



the Westfield Health
**BRITISH
TRANSPLANT
GAMES**
NEWCASTLEGATESHEAD 2015

BE THE GAME CHANGER

SPONSORSHIP PACK

**30TH JULY - 2ND AUGUST 2015
NEWCASTLEGATESHEAD**

INTRODUCTION

In 2015, the British Transplant Games will come to NewcastleGateshead. From the 30th July - 2nd August, hundreds of transplant athletes, along with their supporters will descend on the North East to compete in a variety of sporting and social events that showcase the value of organ donation and the impact it can have on people's lives.

At present, more than 7,000 people in the UK are on the waiting list, but only 32 per cent of us are actually on the organ donor register - meaning that there simply aren't enough organs for the amount of lives that need saving.

Now, imagine it was you or a loved one that urgently needed a transplant, but no organs were available. The Westfield Health British Transplant Games aim to help change this by raising awareness of transplantation and the importance of increasing the amount of names on the NHS Organ Donor Register.

This year, the Games are also supported by Anthony Nolan, the charity that works to match incredible individuals willing to donate their blood stem cells or bone marrow to people with blood cancer and blood disorders who desperately need life saving transplants.



3 REASONS TO BE PART OF THE 2015 NEWCASTLEGATESHEAD BRITISH TRANSPLANT GAMES

NO. 1

It will encourage people to sign-up to the Anthony Nolan and NHS Organ Donor registers.

NO. 2

It will showcase the vibrancy of the North East to new visitors, not just from the UK, but around the world.

NO. 3

Did you know that three people die every day whilst waiting for a transplant? One day that could be you.

MAKE A DIFFERENCE

Organised on behalf of the charity Transplant Sport (TS), the Games (in its 38th year!) is an incredibly moving event – and we'd love you and your business to be a part of it and help promote the North East as a destination and help save lives in the future.

Last year, when the Games were held in Bolton, the event created a huge profile for the host city and increased the number of names on the NHS Organ Donor Register once again.

In 2015, we want to make the NewcastleGateshead Games the biggest and best yet by aiming for even more new sign ups.

There are numerous ways you can get involved, from simply encouraging your employees to sign-up to the Organ Donor Register or encourage them to take part in the Donor Run. You could even hold fundraising events at work, or come on board as an official partner of the Games through sponsorship. This can be done as a cash contribution, or with in-kind support - we're happy to hear how you can help make The Games a huge success by providing your services or goods.

We offer a range of partnership options and we would welcome the opportunity to speak with you and work up an appropriate package against the level of support your organisation is able to provide. This event will attract significant media exposure which will benefit both the charities and our partners.



For more information or to develop your support for the Games, contact Alison Bridge or Amanda Hutt, Event Managers at MLS by emailing btg@mls.gb.com or calling 0114 257 3177.



**IT DIDN'T STOP US
SO WHAT'S STOPPING YOU?**

HOW YOU COULD BE THE GAME CHANGER

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Main Sponsor Sold

Level 1 Partner of the Games

- Allocated headline partner of a major event or sporting activity within the Games, e.g Gala Dinner, Track & Field
- Logo on all Games literature, publications and website
- Half page advert and acknowledgement in Games' Programme
- Branding at all events by way of the event 'Promo Link' and signage / banners
- PR support for the sponsor
- Friday Sponsors' Lounge - up to 6 passes
- Gala Dinner / Celebration Event - up to 4 tickets
- Invitations to the Civic Reception
- Presentation of medals and awards by your representative
- Space for exhibition stand at the Games
- Opportunity for your staff to be seconded / volunteer for the Game



Level 2 Partner of the Games

- Logo on all Games literature, publications and website
- Acknowledgement in Games Programme
- Branding at all events by way of the event 'Promo Link' and signage / banners
- PR support for sponsor
- Media release placed with the news and media partners
- Friday Sponsors' Lounge - up to 2 passes
- Invites to Civic Receptions
- Presentation of medals and awards by your representative
- Opportunity for your staff to be seconded / volunteer for the Games

Level 3 Partner of the Games

We will work with you to build a suitable package to ensure that all parties benefit and your organisation is appropriately acknowledged for the support provided. They can include a mix of the following:

- Logo on Games literature, publications and website
- Adverts and acknowledgement in Games Programme
- Branding at all events by way of the event 'Promo Link' and signage / banners as a level three partner
- Branding on medals, competitor numbers and T shirts
- Media Launch of your Partnership with Games
- Sponsors' Lounge passes
- Gala Dinner tickets
- Invitations to the Civic Reception
- Presentation of medals and awards by your representative
- Space for exhibition stand at the Games
- Opportunity for your staff to be seconded / volunteer for the Games
- Exclusivity of product/service sector to sponsor where appropriate
- Spots in Golf day at Close House
- A photo opportunity with the Teams
- Headline partners at the following events during the Games e.g. "The Opening Ceremony sponsored by....."
- Opening Ceremony
- Gala Dinner
- Adult Teams Social Event
- Children's Teams Social Event
- Children's Sports programme
- Donor Run (3k / 5k run or walk around the Quayside open to the public)
- Golf Tournament at Close House
- Adopt the Freeman & RVI Teams at the Games

For more information or to develop your support for the Games contact:
Alison Bridge or Amanda Hutt

Event Managers at MLS by
emailing btg@mls.gb.com
or calling **0114 257 3177**.



 Sign up today
organdonation.nhs.uk

 ANTHONY
NOLAN saving the lives
of people with
blood cancer

TO MY NEXT OF KIN

Please do not waste my body in the ground,
while others die for what I'd freely give;
nor feed me to the fire without a sound.
Use my spare parts that other hearts may live.

Enfold the burned within my healing skin.
Rebuild the lame with bone. Make sinews strong.
If I must die, let their new lives begin.
Give quality of life for which they long.

Take both my eyes. A son may see the stars
...and let a mother look upon her child.
We have known love. A summer life was ours
when barefoot through the meadows we ran wild.

My life was sweet. How fast the hours went.
Do this for me... and I shall rest content.

Sue Cansdale
Mother of Zoë,
organ donor

Register for Organ Donation
and Anthony Nolan at:

WEB: www.organdonation.nhs.uk
TEL: 0300 123 23 23
TEXT: SAVE to 62323

WEB: www.anthonynolan.org/join
TEL: 0303 303 0303



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Registered Charity Number: 1127314



StarkHartleyAtkinson