



Over The Wall

GALA SPONSORSHIP



OVER THE WALL
a serioüsfun camp

About Over The Wall

Over The Wall is the inspirational UK children's charity founded in 1999 by the Hollywood icon and philanthropist Paul Newman. Newman's goal was to support children with life-limiting illnesses and disabilities to experience our world of 'Serious Fun'.

Part of a global network of camps that Paul founded, called the SeriousFun Children's Network, Over The Wall provides completely free-of-charge residential activity camps as well

as online programmes for children, their siblings and their families who are living with the fear, pain, and isolation of a serious illness. The work of Over The Wall is needed to complement hospital treatment to help children thrive, not just survive; to reach beyond their illness and to join us in discovering a world of mischief and magic.



Over The Wall offers free-of-charge services to thousands of people across the UK including:

- Unique residential camps that bring about transformational change for children living with serious illness, their siblings, and whole families.
- Online programme that provide activities and spaces to connect, not only for children who can't attend residential camps due to Covid-19, but more importantly for those who can never do so.



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At camp, kids live with a fearless and free attitude as they laugh, play and dance, and we have the people, the equipment and the dedication to make this feel like a home. Camp completely changed me, but I couldn't have imagined how life-changing it is for the campers and their families, it's incredible.

Clea Newman, SeriousFun Ambassador and youngest daughter of our founder, Paul Newman

About The Gala



After the amazing success of our 2022 Gala which raised over £100,000 for Over The Wall's vital work, this year will see our Gala move to a stunning new venue and offer the opportunity to dazzle over 250 guests while celebrating the children and families that we've supported in 2023.

Moving to the beautiful Underglobe, situated directly underneath Shakespeare's Globe, guests can expect a spectacular evening of performances, messages from some of our campers and families, a live auction and a stunning meal before being able to dance the night away – all while supporting Over The Wall to help more seriously ill children, and their families.

Guests will be invited to join us on Wednesday 6th December and come together for an unforgettable evening with our valued donors, trustees, ambassadors, patrons, national and international corporate partners, as well as our staff team, volunteers and supporters – and what would an Over The Wall event be without the mischief and magic that we promise to bring to all of our camps.





We are delighted to be able to offer exclusive and rewarding opportunities to partner your business with our event, providing measurable outcomes and real impact for Over The Wall. You will be able to connect with our high-value audience as well as aligning your values with ours, to strengthen your own audiences.

Committing your support to our event early secures your exclusive place as a Gala Sponsor and means that your business would be included in pre-event communications and promotions, as well as the highlight activations on the night.

Our experienced Partnerships Team have created a range of pre-defined opportunities to show your support for our event and align to specific elements of the gala, as well as our Headline Sponsor opportunity. Our team are also happy to discuss custom opportunities to work with your business, and meet individual goals of partnering with our event.

Sponsorship Packages

HEADLINE SPONSOR - £10,000

The opportunity to be the Headline Sponsor of the Over The Wall Gala in 2023 is offered as an exclusive opportunity for a business wishing to fully align their values with ours and to visibly show their support for our cause across every element of our Gala.

The Headline Sponsor package can be tailored to suit an individual company's needs but could include:

- Exclusive designation as the Gala Headline Sponsor and recognition/announcement across our social platforms
- Top-level branding alongside Over The Wall in all pre-event and post-event communications including the official invitations
- High profile physical and digital branding presence at the Gala event i.e. on screens, venue dressing, gobo projection, table signage, front cover of the official gala programme, stage set etc.
- A prominent, top-tier table (to seat 10) at the Gala, usually sold at £5,000 to include an additional drinks package
- The opportunity for a senior representative of the sponsor to welcome guests on the main stage once all guests are seated
- A full-page dedicated advertising space in the official Gala Programme
The opportunity for custom activation/s, including space at the venue as agreed



GALA SPONSOR - £5,000 (FOUR AVAILABLE)

All businesses connecting their brands with our Gala Dinner will receive the official designation of Gala Sponsor and show their support for our work. The Gala Sponsor package includes:

- Official Designation and inclusion as a Gala Sponsor in pre-event and post-event communications including the official invitations (deadlines permitting)
- Branding alongside other sponsors on the Gala web presence and in social media communications
- Digital & physical branding presence at the Gala i.e. on screens & the Gala Programme
- Half-page dedicated advertising space in the official Gala Programme
- The opportunity to add-on a table at any level (£2,000, £3,500 or £5,000)

GALA ITEM SPONSORSHIP - £2,500 (FOUR AVAILABLE)

All businesses connecting their brands with our Gala Dinner will receive the official designation of Gala Sponsor and show their support for our work. The 'Gala Item Sponsor' package includes:

- Choice of four sponsored items available: Gift Bag Sponsor, Auction Sponsor, Programme Sponsor, Sustainability Sponsor
- Focused and prominent branding around your chosen Gala Item
- Inclusion as a Gala Item Sponsor in pre-event and post-event communications (deadlines permitting)
- Branding alongside other sponsors on the Gala web presence and in social media communications
- General digital & physical branding presence at the Gala i.e. on screens & the Gala Programme
- The opportunity to add-on a table at any level (£2,000, £3,500 or £5,000)



Over the Wall

GALA DINNER

6th December 2023
Underglobe, London

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