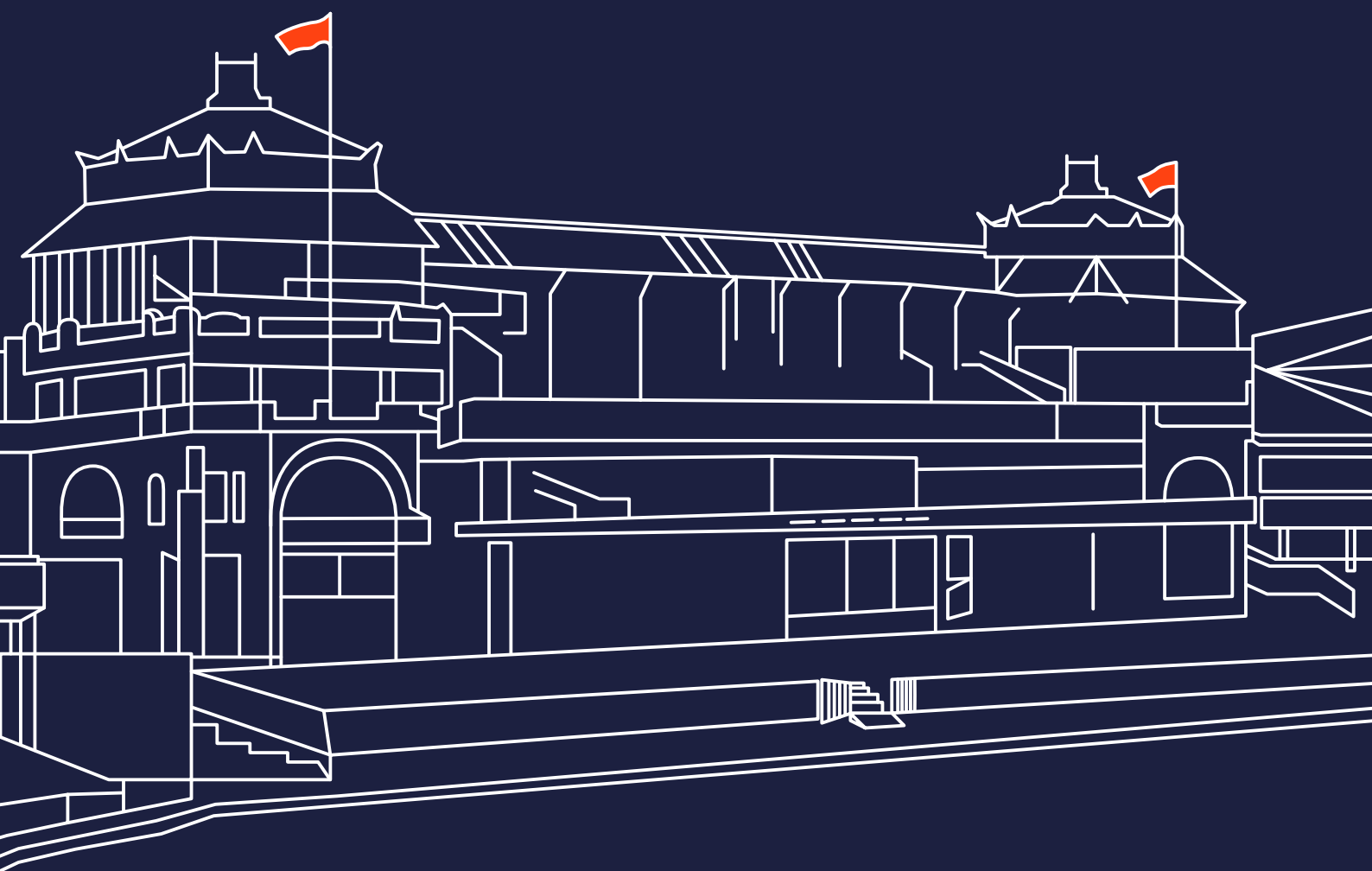


# Sponsorship opportunities

**Celebrity Sports Quiz 2025**



**Wednesday 14 May 2025**

The Long Room, Lord's Cricket Ground, London NW8 8QN



**Our 13th annual Celebrity Sports Quiz will be taking place on Wednesday 14 May in the Long Room at Lord's Cricket Ground. Hosted by Gabby Logan the event provides a fantastic platform for your business to showcase its brand in front of high-net-worth supporters of the charity and a group of sporting legends. Previous celebrities who have attended include:**

Ade Adepitan MBE  
Sue Barker OBE  
Sir Geoffry Boycott OBE  
Kyran Bracken  
Tonia Couch

Robin Cousins MBE  
Dame Jessica Ennis-Hill  
Heather Fisher  
Sir Alex Ferguson CBE  
Andrew Flintoff MBE

Mark Foster  
Will Greenwood  
Dame Mary Peters  
Monty Panesar  
Barry McGuigan MBE

Kelly Smith MBE  
Rory Underwood MBE  
Jimmy White MBE  
Amy Williams MBE  
Rachel Yankey OBE

**100% of your sponsorship will go directly to raising much-needed funds for over 110,000 children and adults living with a muscle wasting and weakening condition in the UK.**





# Headline sponsor

from £7,500

## Pre event

- Email communication – company name mentioned in all communication with guests.
- Website – company name and logo on our Celebrity Sports Quiz website page.
- Company name mentioned on all our social media posts about the event.
- Company logo on ticketing/ auction website that will show at the top of every page (on rotation with a maximum of two other logos).
- Company name and logo in London Classified newspaper adverts (including Metro and the Evening Standard).
- Company logo on the PDF invite that is sent to all guests pre event.

## During the event

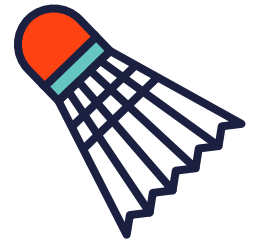
- Host mentions company name throughout the night.
- Drinks reception.
- Sponsor table of ten in a prime position – includes three course meal and wine.
- Logo on digital screens throughout the evening.
- Bottle of champagne, signed by the celebrities joining us on the night.
- Choice of which celebrity you'd like to join your table for a quiz round.
- Name and logo on the charity pledge card.
- Listed on landing page of the auction website as the headline sponsor.
- Advert in programme.
- Branded pens on all tables (sponsor to provide the merchandise).

## Post event

- Logo on email footer for auction prize winners.
- Flagged as headline sponsor within post event video.
- Featured on our social media round up posts.
- Mentioned in post event communication and logo on email footer of post event emails.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.
- Company name mentioned as sponsor in post event round up email to all attendees.

## Supporting sponsor packages

# Gold table sponsorship



**£3,000**

### Pre event

- Logo and company name on the sponsors page on the silent auction website.

### During the event

- Drinks reception.
- Sponsor table of ten in a prime position – includes three course meal and wine.
- Bottle of champagne, signed by the celebrities joining us on the night.
- Choice of which celebrity you'd like to join your table for a quiz round.
- All sponsor logos are featured on the screens during the evening.
- Full page advert in the programme.

### Post event

- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.



## Supporting sponsor packages

# Drinks reception sponsor

**Packages start from £2,000**

### Pre event

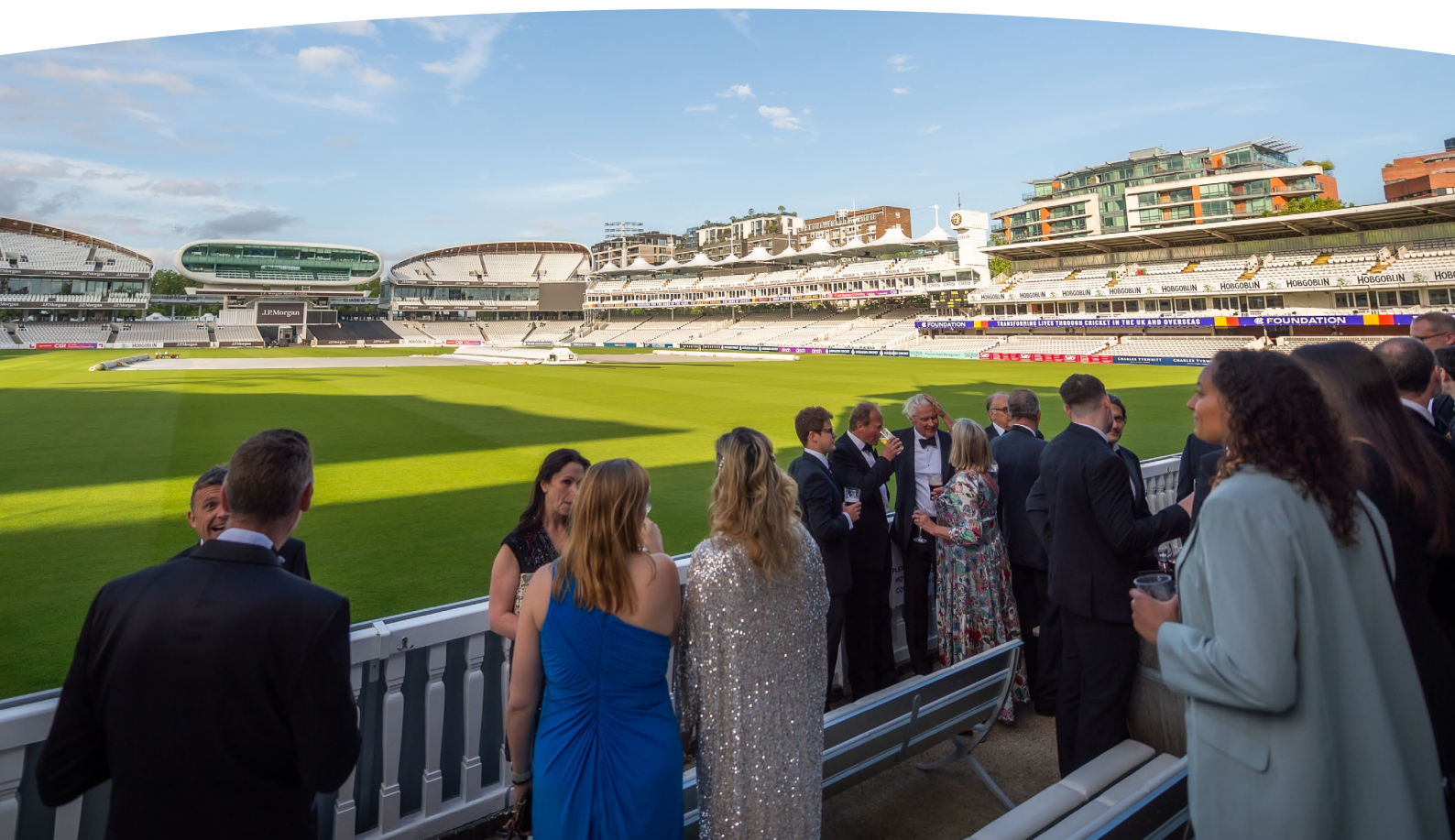
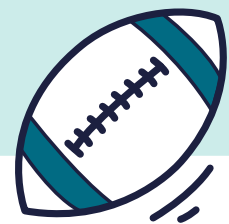
- All guests will be sent an email with information about the drinks reception sponsored by you.
- Logo and company name on the sponsors page on the silent auction website.

### During the event

- Sponsor the drinks reception and ensure our guests have a great start to the evening. You'll have the opportunity to add your branding (at your cost) to the drinks reception area.
- All sponsor logos are featured on the screens during the evening and thanked in our programme on the night.

### Post event

- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.



## Supporting sponsor packages

# Sponsor the silent auction



**Packages start from £2,000**

### Pre event

- Logo on Emma Live ticketing/auction website that will show at the top of every page (on rotation with a maximum two other logos).
- Email sent with company name and logo to all guests when the silent auction opens on the week of the event.

### During the event

- Listed as Silent Auction sponsor on the auction website that will show at the top of every page (on rotation with a maximum two other logos).
- Logo and company name on the sponsors page on the silent auction website.
- Your logo will appear on our silent auction tablets – two tablets on every table.
- Your logo will be on the top of every silent auction page in the programme.
- The auction leaderboard will be shown on multiple screens around the room throughout the night and will show your logo.
- Our host will mention your company name throughout the night when promoting the Silent Auction.
- All sponsors will be thanked in our programme.

### Post event

- Company name mentioned as sponsor in emails to guests thanking them for bidding on items.
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.

## CELEBRITY SPORTS QUIZ SILENT AUCTION

A WEEK STAY FOR EIGHT IN A KENYAN BEACHFRONT VILLA

£1,000 Minimum Bid

A WEEKS STAY FOR EIGHT AT A SWISS CHALET

Minimum Bid

£1,000

## Supporting sponsor packages

# Digital donation boxes



**Packages start from £2,000**

### Pre event

- Logo and company name on the sponsors page on the silent auction website.
- Your company name will be listed on the pre-event email sent out to up to all guests.

### During the event

- Your logo will appear on all of our contactless payment machines which are placed on each table, giving you the opportunity to showcase your brand to everyone in the room when they make a donation.
- The donation boxes play a vital part in the fundraising on the night and will help us raise over £50,000 throughout the evening via contactless payment.
- All guests will be interacting with payment machines throughout the event, which will have your logo displayed and will play a central role in the pledge moment.
- The host will mention your company name when explaining how to use the donation boxes to guests on the night.
- All sponsors are thanked in our programme on the night.

### Post event

- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.
- Company name mentioned as sponsor in post event round up email.



## Supporting sponsor packages

# Sponsor the game



**Packages start from £2,000**

### Pre event

- All guests will be sent an email listing your company name as a sponsor with pre-event information.
- Logo and company name on the sponsors page on the ticketing and silent auction website.

### During the event

- Sponsor the game, it's just like heads or tails, but we will adapt it to suit this year's theme.
- Your name and logo will appear on the big screen during the game and feature on every game card, ensuring your brand is showcased to every guest.
- We ask that you provide the prize, which is usually two bottles of champagne.
- All sponsors are thanked in our programme on the night.

### Post event

- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.

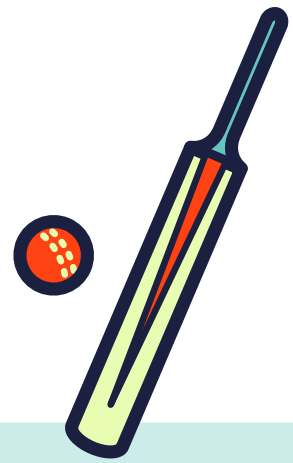




## Supporting sponsor packages

# Sponsor the raffle

**Packages start from £2,000**



### Pre event

- Guests will be sent an email listing your company name as a sponsor with pre-event information.
- Logo and company name on the sponsors page on the silent auction website.

### During the event

- Your name and logo will appear on the screens throughout the evening when we promote the raffle.
- Host will give your company a shout out every time the raffle is promoted during the evening.
- We ask that you provide the raffle prize.
- All sponsors are thanked in our programme on the night.

### Post event

- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.



## Supporting sponsor packages

# Sponsor the quiz

**Packages start from £2,000**



### Pre event

- Guests will be sent an email listing your company name as a sponsor with pre-event information.
- Logo and company name on the sponsors page on the silent auction website.

### During the event

- Your name and logo will appear on the screens during the quiz sections.
- Your logo will be on all quiz answer sheets on every table, giving you the opportunity to showcase your brand to everyone in the room.
- Branded pens on all tables (sponsor to provide the merchandise).
- The Quiz Master will mention your name as the sponsor throughout the quiz.
- We ask that you provide the quiz prize for the winning team.
- The host will mention your name when announcing the team winner.
- All sponsors are thanked in our programme on the night.

### Post event

- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from our LinkedIn account.

**MUSCULAR  
DYSTROPHY  
UK** | OUR MUSCLES  
MATTER

# Celebrity Sports Quiz

The Long Room, Lord's Cricket Ground



# Additional ways to support us at the Celebrity Sports Quiz

## Donate a prize

If you donate a prize to the live or silent auction, you will be thanked in our programme on the night and on our social media.

## Table gift – from £1,000

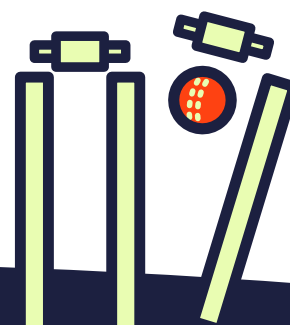
To be supplied by sponsor and delivered directly to the venue, ready for us to put on tables. All table gifts (exact items) must be agreed with us in advance and supplied by the sponsor. If the sponsor would like us to arrange the table gift on their behalf, additional charges will apply.

## Programme advertising – £1,000

Purchase an advert in our event programme and promote your brand to our guests.



For more information contact Cathey Cullum  
[c.cullum@muscular dystrophyuk.org](mailto:c.cullum@muscular dystrophyuk.org)



## Every day counts when you live with a muscle wasting and weakening condition.

Living with a muscle wasting and weakening condition can be exhausting, but there is hope. We're the leading charity for more than 110,000 children and adults in the UK living with one of over 60 muscle wasting and weakening conditions. Providing advice and support, working with healthcare providers to get

access to specialist care, campaigning to break down barriers, and fundraising for breakthroughs in research. So everybody can have the best quality of life. With your support, we can change the future of muscle wasting conditions.

**Together we are stronger.**