties | EDGE | HB Reavis UK Limited | Levy Real Estate | Paragon | Student Roost | Zircon Air Conditioning |
| | Endurance Land | Henigan Consulting Group (HCG) | Lewis Ellis | Parkeray Limited | Tandem Property Asset Management | |
| | | Heyne Tillett Steel | | Patrizia SE | Tanfield Chambers | |
| | | HFF Real Estate Limited | | Pearl & Coutts | Tanglin Real Estate | |
| | | | | PGIM Real Estate | | |

- HEADLINE SPONSOR
- DRINKS RECEPTION SPONSOR
- AFTER PARTY SPONSORSHIP
- SPONSOR THE SILENT AUCTION
- BRANDED CENTREPIECES
- DIGITAL DONATION BOXES
- SPONSOR THE GAME
- SPONSOR THE RAFFLE
- SPONSOR THE STAGE
- RED CARPET EXPERIENCE
- SPONSOR THE PHOTOBOOTH
- T-SHIRT SPONSOR
- ADDITIONAL WAYS TO SUPPORT



HEADLINE SPONSOR

£17,500

PRE - EVENT

- Email communication – logo in footer of all emails sent out to guests via our ticketing and Auction website (over 3,000 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
- 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 and 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).

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.

HEADLINE SPONSOR

DRINKS RECEPTION SPONSOR

AFTER PARTY SPONSORSHIP

SPONSOR THE SILENT AUCTION

BRANDED CENTREPIECES

DIGITAL DONATION BOXES

SPONSOR THE GAME

SPONSOR THE RAFFLE

SPONSOR THE STAGE

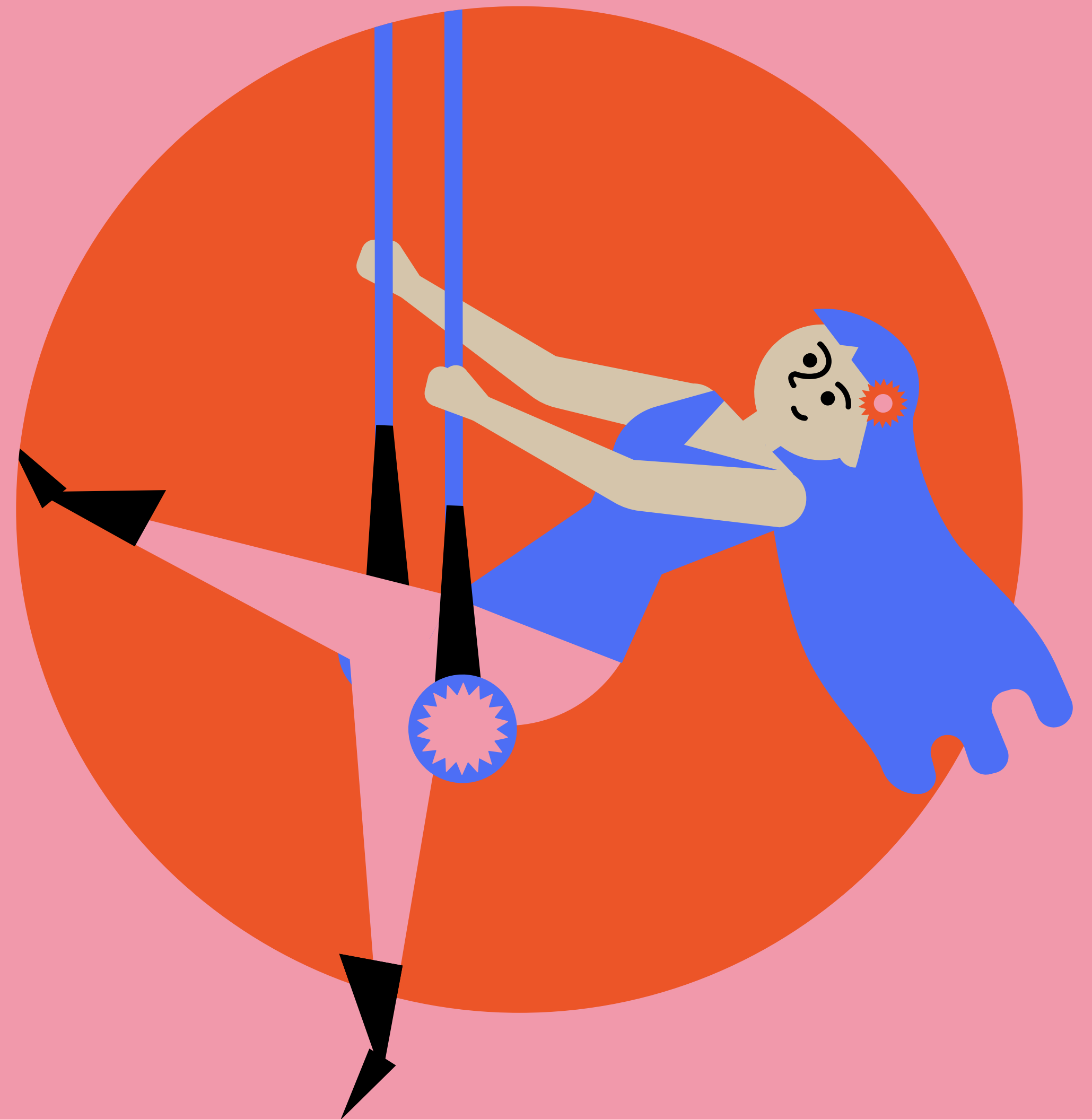
RED CARPET EXPERIENCE

SPONSOR THE PHOTOBOOTH

T-SHIRT SPONSOR

ADDITIONAL WAYS TO SUPPORT

SUPPORTING SPONSOR PACKAGES



HEADLINE
SPONSOR

DRINKS
RECEPTION
SPONSOR

AFTER
PARTY
SPONSORSHIP

SPONSOR
THE SILENT
AUCTION

BRANDED
CENTREPIECES

DIGITAL
DONATION
BOXES

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THE RAFFLE

SPONSOR
THE STAGE

RED CARPET
EXPERIENCE

SPONSOR THE
PHOTOBOOTH

T-SHIRT
SPONSOR

ADDITIONAL
WAYS TO
SUPPORT

SOLD

**DRINKS
RECEPTION
SPONSOR**



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.
- Entry for your whole table to the game.
- 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.

AFTER PARTY SPONSORSHIP

£5,000

PRE - EVENT

- 750 guests will be sent an email with information about the after party sponsored by you.
- 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.
- Company name/logo on the tickets for the after party.

DURING THE EVENT

- The after party will give the opportunity for guests to continue the party after the main event ends and will be open from 1am - 3am. 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.
- Free entry to the after party for you and your table.
- 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.



HEADLINE SPONSOR

DRINKS RECEPTION SPONSOR

AFTER PARTY SPONSORSHIP

SPONSOR THE SILENT AUCTION

BRANDED CENTREPIECES

DIGITAL DONATION BOXES

SPONSOR THE GAME

SPONSOR THE RAFFLE

SPONSOR THE STAGE

RED CARPET EXPERIENCE

SPONSOR THE PHOTOBOOTH

T-SHIRT SPONSOR

ADDITIONAL WAYS TO SUPPORT

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.

FROM
£3,500

SPONSOR
THE SILENT
AUCTION



HEADLINE
SPONSOR

DRINKS
RECEPTION
SPONSOR

AFTER
PARTY
SPONSORSHIP

SPONSOR
THE SILENT
AUCTION

BRANDED
CENTREPIECES

DIGITAL
DONATION
BOXES

SPONSOR
THE GAME

SPONSOR
THE RAFFLE

SPONSOR
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RED CARPET
EXPERIENCE

SPONSOR THE
PHOTOBOOTH

T-SHIRT
SPONSOR

ADDITIONAL
WAYS TO
SUPPORT

BRANDED CENTREPIECES

FROM £3,000

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.
- The host will mention your company name as centerpiece sponsor.
- 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.



HEADLINE SPONSOR

DRINKS RECEPTION SPONSOR

AFTER PARTY SPONSORSHIP

SPONSOR THE SILENT AUCTION

BRANDED CENTREPIECES

DIGITAL DONATION BOXES

SPONSOR THE GAME

SPONSOR THE RAFFLE

SPONSOR THE STAGE

RED CARPET EXPERIENCE

SPONSOR THE PHOTOBOOTH

T-SHIRT SPONSOR

ADDITIONAL WAYS TO SUPPORT

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

- Your logo will appear on all of our contactless payment machines which are 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.

FROM
£4,000

DIGITAL
DONATION
BOXES



HEADLINE
SPONSOR

DRINKS
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AFTER
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SPONSORSHIP

SPONSOR
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RED CARPET
EXPERIENCE

SPONSOR THE
PHOTOBOOTH

T-SHIRT
SPONSOR

ADDITIONAL
WAYS TO
SUPPORT

SPONSOR THE GAME

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.



HEADLINE SPONSOR

DRINKS RECEPTION SPONSOR

AFTER PARTY SPONSORSHIP

SPONSOR THE SILENT AUCTION

BRANDED CENTREPIECES

DIGITAL DONATION BOXES

SPONSOR THE GAME

SPONSOR THE RAFFLE

SPONSOR THE STAGE

RED CARPET EXPERIENCE

SPONSOR THE PHOTOBOOTH

T-SHIRT SPONSOR

ADDITIONAL WAYS TO SUPPORT

SPONSOR THE RAFFLE

FROM
£2,500

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

- 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.



HEADLINE
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T-SHIRT
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ADDITIONAL
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SUPPORT

SPONSOR THE STAGE

FROM
£5,000

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

- 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.



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ADDITIONAL WAYS TO SUPPORT

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- 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.

FROM
£7,500

RED
CARPET
EXPERIENCE



HEADLINE
SPONSOR

DRINKS
RECEPTION
SPONSOR

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RED CARPET
EXPERIENCE

SPONSOR THE
PHOTOBOOTH

T-SHIRT
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FROM
£3,500

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

- 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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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

- Muscular Dystrophy staff and volunteers acting as table hosts will wear the event T-Shirt sporting your logo throughout the evening.
- T-shirts will be available for guests buy on night and also via our auction website.
- 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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**MUSCULAR
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UK** | OUR MUSCLES
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AT THE MICROSCOPE BALL

**FOR FURTHER INFORMATION & PARTNERING
OPPORTUNITIES PLEASE CONTACT**

Cathey Cullum Special Events Manager
020 7803 2874 / c.cullum@muscular dystrophyuk.org

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.

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.

TABLE GIFTS

**FROM
£2,000**

ADVERT

£1,000

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.

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