



**THE STARLIGHT SHOOTING CHALLENGE**  
**Sponsorship Proposal**

# The background

With a legacy of running for 18 consecutive years, the annual Starlight Shooting Challenge held at Highclere Castle, with kind permission from Lord and Lady Carnarvon, is the highlight of many social calendars, attracting some of the country's most high-profile business figures and high net worth individuals.

Set against the majestic backdrop of Highclere Castle, now one of the most famous estates in the world due to the global success of 'Downton Abbey', teams of four guns take part in a relaxed and fun day of friendly rivalry whilst shooting across five simulated clay sporting "drives" each replicating a particular game quarry.

Furthermore with the revamp in 2018 that saw exciting new elements added to the event, from historically inspired menus personally selected by Lady Carnarvon, to chauffeur driven Inchcape Land Rovers, to a Purdey Stand where guests can shoot with rare Purdey Guns, as well as expert instructors from the Royal Berkshire Shooting School, guests are guaranteed the highest standard of hospitality.

Back at the historic Jacobethan country house, known to some as 'the real Downton Abbey', guests will be treated to menus for breakfast, a Sunseeker cocktail reception and lunch in the historic Library. The day annually raises in excess of £100,000 for Starlight Children's Foundation.





# Making a difference

We are passionate about our cause, the people we serve and the people who help us. Whether your goal is reaching potential new customers, keeping current customers engaged, or just supporting our work, we have a wide range of partnership opportunities available.

*Sponsorship of the Starlight Shooting Challenge will offer you the opportunity to support a charity that makes a difference for seriously ill children whilst:*

- Providing visibility for your brand and products in front of an audience of up to 120 high net worth individuals and senior business decision makers before, during and after the event
- Taking advantage of a major networking opportunity
- Showcasing your organisation or products in a new and innovative way
- Creating positive PR opportunities
- Entertaining and interacting with your clients during a relaxed and active day with invitation-only access to Highclere Castle
- Enhance your organisation's Corporate Social Responsibility (CSR) profile supporting one of the UK's much-loved children's charities





# Sponsorship packages

## **Title Sponsorship - £25,000 - Branding Benefits include:**

- One team of four guns and a prime positioned table at the event
- Logo branding on the 30,000 bespoke cartridges used by all guns on the day
- Company logo on cover of Event Brochure and full page inside front cover advert
- Up to six banners (provided by sponsor) placed prominently around the castle and grounds
- Display of promotional literature within the castle and enclosed with post-event thank you letters sent to 120 guests
- Acknowledgement in all event communications, our charity website and social media
- Acknowledgement of support during presentation at pre-shoot briefing and lunch

## **Lunch Sponsorship - £15,000 - Benefits include:**

- An invitation for two guns to join a team of four
- A prime positioned table at the event
- A full-page advert in the event brochure
- Corporate/product branding on menu
- Promotional literature on lunch place settings
- Acknowledgement of support during presentation at lunch



# Sponsorship packages

## **The opportunity to sponsor a Stand - £5,000**

Benefits include:

- Branding rights for the stand - Provision of a 20x20 weatherproof marquee which can be fully branded (at sponsors expense) and used for product display and hospitality as each team visits your drive
- Naming rights for the associated stand
- One full page advert in the programme
- An invitation for up to two representatives to join our guests for breakfast and the drinks reception

## **Cartridge Sponsorship - £4,000**

Benefits include:

- Branding rights for the 30,000 bespoke cartridges used by all guns on the day
- One half page advert in the programme & display of promotional literature within the castle
- An invitation for up to two representatives to attend breakfast and the drinks reception



# Sponsorship packages

## **Co-Sponsor the Drink's reception with Sunseeker - £3,500**

Benefits include:

- Naming rights to the drink's reception
- Branding rights for the Drinks reception
- 1 full page advert
- An invitation for two representatives to be present throughout the event (excluded from shooting)

## **Sponsor the Prize Giving ceremony - £3,000**

Benefits include:

- Donating the prizes for the Prize Giving Ceremony
- Presenting the prizes with Lady Carnarvon
- An invitation for one representative to attend the drinks reception and lunch
- One half page advert in the programme



# Sponsorship packages

## **Car Park Sponsorship - £2,000 - Benefits include:**

- Opportunity to showcase your product in front of the Castle
- One half page advert in the programme
- An invitation for up to two representatives to attend breakfast and the drinks reception
- Display of promotional literature within the castle

## **Advertising in the Brochure**

- £300 – a ½ page full colour advertisement
- £500 – A full page full colour advertisement
- £750 – Back inside cover full colour advertisement (subject to availability)

## **DONATING GIFTS IN KIND AND PRIZES**

Are you an organisation or individual who could help support The Starlight Shooting Challenge by donating product or prizes for the team presentations or our Live Auction?

Past prizes have included celebrity experiences, private jet and helicopter flights, sculptures, fine wine, shooting days and fishing, experiences and exclusive event tickets.



# Contact

For further information about partnership opportunities contact Jess Carter on [Jessica.carter@starlight.org.uk](mailto:Jessica.carter@starlight.org.uk) or telephone 020 7262 2881

Visit our website:

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