

# ORDER OF SERVICE PROGRAMME

## *The Heathfield Fellowship Carol Service*

St Peter's Church, Eaton Square, London SW1

Thursday 4<sup>th</sup> December 2014

### **THE HEATHFIELD FELLOWSHIP - Charity Number: 1001072**

Miss Eleanor Beatrice Wyatt started The Fellowship when she founded the school. The Fellowship Committee was then established in the 1970s when a number of like-minded Old Girls felt it would be a good idea to set up a network to support Heathfield girls past and present. As time moved on it was decided that the Fellowship should also have a positive strategy of fundraising for bursaries at Heathfield and focus on assisting parents who were struggling to keep up with their fee payments.

The Fellowship's aim for the Carol Service is to raise money from advertising and sponsorship to enable us to help more girls benefit from the enviable educational and pastoral opportunities that Heathfield has to offer.

### **Other Charities that will also benefit:**

#### **FLIP'S FUND – Charity Number: 1088939**

Flip's Fund was established in memory of Philippa Charlotte Gregory with the objective of advancing the education of children in India.

#### **CORNWALL AIR AMBULANCE TRUST – Charity Number: 1133295**

The Cornwall Air Ambulance is on duty 365 days a year, delivering fast, effective medical care to patients in their time of need, wherever they are in Cornwall and the Isles of Scilly.

#### **UNIVERSITY HOSPITAL SOUTHAMPTON CHILDRENS ONCOLOGY AND HAEMATOLOGY CENTRE, PIAM BROWN UNIT – Charity Number: 1051543**

The Piam Brown ward is the Regional Paediatric Oncology and Haematology Unit for Wessex and caters for children from only one day to 16 years old. The unit sees approximately 100 new families a year and treats all types of cancer, with leukaemia being the most common.

### **SPONSORSHIP PACKAGES**

If you would like to sponsor or part-sponsor the Carol Service please get in touch to discuss this opportunity further. Event sponsorship gives a number of promotional opportunities at the event. Contact Sally Tulk-Hart on [sallytulkhart@gmail.com](mailto:sallytulkhart@gmail.com) or by telephone on 07765 860 605.

<b>Sponsorship Opportunity</b>	<b>Sponsorship Package</b>	<b>Cost</b>
Whole Carol Service Sponsorship	<ul style="list-style-type: none"><li>• Full Page Colour Advertisement – Back Cover</li><li>• Your logo/marketing literature on display throughout the service</li><li>• Logo on the Order of Service</li><li>• Your company mentioned in Marketing Literature and news stories relating to the Carol Service</li></ul>	£10,000
Invitation and Order of Service Sponsorship (including printing, design and postage costs)	<ul style="list-style-type: none"><li>• Full Page Colour Advertisement within the Order of Service</li><li>• Your logo/marketing literature on display throughout the service</li><li>• Your company mentioned in Marketing Literature and news stories relating to the Carol Service</li></ul>	£5,000

Food and Drinks Sponsorship (including transport and food for the Heathfield School Choir)	<ul style="list-style-type: none"> <li>• Full Page Colour Advertisement within the Order of Service</li> <li>• Your logo/marketing literature on display throughout the service</li> <li>• Your company mentioned in Marketing Literature and news stories relating to the Carol Service</li> </ul>	£4,000
Venue Hire Sponsorship	<ul style="list-style-type: none"> <li>• Full Page Colour Advertisement within the Order of Service</li> <li>• Your logo/marketing literature on display throughout the service</li> </ul>	£1,000

## ADVERTISING RATES

Space	Size (mm)	Cost
Back Cover (unless taken by sponsorship), Full Page (colour)	Print Area: 148 (w) x 210 (h) Copy Area including 3mm bleed on all sides 154 (w) x 216 (h)	£600
Inside Front Cover & Inside Back Cover, Full Page (colour)	Print Area: 148 (w) x 210 (h) Copy Area including 3mm bleed on all sides 154 (w) x 216 (h)	£450
Full page (colour)	Print Area: 148 (w) x 210 (h) Copy Area including 3mm bleed on all sides 154 (w) x 216 (h)	£300
Half page (colour)	128 (w) x 95 (h)	£175

## NAMES ON THE CHRISTMAS TREE

Add the names of your loved ones onto our Christmas tree which will appear in the Order of Service. Each name will cost £20. Contact Sally Tulk-Hart on [sallytulkhart@gmail.com](mailto:sallytulkhart@gmail.com) or telephone: 07765 860605.

**SPONSORSHIP & ADVERTISING RESERVATION DEADLINE:** Monday 13<sup>th</sup> October 2014

**ARTWORK DEADLINE:** Monday 27<sup>th</sup> October 2014

**CHRISTMAS TREE DEADLINE:** Friday 14<sup>th</sup> November 2014

Advertisement artwork needs to be provided in one of the following formats:

1. A print-ready PDF file to size required (or in proportion for scaling)
2. A picture file such as a JPEG (compressed)
3. A TIFF file saved to high resolution of 300dpi (dots per image)

Please email advertisement artwork to Shona Frost on [sfrost@heathfieldschool.net](mailto:sfrost@heathfieldschool.net)

## ORDER OF SERVICE PROGRAMME BOOKING FORM

To book sponsorship, advertising opportunities or to place a name on the Christmas tree please contact Sally Tulk-Hart on [sallytulkhart@gmail.com](mailto:sallytulkhart@gmail.com) or telephone: 07765 860605.

Company Name: .....

Contact Name: .....

Address .....

Postcode: ..... Telephone Number: .....

Email Address .....

Please make payment from the UK to Bank Account Name: Heathfield Fellowship, Sort Code: 40-06-15, A/C Number: 81605437

Please make payment from overseas to Bank Account: HSBC, IBAN NO: GB87MIDL40061581605437, BIC NO: MIDLGB2107S

<input type="checkbox"/>	We do not wish to take an advertising page, but would like to support the Heathfield Fellowship and enclose a donation for: £..... Gift Aid: Yes..... No.....
<input type="checkbox"/>	We would like to book a sponsorship package. Sponsorship Package: ..... Cost of Sponsorship: .....
<input type="checkbox"/>	We would like to take an advertisement in the Order of Service Program. Size of advertisement: ..... Cost of advertisement: .....
<input type="checkbox"/>	Name/s to be placed on the Christmas tree: ..... .....

### GIFT AID FORM

If you are a UK tax payer please complete this form. We are able to reclaim the tax you have paid at the basic rate from your charitable contributions made in the UK.

Name: .....

Address: .....

Postcode: ..... Telephone: .....

Email: ..... Date of Birth: .....

Signature: .....