

THE HENRY ALLEN TRUST  
PROUDLY PRESENTS

# MARDI GRAS



## CARNIVAL NIGHT

Sponsorship opportunities

BE PART OF A NIGHT  
TO REMEMBER

FRIDAY 24 APRIL 2026 19:15 - 00:30  
WHITTLEBURY HALL HOTEL AND SPA, WHITTLEBURY

## WELCOME TO MARDI GRAS

We are delighted to introduce Mardi Gras - an exciting new fundraising event launching in 2026.

Building on the success of our much-loved Black & Gold Ball, Mardi Gras offers something entirely different: a vibrant, immersive celebration inspired by the spirit of New Orleans, designed to bring people together through music, movement, colour and joy - all while raising vital funds to support families battling childhood cancer.

Hosted in the beautiful Orangery at Whittlebury Park, Mardi Gras will welcome up to 120 guests to an unforgettable evening of live entertainment, food stalls, cocktails and dancing, with every element thoughtfully curated to create atmosphere and impact.

This brochure outlines how your organisation can become part of the founding year of what we hope will become a signature annual event.

## WHY SPONSOR MARDI GRAS?

As a sponsor, you are not simply supporting an event - you are helping launch a brand-new fundraising experience.

By partnering with Mardi Gras, your organisation will:

- Be associated with a joyful, high-quality charitable event
- Gain visibility with local businesses and community supporters
- Entertain your guests or team in a unique setting
- Demonstrate meaningful community and social responsibility
- Help ensure more funds raised go directly to families

This is a carefully curated event with a limited number of sponsorship opportunities, designed to ensure genuine recognition without feeling over-commercial.



# 2026 Mardi Gras Sponsorship Opportunities

## Mardi Gras Royalty £4495 - 1 opportunity available

Our leading partnership opportunity for the founding year of Mardi Gras.



As royalty of Mardi Gras, your organisation will be recognised as the primary sponsor helping bring this new event to life.

Your sponsorship includes:

- “Mardi Gras presented by [Sponsor Name]” recognition
- Lead logo placement on event website and digital promotions
- Special thank you during the opening parade welcome
- Branding within the main event space
- Logo inclusion on printed event materials (subject to deadline)
- 10 tickets for the event
- VIP lounge access
- Drinks package
- Post-event thank-you and impact acknowledgement
- Your support helps cover core event costs, allowing more funds raised on the night to directly support families.

## Décor Sponsor £1900 - 1 opportunity available

Help transform the Orangery into a vibrant Mardi Gras celebration.

Includes:

- Credit as décor and atmosphere sponsor
- Logo on printed materials
- Website and social media recognition
- 8 tickets for the event



# 2026 Mardi Gras Sponsorship Opportunities

## Entertainment Sponsors

### Fire & Flair Sponsor £1750

**1 opportunity available**

Power the most dramatic and memorable moment of the evening.

Includes:

- Sponsorship of the fire performance feature
- Thank-you mention during the live performance
- Logo on printed materials
- Website and social media recognition
- 8 tickets for the event

### Sip & Sparkle Sponsor £1500

**1 opportunity available**

Associate your brand with the very first experience guests enjoy.

Includes:

- Sponsorship of the welcome cocktail
- Cocktail station signage
- Logo on printed materials
- Website and social media recognition
- 8 tickets for the event

### Rhythm of the Streets Sponsor £1750

**1 opportunity available**

Bring the authentic Mardi Gras heartbeat to the event.

Includes:

- Naming of the arrival and parade moment
- Branding at the transition between event spaces
- Logo on printed materials
- Website and social media recognition
- 8 tickets for the event

### Faces of Mardi Gras Sponsor £1250

**1 opportunity available**

Be part of the moments guests take home with them.

Includes:

- Logo inclusion on printed photos or digital gallery
- Signage in the photo area
- Website & Social media recognition
- 6 tickets for the event



# 2026 Mardi Gras Sponsorship Opportunities

## Community Support

### **Friends of Mardi Gras £650 - 5 opportunities available**

Designed for local businesses and supporters who would like to be part of this new event. Friends of Mardi Gras play a vital role in helping us launch this event successfully.

#### Includes:

- Logo on the event website sponsor page
- Recognition in thank-you social media posts
- Logo included on printed materials
- Shared recognition as a Friend of Mardi Gras
- 4 tickets for the event

## A note to our sponsors

Mardi Gras is about celebration with purpose. Every sponsor helps us maximise the impact of the evening and ensures that joy on the night translates into real support for families facing childhood cancer.

Our sponsors are not background supporters – they are part of the story.

## Next Steps

If you would like to discuss sponsorship opportunities or secure a package, please contact: [events@thehenryallentrust.org.uk](mailto:events@thehenryallentrust.org.uk) or visit [www.thehenryallentrust.org.uk](http://www.thehenryallentrust.org.uk)



## About the Henry Allen Trust



The **Henry Allen Trust** was founded following the loss of Henry Allen, who sadly gained his angel wings aged four after being diagnosed with an aggressive childhood cancer. During Henry's treatment, his parents, Dawn and Mark, experienced first-hand both the best and the most challenging aspects of the support available to families - insight that would later shape the Trust's purpose and approach.

Before Henry gained his wings, Henry made his Mummy Dawn and Daddy Mark pinkie promise that they would help other children and families battling childhood cancers, ensuring they felt supported, understood and less alone. That promise has guided the Trust's work ever since.

Now in its 12th year, The Henry Allen Trust is a well-established local charity providing practical, emotional and financial support to families across the UK, from diagnosis, through treatment and beyond. The Trust focuses on making a tangible difference where it matters most – easing daily pressures, improving hospital experiences, and creating meaningful and magical moments for families during incredibly difficult times.

For corporate partners, aligning with The Henry Allen Trust offers a credible and values-led opportunity to support a respected local cause with proven impact. Partnerships provide visible association with a charity deeply rooted in the community, alongside meaningful brand exposure, staff engagement opportunities, and the knowledge that support is translating directly into real help for families battling childhood cancer.

By supporting The Henry Allen Trust, corporate partners align their business with compassion, integrity and long-term community impact - while helping ensure that families battling childhood cancer receive the support they deserve, when they need it most.

