

Splendours

Celebrating London Fashion Week

OF THE COMMONWEALTH



Sponsorship and Media Proposal

Official Partners



Reg. Charity No. 1048908



MAKE A DIFFERENCE IT'S A WIN-WIN

Sponsoring **The Splendours of the Commonwealth Event** provides you with the unique opportunity to connect with celebrities, VIPs, patrons, distinguished people from the diplomatic community in London, businessmen and women and supporters of the Commonwealth Countries League Education Fund (CCLEF).

Whether as part of a Corporate Social Responsibility (CSR) programme or as part of your company's efforts in building brand awareness, show your support for an important cause. Your involvement will assist in raising funds which will go directly to help girls to complete their secondary or high school education in their own Commonwealth country in cases where, for economic reasons, this might not otherwise be possible.

The Splendours of the Commonwealth event reaches an exclusive audience and provides a fun, entertaining and engaging way for you to "wow" clients, audiences, colleagues and suppliers, stakeholders and employees.

Associate your brand with a girls' education charity and a Commonwealth organisation and be part of an unforgettable evening that will truly make a difference to the lives of

girls, their families and their communities.

Read more about the event, available media and sponsorship packages.



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COMMONWEALTH COUNTRIES LEAGUE EDUCATION FUND

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Splendours OF THE COMMONWEALTH

Celebrating London Fashion Week

ABOUT THE EVENT

A fabulous and unique sponsorship opportunity showcasing talented designers and models from fashion industries around the Commonwealth. The evening consists of a CATWALK show with music and dance performances at the May Fair Hotel, London, the official host hotel for London Fashion Week (LFW), during LFW in September 2014.

In aid of: The Commonwealth Countries League Education Fund (CCLEF),
a secondary education sponsorship scheme for girls
www.cclef.org.

Date: Monday 8 September 2014

Place: The May Fair Hotel, Stratton Street, W1, London

Time:

6.30pm	Drinks and canapés reception
7.30pm	Catwalk show
8.30pm	Designer Auction and draw
9.00pm	Drinks, dessert canapés, networking

Guests: Celebrities, VIPs, patrons, distinguished people from the diplomatic community in London, businessmen and women and supporters of the CCLEF.

Shows: Fashion teams, music and dance groups will display their designer brands and cultures from across the Commonwealth: Africa/Asia/ Pacific/ Americas/ Europe and the Caribbean.

Fundraising: An auction, a draw, a raffle and an appeal for donations.

Gift Bags: Guests will each receive a valuable gift bag.

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ABOUT THE CCLEF

Registered Charity No 1048908

The CCLEF is a secondary education sponsorship scheme for girls.

The charity currently funds over 400 girls living in poor economic circumstances in 28 countries.

Since its formation in 1967, the CCLEF has supported hundreds of girls, enabling many to undertake tertiary education and enter paid employment. Some have achieved significant professional status by becoming lawyers and doctors; almost all are empowered by having more choice about their futures.

Sponsorship is tailored to the individual needs of recipients as the CCLEF maintains close communication with each girl and their school for the duration of sponsorship - we exchange regular administrative and personal emails and letters, and receive the annual academic report for each girl supported by documentation from the school staff.

The CCLEF has built up long and strong relationships with schools, other charities and NGOs in countries across the Commonwealth and is rigorous in the allocation and tracking of funds. A Board of eight Trustees regularly reviews applications and renewals.

The CCLEF endeavours to sponsor girls who live in areas that are 'hard to reach'.

The CCLEF is convinced that sponsorship monies are well used, useful and appreciated by the girls and wider communities. It is determined to continue using our collective experience of the past 47 years to improve educational opportunities of young women.

Further information can be found on the website: www.cclef.org.

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SPONSORSHIP OPPORTUNITIES

This event is an ideal networking opportunity with a substantial, sophisticated audience. It also provides sponsors and partners the exclusive opportunity to reward clients and employees with a VIP experience, and to showcase a product or service during the event, developing new audiences and customer prospects.

Package	Sponsorship	Free Front Row Seats	Branding: Logos
Headline	£20,000	20	Largest
Gold	£10,000	8	Large
Silver	£5,000	4	Medium
Bronze	£2,500	2	Small

Unique Benefits for Headline and Gold Packages + all other benefits

- **Headline Sponsor will be offered a unique opportunity for one person to accompany Trustees on a visit to meet CCLEF sponsored girls. Includes return flights and hotel costs. Headline Sponsor will also continue to benefit from exposure through links on CCLEF websites for 12 month following the event.**
- Prominent sponsor recognition on all event-related marketing and promotional collateral, save-the-date invitations, flyers, emails, posters and tickets. Around a 1000 emails will be sent to a qualified, select mailing list.
- Personal introductions to VIP guests
- Thank you and recognition for sponsorship from the stage during presentations
- Photo opportunities with models and guests for your own media

Silver + Benefits for all sponsors

- Sponsor opportunity to display a banner featuring your company product or services
- Opportunity to include company marketing material in the gift bags

Benefits for all sponsors

- Company name featured/mentioned in all visuals, media and promotion - print, broadcast and online, as well as on email invitations, material and signage on the night. Sponsor recognition and back links from the website: www.splendoursofthecommonwealth.com website to sponsoring company website.
- Priority order for additional tickets for a unique corporate hospitality event
- Association with a girls' education charity and a Commonwealth organisation.

Media Companies

- Media companies are requested to contact us directly to discuss their requirements and potential opportunities for coverage.

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MEDIA

Last year's event provided wide media exposure through a variety of outlets and marketing channels including Marie-Claire and The Diplomat, social media (twitter and Facebook), online news wires, and other newspapers and magazines from across the Commonwealth. Press packs were provided to all sponsors and designers to use in their own media. Below is a selection of the media coverage obtained during 2013.

Social Media

Twitter: @CCLEFSOTC

Facebook: <https://www.facebook.com/CCLEFSOTC>

Media Packs and Coverage

[Press Release August 2013](#)

[Press Release August 2013 Coverage](#)

[Media Pack September 2013](#)

[Media Coverage Mayfair Hotel September 2013](#)

[Media Coverage The Bahamas High Commission](#)

[Media Coverage The Bahamas Weekly](#)

[Media Coverage The Sourcing Team](#)

[Media Coverage Kitty Ferreira](#)

[Media Coverage Lords of the Blog](#)

[Media Coverage The Freeport News](#)

[Media Coverage in Marie Claire September 2013](#)

[Photos of the Splendours of the Commonwealth Event](#)

[Media Coverage in estyler magazine](#)

[Media Coverage in The Diplomat Magazine](#)



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Guest List

Last year's guests included a selection of representatives from Heads of Commonwealth, the Commonwealth Secretariat, leaders in politics and industry, celebrities from the sporting world as well as trustees of the Commonwealth Countries League.

These included:

Mr Kamalesh Sharma, Commonwealth Secretary General, and Mrs Babli Sharma

Her Excellency Ms. Winnie Kiap, High Commissioner for Papua New Guinea

Joyce Kallaghe from the Tanzania High Commission

Mrs Zarina Hasan from the Pakistan High Commission

Ms Davina Hamilton from the Malta High Commission

Tessa Sanderson, CBE

Baroness Jo Valentine

Ade Adepitan, Paralympic medalist

CCLEF Patrons, Baroness Shreela Flather and Baroness Betty Boothroyd

The CCL and CCLEF Board of Trustees

Senior Executives in Business and Women in Business Leaders



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INTENT TO SPONSOR OR TO PROVIDE MEDIA COVERAGE

Our goals at this stage are primarily to identify corporate or business sponsors and media partners for this event - companies who wish to be associated with a worthwhile Commonwealth Charity and raise their own profile at an glitzy and glamorous Commonwealth fashion show during this year's London Fashion Week.

We invite sponsors and potential media partners to view our website
www.splendoursofthecommonwealth.com.

If you feel this event is on brand and or in tune with your CSR themes and can support your company's brand building initiatives with your target audience, we want to speak to you.

At this stage, the CCLEF is willing to discuss and negotiate further on specific requirements for both sponsors and media partners.

Contact: Judith Fisher, Hon Treasurer CCLEF

Email:

Judith_fisher@talk21.com

Mobile: 07714 702959

www.cclef.org

www.splendoursofthecommonwealth.com

www.ccl-int.org

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