

IMM MICROSCOPE BALL...

EST
1984

FESTIVAL 26

24TH
SEPT

LONDON HILTON, PARK LANE

SUMMARY FOR POTENTIAL
SPONSORSHIP CONSIDERATION



ABOUT MUSCULAR DYSTROPHY UK

Muscular Dystrophy UK is the leading charity for more than 110,000 children and adults in the UK living with one of over 60 muscle wasting and weakening conditions. Providing advice and support, working with healthcare providers to get access to specialist care, campaigning to break down barriers, and fundraising for breakthroughs in research. So everybody should have the best quality of life. With your support, we can change the future of muscle wasting conditions. Together we are stronger.

FIND OUT MORE

[MICROSCOPEBALL.CO.UK](https://microscopeball.co.uk)

  [muscular dystrophyuk](#)  [MDUK_News](#)

Registered Charity No. 205395 & Registered Scottish Charity No. SC039445

ALL PROFITS FROM THIS EVENT SUPPORT THE PROPERTY IMPACT FUND

Launched at the Microscope Ball in 2025, all profits will now contribute to the Property Impact Fund. This will provide vital support for families and individuals living with a muscle wasting condition.

In 2026, the fund has already expanded MDUK's helpline allowing the team to respond to the increase in calls covering topics such as coping with diagnosis, access to employment and financial assistance. Later in the year we will be launching a new Property Fund equipment scheme which will provide essential equipment like ramps to make homes more accessible.

Your support is driving real change, and we look forward to sharing more at this year's Microscope Ball Festival. Thank you for your part in this transformative fund.

FOR FURTHER INFORMATION & PARTNERING OPPORTUNITIES

CATHEY CULLUM Special Events Manager
020 7803 2874 / sponsorship@muscular dystrophyuk.org

The Microscope Ball 2025 will be attended by over 700 of the most influential industry professionals from London's most prestigious, high profile commercial and residential property development companies. The event provides a fantastic platform for your business to showcase its brand in front of key players in the sector. 100% of sponsorship fees go directly to Muscular Dystrophy UK and to the fundraising total raised from the event.



THE MICROSCOPE BALL IS THE BEST EVENT BY FAR IN THE PROPERTY CALENDAR. TOP CLASS PRODUCTION, OUTSTANDING SHOWS AND ALWAYS A FANTASTIC PARTY — ALL IN AID OF A GREAT CAUSE!

Property Week

All sponsorship packages include your logo featured as a Supporting Sponsor on all Microscope Ball advertisements in Property Week, which reaches 27,906 subscribers.

The advertisements are due to run on the following dates:



FOR FURTHER INFORMATION & PARTNERING OPPORTUNITIES

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PREVIOUS ATTENDEES

- | | |
|----------------------------------|---------------------------------------|
| AEW UK Investment Management Ltd | Knight Frank |
| Ardent | Korol Group |
| Ashill Land Ltd | Lambert Smith Hampton |
| AXA Investment Managers | Langham Hall |
| Ballymore | Launcelot Investments (UK) Limited |
| Barratt London | Lazari Investments |
| Battersea Power Station | Lendlease |
| Bedford Estates | Levy Real Estate LLP |
| Berkeley Estate Asset Management | M&G |
| Berwick Hill Properties Ltd | Mapletree |
| Bentall Green Oak | Maslow's |
| BlackRock | Maze Real Estate |
| BNP Paribas Real Estate | Meadow Partners |
| British Land | Mileway |
| Brockton Everlast | MURA ESTATES LLP |
| Brookfield | New River REIT |
| ByWater Properties | Newmark |
| Canary Wharf Group | Orega |
| CBRE | Oxygen Asset Management |
| CLS Holdings | PATRIZIA |
| Colliers | Pears Property |
| Delancey | Pella Real Estate Partners |
| Derwent London | Puma Property Finance |
| Deutsche Hypo | Railpen |
| Dorrington | Related Argent |
| DTZI | REM Limited |
| Duke Street Property | Resolution Property |
| Equites Property Fund Limited | Revantage |
| Fabrix | Rosethorn Capital Partners |
| Fairview New Homes | Round Hill Capital |
| Farebrother | Royal London Asset Management |
| Form Real Estate | RX London |
| Frogmore | Savills |
| GPE | St James |
| Grainger Plc | St Martins Management Corporation Ltd |
| Greycoat | Stoneway Real Estate |
| Greystar | Taylor Wessing |
| Grosvenor | Taylor Wimpey |
| HB Reavis | Tellon Capital LLP |
| Helical | The Crown Estate |
| Henley Investments | The Portman Estate |
| Hera Capital | Together |
| Hertshen Properties (UK) Limited | Trammell Crow Company |
| Hines UK | Trinova Real Estate |
| Hollybrook | Tuckerman |
| JLL | UBS |
| Junique Estates Limited | V7 |
| Kajima | W.RE |
| Karis Capital | Wells Fargo |
| Kennedy Wilson | Weston Homes |
| Kinrise | |

SPONSORSHIP OPPORTUNITIES

IKON+
HEADLINER

POWER THE FESTIVAL

DIGITAL
DONATION BOXES
£5,400

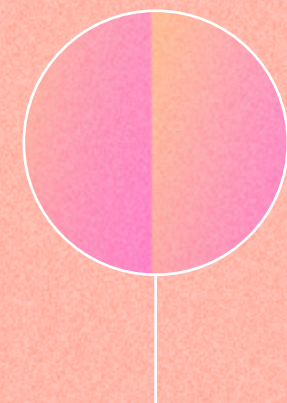


TABLE
CENTREPIECES
SOLD

**VIP
AREA**

GOLD SPONSOR
SOLD OUT

**CROWD
PLEASERS**

THE
GAME
SOLD

THE
RAFFLE
SOLD

SILENT
AUCTION
£3,500

SPONSOR
THE STAGE
£5,000

MAIN STAGE

RED CARPET
EXPERIENCE
£7,500

AFTER
PARTY
£5,000

MEMORY
MAKERS

PHOTO BOOTH
SOLD

MERCH
TENT

T-SHIRTS
£2,500

SOCIAL
SET

GLOW STICKS
£2,500

DRINKS
RECEPTION
SOLD

HEADLINE SPONSOR



PRE – EVENT

- Email communication – logo in footer of all emails sent out to guests via our ticketing and Auction website (over 3,000 emails sent out in 2023).
- Company name mentioned on all of Muscular Dystrophy UK’s LinkedIn posts about the event. MDUK’s LinkedIn Posts are then shared by the 26 prominent property sector professionals from our committee and their networks.
- Company logo on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Company mention in a minimum of 2 social media posts across Property Week channels (287,000 audience reach).
- Company logo on a minimum of 2 Microscope Ball E-shots to the Property Week subscription list (24,000 subscribers).
- Company logo will be displayed on Microscope Ball website www.microscopeball.com
- Company logo on Ticketing/Auction website that will show at the top of every page (on rotation with a maximum 2 other logos).
- Company logo on the PDF invite that is sent to all guests pre event.

DURING THE EVENT

- Host mentions Company name throughout the night.
- Gold table of ten in a prime position – includes three course meal, 6 bottles of wine and two bottles of champagne.
- Credit as the sponsor of the Live Auction.
- Logo on Media board and Digital screens.
- Name and logo on raffle tickets.
- Listed on landing page of the auction website as the headline sponsor.
- Advert in digital programme which will also be emailed to guests.
- Name and Logo on the charity pledge card.
- Name and logo on envelopes on presold game and raffle tickets that are placed on tables.
- Branded Pens on all tables (sponsor to provide the merchandise).

POST EVENT

- Flagged as sponsor within Property Week online article (151,000 average monthly unique users).
- Company logo on ‘Thank You’ advert within Property Week (27,906 subscribers).
- Logo on email footer for auction prize winners.
- Flagged as headline sponsor within post event video.
- Mentioned in post event communication and logo on email footer of post event emails.
- Featured on MDUK social media round up posts.
- Invite to the MDUK Vice Presidents lunch held at the House of Lords for a company representative.
- Company name mentioned as sponsor in post event round up email to all attendees.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK’s LinkedIn account.

HEADLINE SPONSOR

SOCIAL SET

DRINKS RECEPTION

AFTER PARTY

MAIN STAGE

RED CARPET EXPERIENCE

SPONSOR THE STAGE

CROWD PLEASERS

THE GAME

THE RAFFLE

SILENT AUCTION

POWER THE FESTIVAL

DONATION BOXES

BRANDED CENTREPIECES

MEMORY MAKER

PHOTOBOOTH

MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL WAYS TO SUPPORT

SOCIAL SET DRINKS RECEPTION



PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre-event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.
- Your company name will be listed on the PDF invite sent out to up to 750 guests.

DURING THE EVENT

- Champagne drinks reception.
- Table of 10 in a prime location to include three-course meal and six bottles of wine.
- Two extra bottles of Champagne or wine.
- Entry for your whole table to the game.
- Company logo on media boards.
- Company logo on big screen (on rotation).
- Advert within digital programme.
- Company shout-out on the night from hosts.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.



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SOCIAL SET

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EXPERIENCE

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MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL
WAYS TO
SUPPORT

MAIN STAGE

AFTER PARTY



PRE – EVENT

- 750 guests will be sent an email with information about the after party sponsored by you.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.
- Your company name will be listed on the PDF invite sent out to up to 750 guests.
- Company name/logo on the tickets for the after party.

DURING THE EVENT

- The after party will give the opportunity for guests to continue the party after the main event ends and will be open from 1am – 3am. You will have the opportunity to creatively brand the Wellington Ballroom to suit your needs (at your cost). Showcase your organisation by bringing media boards, pop-up banners and more.
- Free entry to the after party for you and your table.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.



HEADLINE SPONSOR

SOCIAL SET

DRINKS RECEPTION

AFTER PARTY

MAIN STAGE

RED CARPET EXPERIENCE

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DONATION BOXES

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MEMORY MAKER

PHOTOBOOTH

MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL WAYS TO SUPPORT

MAIN STAGE

RED CARPET EXPERIENCE

PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

DURING THE EVENT

- Coloured carpet/ roped off area.
- Media board backdrop, showing sponsor's branding alongside the event branding.
- Paparazzi Entertainers to include pap style comedy and banter.
- Pro event photography, private VIP gallery with free downloads for guests with sponsor branding.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

FROM
£7,500



HEADLINE
SPONSOR

SOCIAL SET

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AFTER
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MAIN STAGE

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EXPERIENCE

SPONSOR
THE STAGE

CROWD PLEASERS

THE
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MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL
WAYS TO
SUPPORT

MAIN STAGE

SPONSOR THE STAGE

FROM
£5,000



PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

DURING THE EVENT

- Your brand will make a lasting impression with your logo and media banners around the stage for all to see.
- All sponsor logos are featured on our media boards and thanked in our programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

HEADLINE SPONSOR

SOCIAL SET

DRINKS RECEPTION

AFTER PARTY

MAIN STAGE

RED CARPET EXPERIENCE

SPONSOR THE STAGE

CROWD PLEASERS

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MEMORY MAKER

PHOTOBOOTH

MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL WAYS TO SUPPORT

MAIN STAGE DONATION BOXES

FROM
£5,400

PRE – EVENT

- Logo and company name on the sponsors page on the ticketing and silent auction website.
- Your company name will be listed on the pre-event email sent out to up to 750 guests.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).

DURING THE EVENT

- Your logo will appear on all of our contactless payment machines which are placed on each table, giving you the opportunity to showcase your brand to everyone in the room when they make a donation.
- The donation boxes play a vital part in the fundraising on the night and will help us raise over £40,000 throughout the evening via contactless payment.
- All guests will be interacting with these machines throughout which will have your logo displayed on and will play a central role in the Pledge moment.
- The host will mention your company name when explaining how to use the donation boxes to guests on the night.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.
- Company name mentioned as sponsor in post event round up email.



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MEMORY MAKER

PHOTOBOOTH

MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL
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MAIN STAGE BRANDED CENTREPIECES

PRE – EVENT

- Logo and company name on the sponsors page on the ticketing and silent auction website.
- Your company name will be listed on the pre-event email sent out to up to 750 guests.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.
- Company name mentioned as sponsor in post event round up email.

DURING THE EVENT

- By sponsoring the centrepieces, you have the opportunity to source and supply (at your cost) your own branded centrepieces that will feature on all 74 of the tables.
- The host will mention your company name as centerpiece sponsor.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.



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PHOTOBOOTH

MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL
WAYS TO
SUPPORT

CROWD PLEASERS

THE GAME



PRE – EVENT

- 750 guests will be sent an email with information about the after party sponsored by you.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

DURING THE EVENT

- Sponsor the game, it's just like heads or tails, but we will adapt it to suit this year's theme.
- Your name and logo will appear on the big screen during the game and feature on every game card, ensuring your brand is showcased to every guest.
- We ask that you provide the game cards and the prize, which is usually two bottles of champagne.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.



HEADLINE SPONSOR	SOCIAL SET DRINKS RECEPTION	AFTER PARTY	MAIN STAGE RED CARPET EXPERIENCE	SPONSOR THE STAGE	CROWD PLEASERS THE GAME	THE RAFFLE	SILENT AUCTION	POWER THE FESTIVAL DONATION BOXES	BRANDED CENTREPIECES	MEMORY MAKER PHOTOBOOTH	MERCH TENT T-SHIRTS	GLOW STICKS	ADDITIONAL WAYS TO SUPPORT
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CROWD PLEASERS

THE RAFFLE

PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

DURING THE EVENT

- Your name and logo will appear on the big screen when we promote the raffle your logo will be on every raffle ticket, ensuring your brand is showcased to every guest.
- We ask that you provide the raffle prize.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.



HEADLINE SPONSOR

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ADDITIONAL WAYS TO SUPPORT

CROWD PLEASERS

SILENT AUCTION

PRE – EVENT

- Logo on EmmaLive Ticketing/ Auction website that will show at the top of every page (on rotation with a maximum 2 other logos).
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- 50 word feature in the email sent to up to 750 guests when the silent auction opens on the week of the event.

DURING THE EVENT

- Logo on EmmaLive Ticketing/ Auction website that will show at the top of every page (on rotation with a maximum 2 other logos).
- Logo and company name on the sponsors page on the ticketing and silent auction website.
- Your logo will appear on our silent auction tablets – two tablets on every table.
- Your logo will be on the top of every silent auction page in the digital programme and on the silent auction cards on every table.
- The auction leaderboard will be shown on multiple screens around the room throughout the night and will show your logo.
- Our host will mention your company name throughout the night when promoting the Silent Auction.
- All sponsor logos are featured on our media boards and thanked in our digital programme.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name mentioned as sponsor in emails to guests thanking them for bidding on items.
- Company name mentioned as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

FROM
£3,500



HEADLINE SPONSOR

SOCIAL SET

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MEMORY MAKER

PHOTOBOOTH

MERCH TENT

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GLOW STICKS

ADDITIONAL WAYS TO SUPPORT

MEMORY MAKERS PHOTO BOOTH

PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

DURING THE EVENT

- Classic photobooth style with printed photos and accessories.
- Branding included (company logo will be captured in every photo on the night).
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.



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MERCH TENT

T-SHIRTS

GLOW STICKS

ADDITIONAL
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MERCH TENT

T-SHIRTS

PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

DURING THE EVENT

- Muscular Dystrophy staff and volunteers acting as table hosts will wear the event T-Shirt sporting your logo throughout the evening.
- T-shirts will be available for guests buy on night and also via our auction website.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

FROM
£2,500



HEADLINE SPONSOR

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ADDITIONAL WAYS TO SUPPORT

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MERCH TENT

GLOW STICKS

PRE – EVENT

- 750 guests will be sent an email listing your company name as a sponsor with pre-event information.
- Company logo listed as supporting sponsor on up to 10 x Microscope Ball Adverts within Property Week (27,906 subscribers).
- Logo and company name on the sponsors page on the ticketing and silent auction website.

DURING THE EVENT

- Glowsticks with your branding to be on the guests' tables on the night.
- All sponsor logos are featured on our media boards and thanked in our digital programme on the night.

POST EVENT

- Company logo on 'Thank You' advert within Property Week (27,906 subscribers).
- Company name listed as sponsor in post event round up email.
- LinkedIn thank you post tagging all sponsors from Muscular Dystrophy UK's LinkedIn account.

£2,500



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ADDITIONAL WAYS TO SUPPORT

ADDITIONAL WAYS TO SUPPORT

DONATE A PRIZE

If you donate a prize to the live or silent auction, you will be thanked in our digital programme on the night and on our social media.

TABLE GIFTS FROM £2,000

To be supplied by sponsor and delivered directly to the venue, ready for us to put on tables. All table gifts (exact items) must be agreed in advance with Muscular Dystrophy UK and supplied by the sponsor. If the sponsor would like us to arrange the table gift on their behalf, additional charges will apply.

ADVERT £1,000

Purchase an advert in our event programme and promote your brand to up to 750 guests. The digital programme will be sent to each guest by email giving guests plenty of opportunity to see your advert. We will also feature your advert in rotation on the big screen.

FOR FURTHER INFORMATION & PARTNERING OPPORTUNITIES

CATHEY CULLUM Special Events Manager

020 7803 2874 / sponsorship@muscular dystrophyuk.org

**MUSCULAR
DYSTROPHY**
UK | OUR MUSCLES
MATTER