



# Yorkshire Fundraising Event

Friday 8<sup>th</sup> March 2019



## The Arches Dean Clough Halifax West Yorkshire

**Come and join us for A Memorable Evening  
raising funds for The Duke of Wellington's Regiment Memorial  
at the centenary of the end of WW1.**

**Champagne Reception, 3 course Dinner with Wines, Auction, Raffle and Entertainment.**

### **Appeal Patron**

The Duke of Wellington OBE DL

### **Appeal Vice Patrons**

General Sir Charles Huxtable KCB CBE DL, Major General Sir Evelyn Webb-Carter KCVO OBE DL, Brigadier Dick Mundell OBE, Colonel John Barkshire CBE TD DL and Colonel Charles J Dent DL

### **Appeal Fundraising Committee**

Brigadier Andrew Meek CBE, Brigadier Michael Bray CBE, Captain John Hogg, Colonel Alistair Roberts MBE, Major Peter Robinson MBE, Lieutenant Colonel Richard Ward and Caroline Cary

### **Objective**

The objective is a memorable fundraising event that engages with as many people of Yorkshire and in particular Halifax and the West Riding. This will include some of 'The Dukes' family, corporates and businesses and will raise a minimum of £25,000. This will be achieved from the sale of tables, sponsorship, advertising and an auction.

### **Background**

You will probably be aware that the centenary of the end of WW1 in November 1918 is almost upon us, but you may not know about a remarkable local event which provides you with an opportunity to honour the men who fought in and won that war. Your local regiment, the Duke of Wellington's Regiment (often referred to simply as 'the Dukes') is commissioning a magnificent memorial, to commemorate the 304 year history of the Regiment and the thousands of Yorkshiremen who served in it. The Memorial will be presented to Halifax and stand in the very heart of the Town centre. Many of those who joined the Regiment from Halifax would have worked in longstanding local businesses such as the enormous Nestle factory, the successor to Mackintosh's, which gave the Town the name Toffee Town. Smaller or more recently established companies may have had a significant proportion of their employees in the Regiment at one time. Thus, contributing to the Dukes Statue is an ideal way of commemorating those in your company who served in the Regiment in wars ancient and modern. A memorial book containing the names of all donors will be created at the end of our fundraising appeal and will be on display at The Duke of Wellington's Regimental Museum.

In 2006 The Duke of Wellington's Regiment was amalgamated with The Prince of Wales Own Regiment of Yorkshire and The Green Howards to form The Yorkshire Regiment which is now the only county regiment in the British Army. Consequently, this event is significant not simply to Halifax but to the whole of Yorkshire.

## About The Memorial Fund

It is now over 11 years since The Duke of Wellington's Regiment left the Army's order of battle and, whilst a number of plaques and other mementoes have been unveiled in West Yorkshire, there is no formal memorial to reflect the Regiment's 304 years of loyal and conspicuous service to the Crown. The time is now right for the creation of a significant, permanent memorial to the Regiment. Missing this opportunity would allow the Regiment and its legacy to be relegated to footnotes in the history books.

The purpose of the memorial is far greater than simply a statement that the Regiment existed and that 'we were different'. We know we were genuinely different and this is sufficient reason for there to be a memorial. But there is more to it than simply reflecting a certain uniqueness: the memorial will honour all those 'Dukes' who gave their lives; it will commemorate our heritage; acknowledge all those who served in all battalions and, importantly, the families that supported those men; and it will recognise the county from which the majority came. Furthermore, the memorial will be situated in the very heart of Halifax, home to the Regiment for over 200 years, and which still views The 'Dukes' as their regiment.

This is a once in a lifetime opportunity to support the placing of a fitting memorial to the Regiment right in the heart of our historic home.

## Sponsorship & Corporate Opportunities

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There are a number of ways you could support this event and the appeal.

**Headline Sponsors: Gold - £3000; Silver - £2000; Bronze - £1000 \*see below**

**Sponsor a table: 30 tables to be sponsored \* See attached**

**Buy a table or tickets: £500 a table or £55 per person \* See attached**

**Advertise: From £150 - £400 \*see below**

**Auction Prize: Perhaps an internship**

**\*SPONSORSHIP PACKAGE 1: £3,000**

### **Proposal:**

As the Gold Sponsor, your company will be synonymous with this event in aid of The Duke of Wellington's Regimental Memorial Appeal and will benefit from the highest level of exposure before, during and after the event working to deliver good ROI.

### **Benefits:**

I table at the for Friday 8<sup>th</sup> March 2018 @£550

Name/logo will hold a prominent position in all pre-event collateral including all invitations

Name/logo on our site and linked to your website

Name/logo on front cover and Index page of the Programme

Recognition in all press releases and associated articles

Full prime page advertisement in the Programme

Access to official and Press photography from the event

6 complimentary tickets to the unveiling event on 17<sup>th</sup> May 2019 by kind invitation of the Duke of Wellington

**\*SPONSORSHIP PACKAGE 2: £2,000**

**Proposal:**

As a Silver Sponsor you will benefit from a high level of exposure before, during and after the event working to deliver good ROI.

**Benefits:**

1 table at the for Friday 8<sup>th</sup> March 2018 @£550

Name/logo will hold front position in all collateral

Name/logo on our website

Full inside page advertisement in the Programme

Recognition in all press releases and associated articles

Access to official and Press photography from the event

4 complimentary tickets to the unveiling event on 17<sup>th</sup> May 2019 by kind invitation of the Duke of Wellington

**\*SPONSORSHIP PACKAGE 3: £1,000**

**Proposal:**

As a Bronze Sponsor you will benefit from a high level of exposure before, during and after the event working to deliver good ROI.

**Benefits:**

5 places for Friday 8<sup>th</sup> March 2018 @£550

Name/logo will hold front position in all collateral

Name/logo on our website

Full inside page advertisement in the Programme

Recognition in all press releases and associated articles

Access to official and Press photography from the event

2 complimentary tickets to the unveiling event on 17<sup>th</sup> May 2019 by kind invitation of the Duke of Wellington.

**\*SPONSOR A TABLE: 30 @ £300**

There will be 30 tables and we are inviting business that do not want to attend the event to sponsor a table for £300. We are looking at having 30 businesses to complete this. If you wish to sponsor a table and attend the full cost of this would be £850.

**We will be producing a commemorative A5 programme for the event. If you wish to advertise please see costs below and sizes for adverts. Limited space available.**

**\*Advertising Opportunities**

Outside Back Cover full colour: £400

Inside Front & Back Cover full colour: £250

Whole Page full colour: £200

Half Page full colour: £150

Quarter Page full colour: £100

For more details please contact

The Appeal Office, The Close, Boscombe, Wiltshire, SP4 0AB. T: 01980 611211 M: 07818 090913 E:

Carolinecary@gmail.com W: <http://memorial.dwr.org.uk>

PR and media coverage will be covered by: **Tim Sinclair** Managing Director of Wolfstar Public relations and social media specialists <https://www.wolfstarconsultancy.com>.

