

a stroke / of luck



A Stroke of Luck Gala Launch Ball

Sponsorship
Opportunities



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Please join us as
we celebrate
A Stroke of Luck
Launch Ball.

30 /
11
/ 19

Bushell Hall,
Birkenhead School.

19:00

A Stroke of Luck Gala Launch Ball Sponsorship Opportunities

Place your brand in front of a captive audience of corporates, celebrities and high net worth individuals whilst generating funds to help aid the recovery and rehabilitation of Stroke Survivors.

Lounge Suits / Auction / Live Music / Raffle

The Charity Launch Ball /

The glamorous evening includes live entertainment, a drinks reception, the finest gala dinner and a charity auction with money-can't-buy prizes.

Whether you are looking for an exclusive way to entertain clients, a special night out with friends or just to celebrate Christmas and would like to showcase your brand via sponsorship, we have a package for you.

- 19:00 Champagne/Cocktail Reception
- 19:20 Guests are seated
- 19:25 Welcome from guest speaker
Wasps Legend & Former professional
rugby player **Peter Scrivener**
- 19:30 Dinner
- 20:30 An Introduction to A Stroke of Luck
Founder and CEO, **Craig Pankhurst**
- 21:00 Live Auction
- 22:00 Entertainment & Dancing

The Partners /



Ubiquity

origin
WORKSPACE

lifetime
training

World Stroke
Organization

FOUR D
MARKETING CONSULTANCY

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Craig Pankhurst,
Founder & CEO of
A Stroke of Luck.

The Journey So Far /

On the morning of 28th April 2018, business owner and former British swimmer, Craig Pankhurst, woke at 6am to the overwhelming feeling of his room spinning uncontrollably, yet in complete darkness as his vision had gone. Little did he realise that at the age of 39 he was mid-Ischemic Stroke and his life was about to change forever.

Craig suffered a Stroke that Saturday morning whilst in bed. Panic set in as he tried to stand up and his legs gave way. He made it to the bathroom, helped there by his wife, Kirsten, where hours of constant vomiting ensued, sandwiched between deep sleep and the room moving in all directions at high speed.

Craig was duly admitted to Arrowe Park hospitals for CT and MRI scans. With his wife, two young daughters, extended family and friends by his side, he awaited the doctor's diagnosis. After what seemed an interminable wait the verdict was delivered: significant damage to the brain due to an Ischemic Stroke along with a dissection of the vertebral artery which would require the ongoing care of specialists.

Since that day, Craig has been well-supported by his family, friends, a team of Occupational Therapists, Physiotherapists, and the Acquired Brain Injury Team. Despite the left side weakness and post-stroke fatigue which continues to date, Craig has seen significant improvement in his recovery. He has been able to achieve this through developing a system which tracks and manages his activities and these are graded using 'red', 'amber' and 'green'. For example a 'red' activity would deplete Craig's energy levels far faster than a 'green' activity. He also attributed his leaps in recovery to the mental support and physical rehabilitation he received.

One thing that repeatedly occurred to Craig throughout his recovery was that the NHS is an incredible service but is under constant fiscal and resource pressure. This has ramifications for those who desperately need the service provided by such amazing professionals. With this in mind and his positive disposition for life, Craig made the decision to start a charity: A Stroke of Luck. A charity which could support the NHS, but most importantly, support the stroke survivors who desperately need help.

The Vision /

No stroke survivor should be left alone thinking “What next?”

The focus at A Stroke of Luck is 'life after stroke' and enabling survivors to have the best future possible. A Stroke can often leave a survivor with significant motor and neuro challenges. The physical, mental, emotional, and social impacts of a stroke can be damaging to the survivor's appetite for life.

Introducing physical activity into a stroke survivor's daily life increases the sense of wellbeing and by connecting stroke survivors and fitness professionals, we work together to develop a healthier body and mind. We provide survivors with access to fitness and wellbeing experts who support their recovery leading to a fulfilled life: one they may have thought was impossible to achieve.

The Sponsorship Opportunities

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Platinum Headline Sponsor £2000*

- A table of 10 on the night
- Logo/advert on the event page on the ASL website
- Logo and advert to be displayed on main stage
- Logo/advert on the footer of each webpage
- Logo to appear on email signatures 'As sponsored by...'
- Full page advert in the events programme on the night and back cover advert
- A mention in all press releases sent about the event
- Sponsor acknowledgement by the host on the evening
- Logo included in the 'Thank You' page of event programme
- Product placement at the event
- Adverts and links promoting your sponsorship displayed regularly through ASL social media channels

*There is only 1 platinum headline sponsor package available.

Gold Beverage Sponsor £1250

- 6 x tickets to the launch ball
- Logo, link and write-up on the event page on the ASL website
- Prominent banner placements at the main bar
- Half page advert in the events programme on the night
- Logo included in the 'Thank You' page of event programme
- Social media 'Thank You' posts including links

Silver Event Partner £750

- 4 x tickets to the launch ball
- Logo and link on the event page on the ASL website
- Branding at the event
- Quarter page advert in the events programme on the night
- Logo included in the 'Thank You' page of event programme
- Social media 'Thank You' posts

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Will you join us? /

If you would like more information, or to discuss a tailored sponsorship package - please contact one of the events team:

A Stroke of Luck

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