



OASIS
COMMUNITY
HOUSING
HOPE.
NOT
HOMELESSNESS.

Black & Gold Ball

A Light Shining in the Darkness

Friday 13 June 2025

Hilton Newcastle Gateshead

Sponsorship Opportunities

Black & Gold Ball

A Light Shining in the Darkness

Elevate your brand at the Black & Gold Ball, our annual flagship fundraising event. This year will be a fabulous night of glamour, giving back, and recognising exceptional corporate partnerships.

In 2024, we raised over £46k to transform lives for those facing homelessness. Join us as we honour our outstanding corporate partners and their commitment to social responsibility with our Shared Value Awards.

BBC's Reverend Kate Bottley will host an unforgettable evening of food and drink, exciting entertainment, networking with over 300 influential guests and ample opportunities to support Oasis Community Housing.



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Help to shine a light in the darkness...

We know 94 percent of people facing homelessness have a trauma in their past. A dark event that many of us can't even begin to imagine. At Oasis Community Housing, we believe every life deserves light, the light of hope, of having someone who cares.

We walk alongside individuals, offering long-term support and ensuring every person feels empowered to map their own journey out of homelessness. Your sponsorship is more than just a donation; it's a beacon of hope.

By supporting the Black & Gold Ball, you're empowering us to reach more people in need. Together we can build strong foundations for a brighter future filled with community, belonging, and security.

Let's ignite change and create a world where everyone has a place to call home.

#BlackandGold

www.oasiscommunityhousing.org/blackandgoldball

After five years of trying to deal with his trauma and depression, Davey found himself on the streets. Thankfully he was told about Oasis Community Housing's homeless drop-in centre in Gateshead and was able to begin his journey to stability and safety. Davey is now living on his own flat and contributes to the direction of Oasis Community Housing by getting involved with the charity's co-production group. "I've been entrusted to come to meetings, like the co-production group, and help out and I feel it's making me a better person because it's enhanced my own social circles. I'm making more friends and I'm still doing that now. Rather than being unseen and being homeless, I'm now being seen."

Davey



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The impact of your sponsorship...

Your support will have a positive impact on:

- People facing homelessness or in housing crisis
- The training and development opportunities available for our dedicated team
- Our credibility in the business sector, leading to the increased possibility of future support from other organisations and individuals
- Increased engagement and financial success of the Black & Gold Ball

Association with this event will:

- Promote your company to a wide range of businesses and individuals
- Demonstrate your company's commitment to the local community
- Provide networking opportunities with other socially conscious businesses
- Deliver high levels of social value for those we serve and the local community - **currently for every £1 you invest in us we are able to return £5 of Social Value**

Benefits from our social reach:

- Across our social media channels Black & Gold posts in the quarter leading up to the event (March – May 2024) reached almost 15,000 people
- All posts received high levels of engagement with posts on LinkedIn, as our main B2B channel, achieving levels of engagement almost double that of the average across other platforms

Sponsorship Packages

Benefits	Headline	Event Partner	Shared Value Awards	Entertainment Sponsor
Table packages* at the event: ideal for entertaining clients, business associates or employees	2 x Black 1 x Gold	1 x Black 1 x Gold	1 x Gold	1 x Standard
Logo on promotional material:				
• Event webpage	✓	✓	✓	✓
• Flyer/poster	✓	✓	✓	
• Information and booking pack	✓	✓	✓	
• Pre-event information	✓	✓	✓	✓
• Ball programme	✓	✓	✓	✓
• Table plan	✓	✓	✓	✓
• Shared Value Awards			✓	
Advertising at event:				
• Company literature or promotional item on tables	✓			
• Company banner(s) displayed	4	2	1	1
• Advert in programme	Full page	Full page	1/2 page	1/4 page
• Logo on main screens	✓	✓	✓	✓
• Advert on main screens	Full screen	Full screen	1/2 screen	1/4 screen
Press coverage:				
• Mention in general event press releases	✓	✓	✓	✓
• Company press release and photo	✓	✓		
Opportunity to present the awards/speak at the event	✓	✓	✓	
Positive publicity and recognition via:				
• supporter newsletter	✓	✓	✓	
• social media platforms	✓	✓	✓	✓
Shared Value Award**	✓	✓	✓	✓
Sponsorship (suggested donation)	£6,000	£4,000	£3,000	£2,000
Social impact value***	£30,000	£20,000	£15,000	£10,000

*Table Packages

Black

Includes champagne on table, VIP seating, drinks reception, three course meal, VIP reception area and full page programme advert.

Table of 12 £1,650

Gold

Includes prosecco on table, priority seating, drinks reception, three course meal and half page programme advert.

Table of 10 £1,320

Standard

Includes a drinks reception and three course meal.

Table of 10 £990

Individual Corporate Tickets
£105

Ball programme advertising rates

¼ Page	£110
½ Page	£165
Full Page	£275

Our Shared Value Awards programme recognises the successes achieved by each corporate partnership; your sponsorship donation contributes towards your award. *For every £1 you invest in Oasis Community Housing we are able to return £5 of Social Value.

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To discuss how your business can make a difference, contact our Corporate Relationships Manager, Hazel Ditchburn on 07869283728 or hazel.ditchburn@oasiscommunityhousing.org.

We will work with you to tailor a bespoke package to meet your company requirements.



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Limited Company no. 05300083. Oasis Community Housing is the operating name of Oasis Aquila Housing. Registered Charity no. 1107554

Print sponsor: **NORTHERN
PRINT
SOLUTIONS**

Event support:



Drinks reception
sponsor:

