



SEVERN TRENT WATERAID

# SUMMERTIME BALL

17 June 2017

Coombe Abbey Hotel  
Warwickshire



In conjunction with our Platinum Sponsors



# A WELCOME TO THE 2017 SEVERN TRENT WATERAID SUMMERTIME BALL

This year's WaterAid Ball sees us go to a brand new and fantastic venue - Coombe Abbey near Coventry - in a wonderful and very apt summer setting. Yet again this promises to be a fantastic night. We have, consistent with our recent balls, booked a well-known popular comedian to provide the main entertainment - and have again booked the amazing band: The Nightjars, to enable the party to go on after the main event. There will, of course, be a fantastic four course dinner, champagne reception and other entertainment and quizzes to make the night one to remember!

But, of course, while we are having fun we will also be raising much needed funds for the fantastic charity WaterAid. WaterAid now works in 38 countries across the world in some of the world's poorest communities making a massive and sustained difference to the peoples' lives.

This year WaterAid is celebrating something we all have in common - water! It unites us biologically and physically. We are all made of approximately 60% water, and just to survive, our bodies need around 2.4 litres of water every day. We need it to keep our hearts pumping, our brains thinking and our joints moving.

Clean water to drink is such a basic human need that it breaks down the countries, cultures and kilometres between us. We want to help those we don't know, and will likely never meet, because we realise that we're all made of the same stuff!

Since WaterAid was set up by the UK water industry in 1981, they have shared a vision of safe water and toilets for everyone everywhere. This is something we often take for granted in the UK.

Around the world, incredible progress has been made towards this ambitious goal and, for the first time in history, 9 in 10 people have access to safe water. Working together, we can push on to bring clean, safe water to everyone everywhere - one family, one village, one country at a time.

Together we are made of the stuff that makes history.

So, I do hope you will decide to join us for what I am sure will be yet another fantastic and spectacular evening - and help raise much needed funds for such a wonderful cause. Our last ball (in December 2015) raised over £200k helping over 13,000 obtain long lasting access to safe, clean water, sanitation and hygiene. Our aim is to beat that amount and help even more people have access to something we all take for granted.

I look forward to seeing you on 17 June 2017.

A handwritten signature in black ink, reading "A J Ballance". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

**Dr Anthony Ballance**  
**Severn Trent WaterAid Chairman**

A young girl with dark hair, wearing a blue sari and a nose ring, is smiling broadly while washing her hands at a public water tap. She is holding the tap handle with her right hand, and water is flowing into her cupped left hands. The background is a weathered, grey wall.

# 2030.

We believe everyone, everywhere can have clean water and sanitation by 2030.

See how your company can help.

Email us at [waterindustry@wateraid.org](mailto:waterindustry@wateraid.org)

 **WaterAid**

[www.wateraid.org](http://www.wateraid.org)



## A BLOG FROM MOZAMBIQUE

Severn Trent's Nik McKiernan and Rushy Hayer joined a group of water industry colleagues on a once in a lifetime trip to Mozambique. They saw first-hand what existence is like without safe water and sanitation, and how WaterAid is working to ensure everyone, everywhere has safe water, hygiene and sanitation by 2030.

*"Oh my goodness! The pond, it quite simply devastated me. The path down to the basin of the river bed was steep, soft mud (despite how dry it has been which I sank in to with every step and I was in boots - doing that in flip-flops, or bare feet would be so hard) and slippery. It was a path made in between tall trees so you were also sheltered from view. As we broke through the trees, the smell hit me. It smelt muddy and dirty and I couldn't quite put my finger on it until Nik pointed out hoof prints. The sight of the pond, oh my god, it was dirty, it was so brown and dirty you couldn't see the base. There was a thick border of scum, around the edges, and it smelt, it smelt dirty, muddy and stale. Honestly, I've seen Coventry canal looking cleaner and that's seriously quite a statement to make.*

*Standing at the side of the pond, the severity just thumped me - this is what people, hundreds of people drink! What they cook with, what they wash with, what they survive on. It really upset me to think that this is a standard of water that we wouldn't use in our gardens, let alone depend on as drinking water."*







## THE 2017 SEVERN TRENT WATERAID SUMMERTIME BALL

In conjunction with key contractors and suppliers we will be celebrating the great British summer in style while supporting a fantastic charity, which is very close to our hearts!

Our venue will be the grand Coombe Abbey Hotel and its Capability Brown designed gardens, which nestle in the heart of Warwickshire's countryside with convenient transport links, being located just outside Coventry. The impressive venue will be decked out in a summer theme and will impress your friends and colleagues.

Guests will be treated to a champagne reception, fine food, complimentary wine and first class entertainment on what we hope will be one of the highlights of your summer calendar! Once again, our MC for the night will be Heart FM DJ, Ed James. Further entertainment will be provided by a top comedian and fabulous band The Nightjars will give you the opportunity to dance the night away. As if that was not enough, you will be treated to a few British twists to enhance your evening!





## SPONSORSHIP PACKAGES

Diamond and Platinum sponsorship packages have already been snapped up, but other packages are still available, which will enable you to gain significant exposure for your company by putting your name to some great gifts, prizes and games.

### Gold - £10,000

#### *Come fly with me*

- Sponsorship of star raffle prize.
- Company logo displayed on raffle envelopes on each place setting.
- Guests will have the opportunity to win an amazing prize of a luxury European city break.

#### *Anyone for tennis?*

- Sponsorship of star silent auction prize of VIP Wimbledon hospitality package for two.
- Company logo on auction screen and auction website.

#### *Glorious Goodwood*

- Sponsorship of audience interactive game including the prize of a trip for four people to Goodwood Ladies Day complete with posh picnic!
- Company logo on game cards purchased by guests and on screen throughout quiz.

#### *Diamonds are forever*

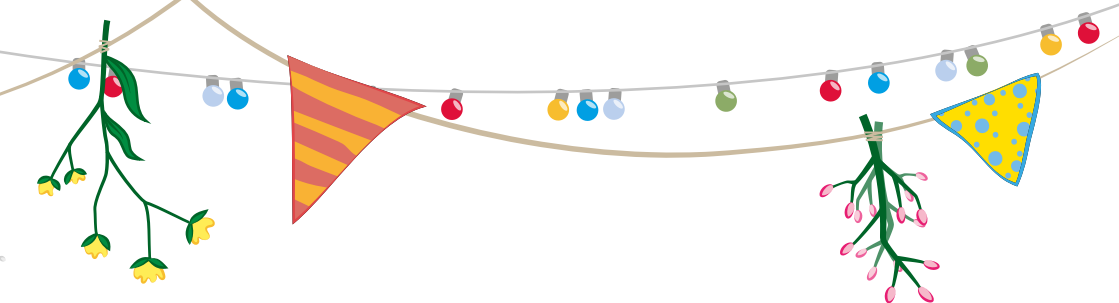
- Sponsorship of tombola and prizes including star tombola prize of an item of diamond jewellery.
- Company logo on tombola tickets sold to all guests.

#### *Walking on sunshine*

- Sponsorship of 30 luxury spot prizes.
- Company logo on cards accompanying the prize.

All Gold sponsors will also receive:

- Prominent exposure in event programme.
- Company representatives to present prizes to lucky winners.
- Company logo displayed prominently throughout the evening.
- Repeated mentions and acknowledgements by the MC.
- Half page advert in the programme.
- Table for 10 people.



## Silver - £4,500

- Company logo in programme.
- Verbal acknowledgement by the MC.
- Table for 10.



## Prize sponsorship

In order to be able to help as many people as possible transform their lives we strive to keep our costs as low as we can, whilst still ensuring that our guests experience a quality, memorable evening. It would be fantastic if you were able to support us by also donating a prize for the event. We understand that not every organisation will be able to support this event as a Diamond, Platinum, Gold or Silver sponsor. Therefore, if you would like to contribute to the efforts we are making for WaterAid please consider the sponsorship or donation of a prize. It is often the prizes that encourage people to participate in fundraising activities on the night; so your support in this way is just as important for raising funds as participation in the evening itself.

All prize donations or sponsorship will receive full acknowledgement on the evening.



**WaterAid's mission:**

WaterAid transforms lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. We work with partners and influence decision-makers to maximise our impact.