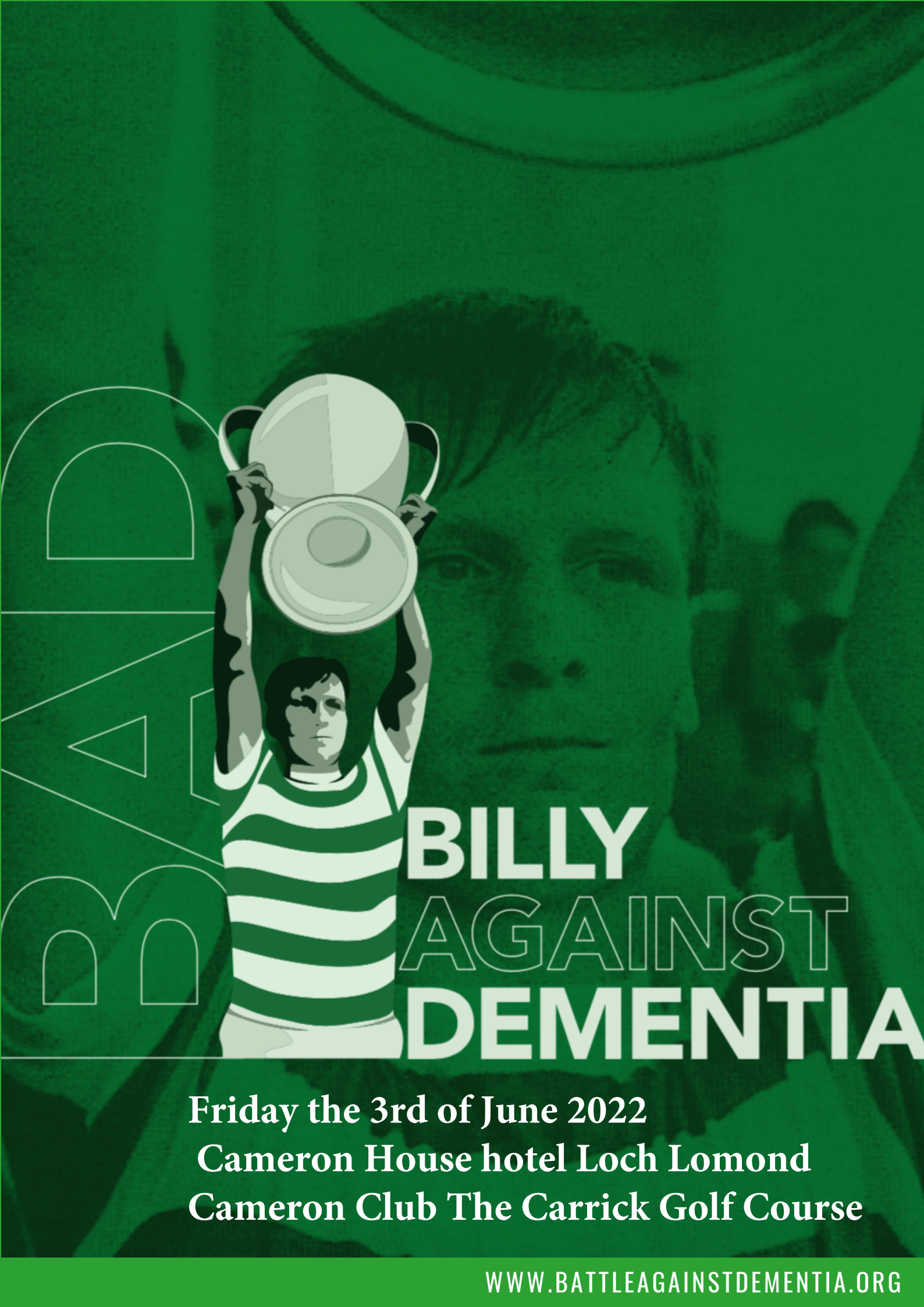




BILLY AGAINST DEMENTIA

Friday the 3rd of June 2022

Cameron House hotel Loch Lomond

Cameron Club The Carrick Golf Course

WWW.BATTLEAGAINSTDEMENTIA.ORG



A NOTE FROM THE MCNEILL FAMILY

When our family was approached by Douglas from Battle Against Dementia to have a fundraising event in our Father's memory. we had only one thought in mind.

As it has been shown there is a higher prevalence of conditions such as Dementia and Alzheimers in footballers. This leaves us with generations of people who we know will be at a higher need of care and help.

So we thought it was fitting to set up a fund in our Fathers name to help these families trying to cope when a loved one is suffering from these terrible diseases.

We have seen the devastating effect of Dementia first hand. We know how much support, love and care is needed when a family member is struck down with these illnesses.

So please help in whatever way you can to raise as much for the "Billy McNeill Fund" so we can try to help as many of those suffering as possible.



THE EVENT

On 3rd June at Cameron House Hotel Loch Lomond, we are hosting a Golf Day in honour of late Lisbon Lion and football legend, Billy McNeill who sadly passed away after suffering from Dementia. This event has been organised in conjunction with the McNeill family and we have been working very closely with Billy's son Martyn McNeill.

All proceeds raised will go to help professional ex-footballers and their families who have been directly affected by Dementia.

The event will consist of the golf tournament during the day and a fundraising ball in the evening.

This massive event will be high profile and will generate lots of media exposure.



ABOUT BATTLE AGAINST DEMENTIA

Battle Against Dementia was founded by Douglas McCluskey after his father passed away with Vascular Dementia. He was originally an ambassador for Alzheimer's Scotland and through the organisation, held many events in his father's memory. Douglas understands the devastating effect of watching a loved one suffer with the terrible effects of this disease whilst coping with the pressure of caring for them and helping them to function on a daily basis. He spent years visiting many hospitals and care homes in an effort to find somewhere his father would settle and be happy. He found the process heart breaking, not only for his father who was deteriorating over time but in having a parent who no longer recognised him.

This process gave him a perspective that made him want to apply his knowledge and experience to help others in a similar position. Now he spends all of his spare time raising awareness, fundraising and planning his Dementia Hub to help people living with this terrible condition. Ultimately, Douglas wants to help find a cure so that the next generation can be free from dementia. His passion is infectious, and he has big plans for the charity and the resource it will provide.

Our aim is to create a safe, enjoyable Dementia Hub where those with dementia and their loved ones can come and get support, enjoy their together and take part in activities that have been proven to make a difference.

The Dementia Hub is a four year plan which will enable people and families that are affected by dementia to pop in for a full information and support service. Balmore Golf Club has donated the land on which this resource will be built, on a 100 year lease for £1 a year.



SPONSORSHIP PACKAGES

GOLD

- Team of 3 to participate in Golf Day - with first choice of celebrity you get to play golf with.
- Table of 10 at the evening ball.
- Sponsored Table in prime position at event.
- Your company logo on the front of every shirt (Max exposure through all photos and film)
- An opportunity for your players to participate in the Celebrity tee off.
- A sponsored Hole (Your company name Hole ---)
- Individual Photo opportunity with all Celebrity Golfers
- Signed shirt for each player by every celeb x 3
- Full page Advert in Programme
- Logo on all sponsor boards at Hole 10
- Logo included on screen at event
- Name read out on Stage
- 10 social media posts

COST - £12,000



SILVER

- Team of 3 to participate in Golf Day - with first choice of remaining celebrities after Gold pick.
- Table of 10 at the evening ball.
- Sponsored Table
- Your company logo on the sleeve of every shirt
- A sponsored Hole (Your company name Hole ---)
- Individual Photo opportunity with all Celebrity Golfers
- Signed shirt by every celeb for the company
- ½ page advert in programme
- Logo on all sponsor boards at Hole 10
- Logo included on screen at event
- Name read out on Stage
- 5 Social media posts

COST - £8,000

BRONZE

- Team of 3 to participate in Golf Day - with first choice of remaining celebrities after Gold and Silver pick.
- 6 seats at ball.
- Your company logo on the sleeve of every shirt
- A sponsored Hole (Your company name Hole ---)
- Group Photo opportunity with all Celebrity Golfers
- Signed shirt by every celeb for the company
- 1½ page advert in programme
- Logo on all sponsor boards at Hole 10
- Logo included on screen at event
- Name read out on Stage
- 3 Social media posts

COST - £4,000



SHOOTOUT

At the 10th Hole we will have a media area setup. There will be a lot of activity here and it is perfect opportunity to showcase your brand. The Celebrity Shootout and the Beat the Celeb will take place at this area. The sponsors board and bar will be set up here.

Your "COMPANY NAME" HOLE 10.
Your "COMPANY NAME" SHOOTOUT HOLE 10.

- 2 seats at the ball
- Logo on all sponsor boards at Hole 10
- Logo include on sponsored hole page in programme
- Logo included on screen at event
- 1 Social media post

COST - £2,500

CESAR'S NUMBER

- Your company name Hole 5
- 2 seats at the ball
- Logo on all sponsor boards at Hole 5
- Logo included on sponsored hole page in programme
- Logo included on screen at event
- Celtic top signed by Celebs on the day
- 1 Social media post

COST - £1500

THE EUROPEAN CUP

- Your company name Hole
- 2 seats each at the ball
- Logo on all sponsor boards at Hole 10
- Logo included on sponsored hole page in programme
- Logo included on screen at event
- 1 Social media post

COST - £750 each

INDIVIDUAL HOLES - BE PART OF THE COURSE

- Your company name Hole
- 1 seat at the ball
- Logo on all sponsor boards at Hole 10
- Logo include on sponsored hole page in programme
- Logo included on screen at event

*Does not include holes 5,6,7 or 10.

COST Per Hole - £500

CAR SPONSOR

At the 10th Hole we will have a media area setup.

There will be a lot of activity here and it is perfect product placement.

As the Hole is beside the Car Park, we can park a number of cars around our sponsor boards. We would like to give away a car if a golfer gets a Hole in One on the Par 3 Hole 10. (We have insurance for this)

All Golfers will stop off here for media interviews and also refreshments from our bar. Also at Hole 10 there will be A Celebrity Par 3 Shootout an hour before the event, TV will be there to cover this.

- Activation on site with media exposure
- 4 seats at the ball
- ½ page advert in programme
- Logo on all sponsor boards at Hole 10
- Logo included on screen at event
- Name read out on Stage
- 3 Social media posts

COST - Car as a prize and £4,000.

DRINKS

- Bar at Hole 10 - named after drink
- Cocktails on arrival
- Activations can be brought to be setup
- Drinks to be on table for main event
- 4 seats at the ball
- ½ page advert in programme
- Logo on all sponsor boards at Hole 10
- Logo included on screen at event
- Name read out on Stage
- 3 Social media posts

COST - £5000

OTHER

Do you want to leave a dedication or donate money to the charity?

Acknowledgement / Tribute Name in programme

COST - £25 each.

#LETSFIGHTDEMENTIA

"GREATER PUBLIC
RECOGNITION WILL ALSO
BE CRITICAL IN
ENCOURAGING
PREVENTION AND EARLY
INTERVENTION, AND MORE
GENERALLY IN BUILDING
PUBLIC SUPPORT TO MEET
THE CHALLENGES OF
DEMENTIA"

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