

A savanna landscape at sunset. In the foreground, a large acacia tree stands on the left, and an elephant is silhouetted in the center, facing right. The background shows rolling hills under a sky with scattered clouds, illuminated by the warm light of the setting sun. The overall color palette is dominated by oranges, yellows, and blues.

Footsteps to
Freedom
Ball

2024

SPONSORSHIP PACKAGES

We are Born Free

Founded by Dame Virginia McKenna, Will Travers OBE, and Bill Travers MBE, Born Free work tirelessly to stop the exploitation and suffering of animals living in captivity or the wild. For 40 years, we've worked towards a future where animals and people can co-exist and where threatened and endangered species are protected for generations to come.

We rescue captive wild animals from abuse and exploitation and provide them with a life worth living - back in the wild or within one of our sanctuaries. We currently care for 42 rescued big cats within our sanctuaries.

Since our conservation work began in India, the number of tigers has doubled, and since 2010, when our lion conservation work began in Kenya, numbers have grown by 25%. Our work in Meru National Park, Kenya, has helped the Savanah elephant population more than double.

Human-wildlife conflict is one of the biggest threats to wild animals. Born Free has initiated a number of innovative, low-cost solutions to keep humans and animals safe - from predator-proof bomas to beehive fences and eye cow paintings - these simple yet effective solutions help humans to live in harmony with wildlife.

Born Free is a key global player in developing and changing UK and International animal welfare and conservation policy. Over the last 40 years, we have been behind many huge steps forward in animal welfare – the ending of dolphinaria in the UK, the ban on wild animals in circuses in the UK and the current Ivory Import Ban.

We are Born Free. Join us.



Born Free's 40th Anniversary Gala Ball

Date: Thursday, 21st March 2024

Time: 6:45 pm

Venue: Royal Lancaster Hotel, London

Hosted by Amanda Holden and attended by celebrity friends and patrons, including our Founder Patron Joanna Lumley DBE FRGS.

Invited guests will include: High-value individuals, corporates, media, celebrity friends, and patrons.



Sponsorship Packages 2024

Sponsorship opportunity - Platinum £20,000

- Exclusive sponsorship.
- 1 front-row tables with VIP goody bags and premium drinks package.
- Logo placement throughout the venue - stage holding slides, event program, and pull up banners.
- Logo placement on step and repeat board (only two logos will feature here; Born Free and the Platinum sponsor).
- A special thank you in speeches on the night from hosts our Patron Amanda Holden and Will Travers OBE.
- Flowers presented to sponsors by hosts.
- Thank you posts on Born Free's social media channels and website.
- Meet and greet with hosts Amanda Holden, Will Travers OBE and celebrity Founder Patron Joanna Lumley DBE FRGS.
- Meet and greet with acts on the night – with entertainers focusing on front row (Lion) tables.
- Professional photographer to take pictures of your guests chatting to celebrity hosts and patrons – also photo opportunities in front of the step and repeat board.

Sponsorship opportunity - Gold £15,000

- 1 front-row table with VIP goody bags and premium drinks package.
- Logo placement on the event program and a pull-up banner.
- Thank you posts on Born Free's social media channels and website.
- Meet and greet with hosts Amanda Holden and Will Travers OBE and celebrity Founder Patron Joanna Lumley DBE FRGS.
- Meet and greet with acts on the night – with entertainers focusing on front row tables.

For more information, please contact Alisa O'Malley (Head of High Value Relationships) E: alisa@bornfree.org.uk M: 07821 882728



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Frazer House, 14, Carfax, Horsham, West Sussex, RH12 1ER +44 1403 240170 www.bornfree.org.uk