

SUMMARY FOR POTENTIAL SPONSORSHIP CONSIDERATION

The Hilton Park Lane - 25th September 2025







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.

Phoenix

PREVIOUS ATTENDEES

5 Plus Architects London Limited Al Duwaliya Asset Management Allford Hall Monaghan Morris Allsop LLP Artemis Interior Services **Arterial Group** Ashill Regen Avanton Avison Young Aviva Investors Barr Gazetas Barratt London Basha-Franklin Battersea Power Station Development Company Belshaw Building Consultancy Bidwells Blackburn & Co Blackstone Property

Bruce Gillingham Pollard BuckleyGrayYeoman BW Interiors Limited BW: Workplace Experts Canary Wharf Group Carmichael Fisher Chapman Architects Chiqnel Properties CMS Cameron McKenna Colliers International Collins Construction Limited Columbia Threadneedle Investments Compton Constructive PM Core Five LLP Corley + Woolley CoStar Group (sponsoring as LoopNet) Crosstree Real Estate Partners Crown Estate Curo Construction Limited Currie & Brown

Cushman & Wakefield LLP

Derwent London

DLA Piper UK LLP

Dthree Studio

Endurance Land

EDGE

Dentons UK and Middle East

EPR Architects Estate Office exigere Fabrix Fairview New Homes Limited Faithdean plc Farebrother Fenwick Elliott Fernham Homes First Intervention 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 Limited Henigan Consultancing Group Heyne Tillett Steel HFF Real Estate Limited

Hines Interests Limited Partnership HOLLIS Hollybrook Invertigo Theatre Company Investec Bank plc Jackson Coles LLP Jago Capital JMW Solicitors Johnson Associates Junique Estates Kier Property Developments Knight Frank Kontor Korn Ferry Real Estate LAH Property Marketing Lambert Smith Hampton Landhold Developments Limited Landsec Langham Hall LaSalle Investment Management Lawson & Partners Lazari Investments Legal & General Affordable Homes Levy Real Estate Lewis Ellis

Lockton Companies LLP Pinsent Masons London Aquare Limiter Point 2 Surveyors London Metric Property PLC Puma Property Finance Loop Interiors International Limited Regal London M7 Real Estate Revantage Rider Levett Bucknall Macfarlanes Ridge and Partners LLP Mapletree Investments Roots in The Sky Marchmont Investment Management Rougemont Property MiddleCap Consultants Limited Mills & Reeve LLP Russell-Cooke LLP Mishcon de Reya RX London Limited Savills UK Modus Workspace Schroders Montagu Evans Montreaux Limited Scott Brownrigg Morgan Lovell Nash Bond Limited Securitatem Group Newmark BH2 LLP Seven Projects Shaftsbury Capital PLC NFU Mutual Od Group Limited **ODInteriors** Slaughter & May Oktra Limited Space and Solutions Overbury Stanhope PLC Oxygen Asset Management Paradigm Land StructureTone Paragon Student Roost Parkeray Limited Tandem Property Asset Patrizia SE Pearl & Coutts Tanfield Chambers PGIM Real Estate Tanglin Real Estate

Quantem Services Limited Seaforth Landholdings Limited

TateHindle Limited Taylor Wimpey TDA Interiors The Avenue Group The DSGN Studio The Hyde Group The Portman Estate Thirdway Interiors Thompson Taraz Thomson Snell and Pasmore TPA Capital Trustek Group Limited Tuckerman Union Investment V Fund Wells Fargo WeWork White Paper Conference Co Limited Wilmott Dixon Interiors Wiss, Janney, Elster Limited Workplace Futures Group Zircon Air Conditioning

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!

ABOUT MUSCULAR DYSTROPHY UK

Living with a muscle wasting condition can be exhausting, but there is hope.

Muscular Dystrophy UK is the leading charity for more than 110,000 children and adults in the UK living with one of over 60 muscle wasting and weakening conditions. Providing advice and support, working with healthcare providers to get access to specialist care, campaigning to break down barriers, and fundraising for breakthroughs in research. So everybody should have the best quality of life.

With your support, we can change the future of muscle wasting conditions. Together we are stronger.

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

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

HEADLINE SPONSOR

DRINKS RECEPTION **SPONSOR**

Management

Bray Fox Smith

British Land

Blacktip Consultancy

Brookfield Properties

BNP Paribas Real Estate

Brightbay Real Estate Partners

AFTER PARTY SPONSORSHIP

SPONSOR THE SILENT **AUCTION**

GOLD **SPONSORSHIP**

BRANDED **CENTREPIECES**

LifeProven

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**



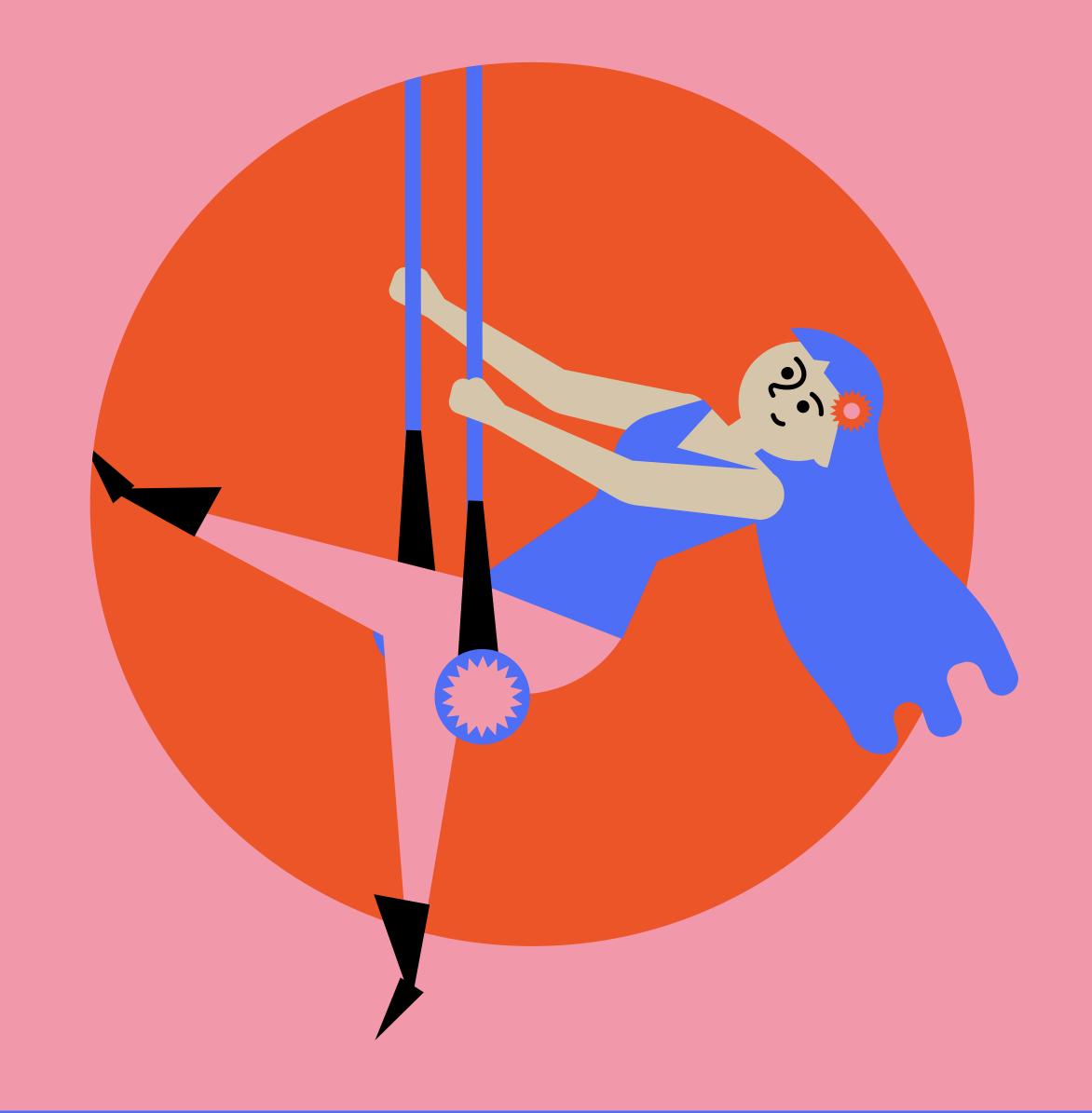
- Email communication logo in footer of all emails sent out to guests via our ticketing and Auction website (over 3,000 emails sent out in 2023).
- Company name mentioned on all of Muscular Dystrophy UK's LinkedIn posts about the event. MDUK's LinkedIn Posts are then shared by the 26 prominent property 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).

- 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





- 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.

- 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.



- 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.

HEADLINE

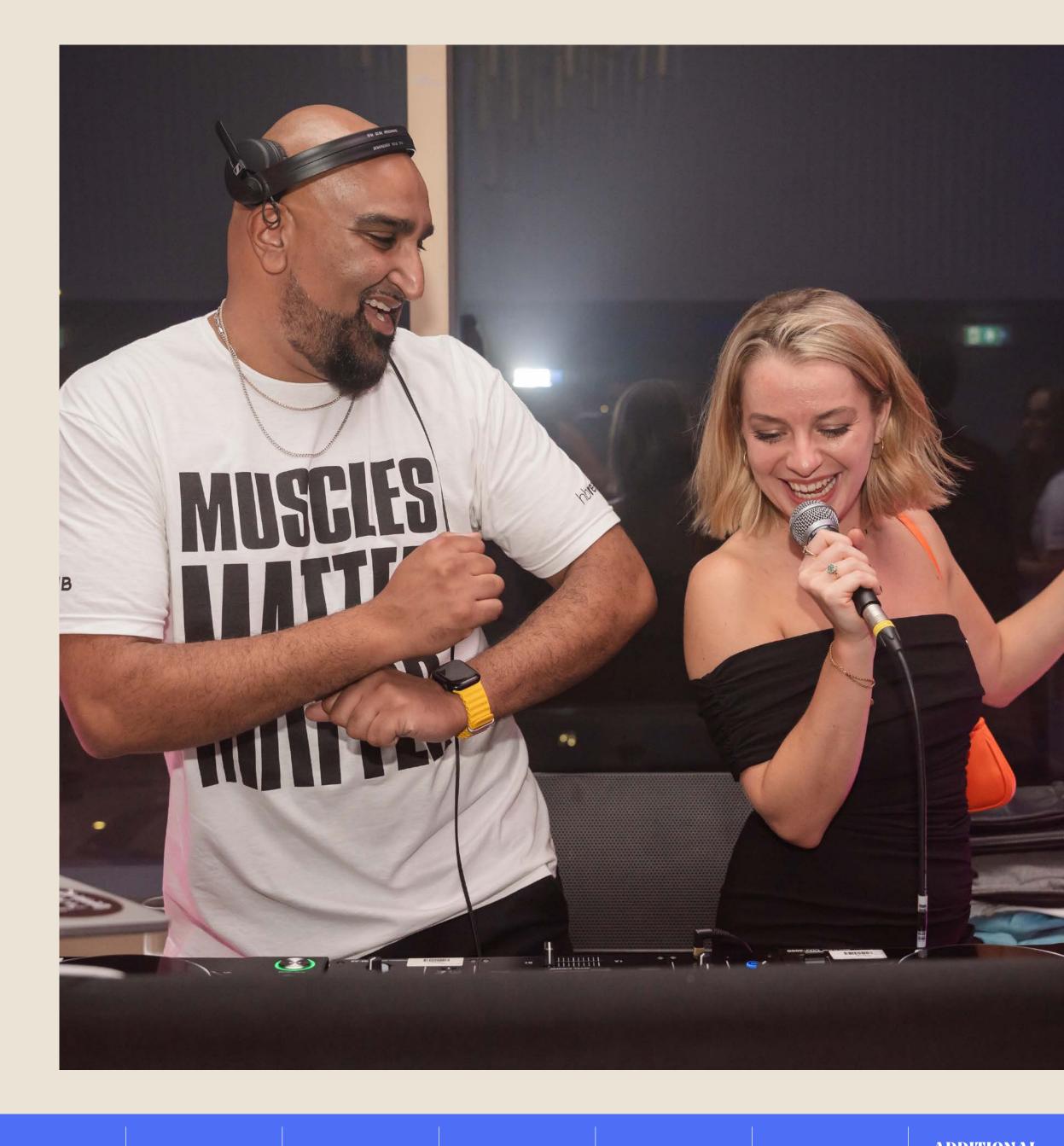
SPONSOR

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.



- 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.

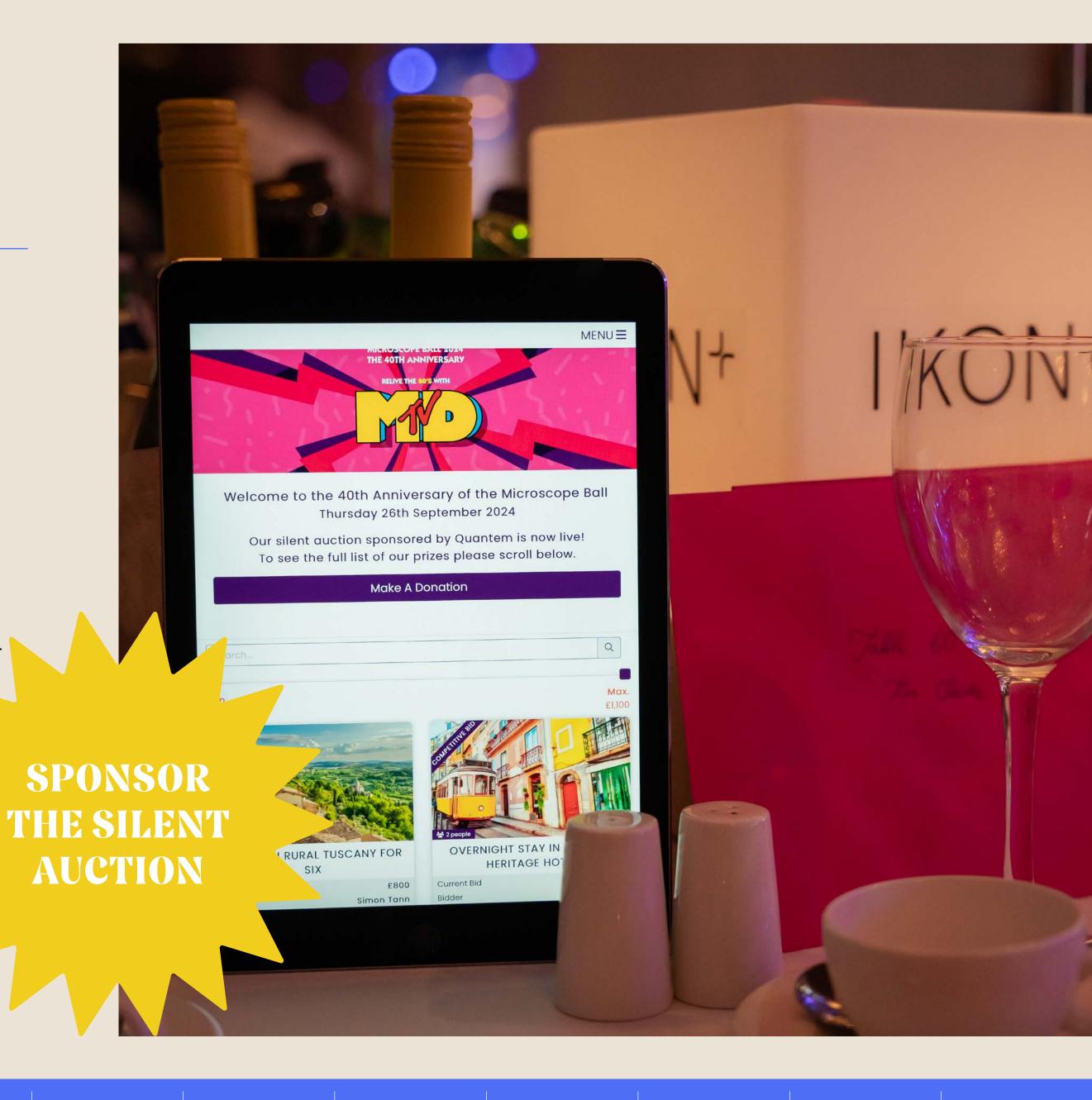
DURING THE EVENT

- 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.

SOLD



HEADLINE



- 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

- Company logo on media boards.
- Company logo on big screen (on rotation).
- Advert within digital programme.
- Company shout-out on the night from hosts.

- 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.





- 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.

- 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.



- 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.

£4,000



HEADLINE



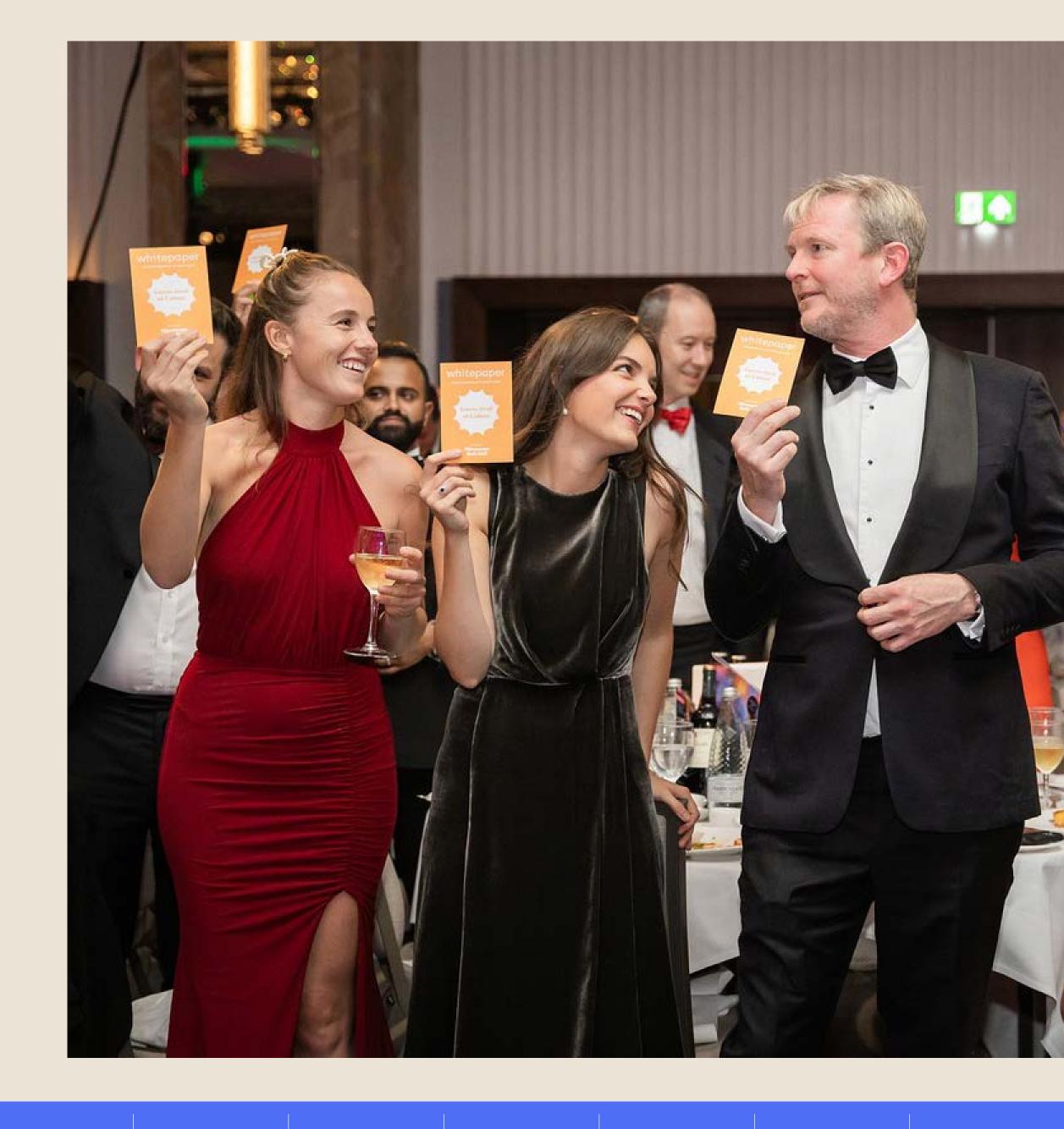
- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction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





- 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.

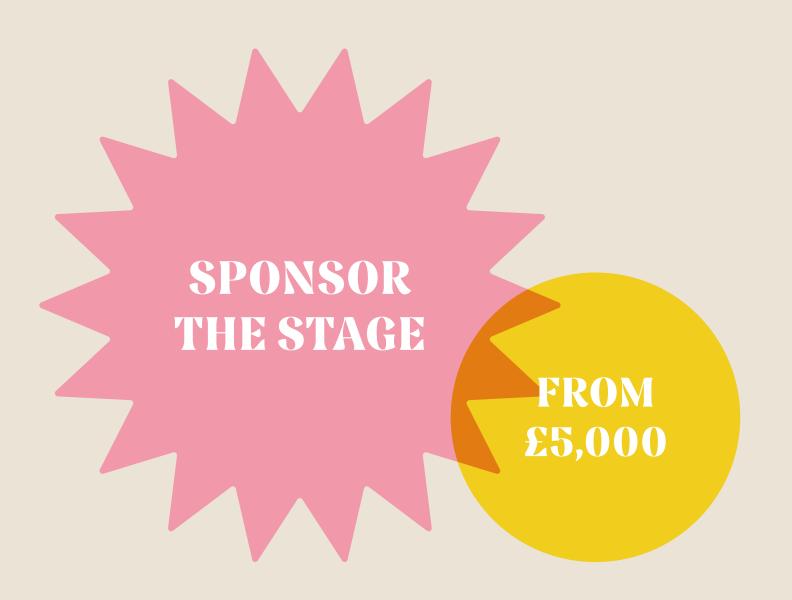
DURING THE EVENT

- 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.





- 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.

- 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.



- 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.

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.

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.



DRINKS RECEPTION **SPONSOR**

HEADLINE

SPONSOR

AFTER PARTY **SPONSORSHIP**

SPONSOR THE SILENT **AUCTION**

GOLD **SPONSORSHIP**

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**



- 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.

- 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.





- 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.

- 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.



ADDITIONAL WAYS TO SUPPORT

MUSCULAR DYSTROPHY
UK OUR MUSCLES MATTER

AT THE MICROSCOPE BALL

FOR FURTHER INFORMATION & PARTNERING OPPORTUNITIES PLEASE CONTACT

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



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.



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.

HEADLINE SPONSOR DRINKS
RECEPTION SPONSOR

AFTER
PARTY
SPONSORSHIP

SPONSOR
THE SILENT
AUCTION

GOLD SPONSORSHIP 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