



# **CHARITY BALL**

## **SPONSORSHIP PACKAGES**

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**Tough Enough To Care**

**Registered charity number: 1187404**

# TOUGH ENOUGH TO CARE

Following the suicide of two close friends within days of each other, Tough Enough To Care Founder, Stuart Bratt, knew that he had to do something to make a difference. Tough Enough To Care was born.



“ I decided something had to be done to kick the stigma surrounding mental health and to stamp out the “man up” culture”. Being Ex-Military myself, having played rugby my whole life and also as an field service engineer, I have seen first hand on a daily basis how men refuse to open up for fear of ridicule or being taken off frontline duties and this needs to stop.

Our mission is for the subject of mental health to become as easy to talk about as the football results on a Saturday or how awful the weather is.”

**Stu Bratt - Founder & CEO**

- To date we have supported over **6,000** people and their families and friends across the country, through a growing programme of peer support, training, community events, partnership work and resources
- We currently offer **10** face to face, peer support groups led by trained volunteers, at **7** locations on a weekly basis.
- We have distributed **100,000** beer mats in community settings and workplaces to advertise our text support service, which offers a free and confidential support and advice service 24/7.
- In 2023 we delivered mental health training to over **1,000** people, enabling them to recognise and support someone struggling with their mental health.

**Discover more about Tough Enough To Care**



# GOLD PACKAGE £3,500



**£3,500 could pay for our text support service for 6 months. This provides free, confidential support, 24/7 for someone struggling with their mental health.**

The Gold package includes:

- Ten complimentary tickets
- Four bottles of wine on the table
- Full page advert in the event programme
- Brand placement on all event materials including presentation screen displayed throughout the evening
- Acknowledgement in the comperes welcome
- Use of photographs taken at the event for your own PR purposes
- Recognition across our social media platforms with a combined reach of 70,000
- Space at the event for four standard roller banners
- Brand placement in the reception and bar areas

# SILVER PACKAGE £2,000



**£2,000 could pay for a free Mental Health First Aid Champion course to 12 members from a sports club or community group.**

The silver package includes:

- Ten complimentary tickets
- Two bottles of wine on the table
- Half page advert in the event programme
- Brand placement on all event materials including presentation screen displayed throughout the evening
- Acknowledgement in the comperes welcome
- Recognition across our social media platforms with a combined reach of 70,000
- Brand placement in the reception and bar areas



# BRONZE PACKAGE £1,000



**£1,000 could pay for room hire for one of our support groups for a year. Our support groups offer people a safe space for people to talk ,without the need for booking or refferal.**

The bronze package includes:

- 4 complimentary tickets
- A bottle of wine on the table
- Acknowledgement in the event programme
- Brand placement on all event materials including presentation screen displayed throughout the evening
- Acknowledgement in the comperes welcome
- Recognition across our social media platforms with a combined reach of 70,000
- Brand placement in the reception and bar areas

# TABLE SPONSOR £500



**£500 could pay for full training for two support group facilitators.**

Table sponsorship includes:

- Acknowledgement in the event programme
- Brand placement on the presentation screen displayed throughout the evening
- Recognition across our social media platforms with a combined reach of 70,000
- Brand placement on your sponsored table(s)  
*(separate to the table where you will be seated during the event)*



# ENTERTAINMENT PACKAGE **£150**



**£150 could pay for 2,500 leaflets and support group flyers to hand out in the community**

Entertainment Package includes:

(Help us to cover the cost of the DJ)

- Acknowledgement in the event programme
- Brand placement on the presentation screen displayed throughout the evening
- Recognition across our social media platforms with a combined reach of 70,000