The Promise Ball and Why...

At age nine our daughter Ella Marsden was diagnosed with Type 1 diabetes, a condition which is chronic and lifelong. Type 1 diabetes is an autoimmune illness and it differs greatly from the more commonly known Type 2 diabetes. It is caused by the body’s own immune system destroying cells and the pancreas is no longer able to produce insulin. There is nothing anyone can do to prevent Type 1 diabetes and it has no links to lifestyle. For Ella to survive she requires insulin. On that day seven years ago, when Ella was first diagnosed, she took her first insulin injection - that needle was the first of an approximate 4,000 needles. Three years later she received a permanently attached device which she controls to deliver her insulin. There is no cure for Type 1 diabetes and, even with the advances in technologies, life is an endless balancing act trying to avoid the life-threatening situations of high and low blood glucose. Blood checks are needed around every 3-4 hours, including through the night. To date Ella has had 27,000 blood checks, this amount is more than the population of our home town. No technology or treatment can take away the fears of living with Type 1 diabetes and the complications it causes. Ella would tell you about the fear of going to bed as a Type 1 diabetic; wondering whether your bloods will remain stable whilst sleeping, and if you’ll wake up in the morning.

Type 1 diabetes is a serious illness which has several possible health implications, including heart disease, blood vessel disease, nerve damage, kidney damage, eye retina damage and amputations. It can be fatal and if it was to be left untreated Type 1 diabetes would be fatal within a matter of weeks or months.

“Mummy, will I die?” is a heart-breaking question that no parent should ever have to hear. Days after diagnosis seven years ago Ella asked me that very question, that day I made her a promise.

THE PROMISE

I promised we would raise funds to support and fund research to find the best technologies to treat Type 1 diabetes; we would work hard to raise awareness to achieve a world with better understanding of Type 1 diabetes; and I promised we would support finding a cure for Type 1 diabetes.

There is only one charity committed to helping me keep my promise.
Our promise together so far...

JDRF is a global charity that is committed to finding a cure for Type 1 diabetes. Proceeds from the Promise Ball will go to JDRF to support their research to achieve a world without Type 1 diabetes.

As a charity ambassador for JDRF Ella has motivated our family and friends to be involved with various fundraising activities including sporting activities, sales, hosting our own charity events and representing JDRF at local charity days. We are also part of medical research support trials into curing Type 1 diabetes. Ella has been invited to speak in Parliament on two occasions, once asking the Government to invest into research and a second time to promote the safety of children with health conditions in schools. Ella’s work was recognised when she won the Yorkshire Children Of Courage Award for ‘Teenage Fundraiser’ in 2016.

The Promise Ball
The First Northern JDRF Ball

JDRF was founded in 1970 by the American mother of a child with Type 1 diabetes who held a charity evening to raise funds to help find a cure for her child. Fundraising events like this have continued around the world, with Scotland and London currently the stage for JDRF Balls in the UK. As part of our Promise to support finding a cure in November 2017 we launched the first JDRF Ball in the North of England.

Held in the landmark Queens Hotel in Leeds City Centre, the JDRF Promise Ball attracted significant interest and was attended by 450 guests and raised £25,000. The Promise Ball has unsurprisingly become JDRF’s biggest fundraiser in the North. We received incredible support from across the Yorkshires business community and in 2018 we will be offering further sponsorship opportunities. This highly anticipated event takes place on 17 November 2018. If there is one event you choose to support this year then The JDRF Promise Ball is undoubtedly one that can deliver, giving your guests a night to remember whilst supporting the work of JDRF’s mission to cure Type 1 diabetes. Our audience is guaranteed and allows advertising to 500 potential customers across the North of England. Don’t miss your opportunity to secure fantastic brand exposure at Yorkshire’s only JDRF Promise Ball.

To hear more www.youtube.com/watch?v=yQrsHT2-Bsc
Tickets and Tables

THE PROMISE BALL TICKET AND TABLE PACKAGE

£65 PER PERSON

Single tickets or table of 10 guests
Includes welcome drinks reception, half bottle of wine per person, a four-course dinner, and high-class entertainment

SILVER PACKAGE

£75 PER PERSON

Full table for 10 or 12 guests
In addition - package includes a quarter-page advertisement in our souvenir brochure, company logo added to table plan and rolling film shown on the evening

GOLD PACKAGE

£85 PER PERSON

Full table for 10 or 12 guests
In addition - package includes a half-page colour advertisement in our souvenir brochure, company logo added to table plan, website and rolling film shown on the evening

EVENT FORMAT

Red carpet welcome and photography
Drinks reception with live music
Lee Lard as your evening compere and live auctioneer
4-course dinner
Speeches and charity presence
Formal and informal photograph opportunities
Raffle and Auction
Live London band – The Talent

For tickets and further information
Debbie@promiseballnorth.co.uk  |  north@jdrf.org.uk  |  07981 224472  |  www.jdrf.org.uk/event/the-promise-ball
Contribution to our Fundraising

We would be delighted if you would consider donating an auction or raffle item. In return for your kind prize donation we acknowledge the generosity of you or your company in the event brochure which is given to all guests, promoting your brand to a guaranteed audience. We are looking for exciting luxury items such as experiences, vouchers, restaurants, tickets to a concert, holidays or a weekend city break.

Supporting us

If you are unable to attend the Promise Ball but would like to demonstrate your support, we can offer a supporter’s package which allows brand exposure and advertisement in the souvenir brochure.

LOGO ONLY QUARTER-PAGE £100
HALF-PAGE ADVERT £250
FULL-PAGE ADVERT £350
BY SUPPORTING THE PROMISE BALL, YOU WILL

Gain potential clients across the north with 450 guaranteed attendees at the event
Have opportunity to show your support to The Promise Ball and JDRF and gain brand exposure
Support the work of JDRF and their mission to find a cure for Type 1 diabetes
Contribute to a better understanding of Type 1 diabetes
Demonstrate a commitment to the community through association with a well-respected charity
Join with sponsors from leading businesses
Gain advertisement opportunities within a Leeds City Centre landmark hotel
Create positive PR opportunities
Sponsorship Packages

LEAD SPONSOR £3,000
Co-sponsor opportunity

PACKAGE INCLUDES
Well-placed Gold table package for 10 guests to include a half bottle of wine
A full-page advertisement in the evening programme
Brand logo/stand up banners situated at the hotel main entrance which remain a focal point throughout the day and evening to all hotel guests
Branded materials and company banners in the ballroom foyer and your marketing materials placed at a sponsors table for guests to view
Company full-page display on the rolling screen in the ballroom and evening acknowledgment
Opportunity to provide branded giveaways to guests
Website presence and inclusion in social media activity

BESPOKE SPONSORSHIP PACKAGES FROM £500
An opportunity to attach your brand to part of the Promise Ball.
Many different aspects of the event can be sponsored in line with your budget.

Welcome drinks reception sponsor
Aspects of entertainment sponsor
Printing sponsor
Pledge envelope sponsor

The level of sponsorship, publicity and presence can be agreed on an individual basis and we welcome the opportunity to discuss to meet your company requirements.
Any other requests considered and met if possible.

For tickets and further information
Debbie Marsden  I  E: debbie@promiseballnorth.co.uk  I  T: 07981224472
Chris Normington  I  E: north@jdrf.org.uk  I  T: 0113 457 6425
Lucy Paterson  I  E: ljs@hotmail.co.uk  I  T: 07900918415

www.jdrf.org.uk/event/the-promise-ball  /thepromiseball/