



# BE PART OF THE MAGIC



5 YEARS. 5 DECADES. A WEEK OF MAGICAL EVENTS. 4TH-8TH OCTOBER 2011

RAISING AWARENESS AND FUNDS FOR



special days for seriously ill 16-40 year olds



looking after all people in retail



## BE PART OF THE MAGIC

AND BE THE COMPANY TO TRANSFORM THE FORTUNES OF SMALLER CHARITIES IN YOUR COMMUNITY

FOR FIVE YEARS the Charity Dreamgirls have changed the face of charity by creating unique, accessible and entertaining events to raise awareness and funds for smaller, lesser known charities in the North.

With 180,000 charities registered in the UK and Wales alone, without an organisation at the forefront of awareness raising, many smaller charities are left isolated, unknown by the community they operate in.

Each year, choosing 2 or 3 smaller charities, the Dreamgirls & Friends create high-profile events attracting media attention, the message so poignant celebrities are inclined to get involved.

**IN 2010 ALONE THE CHARITY DREAMGIRLS CREATED OVER 36 MILLION OPPORTUNITIES FOR THE GENERAL PUBLIC TO VIEW THEIR CHARITY PARTNERS AND SPONSORS, AND TO DATE HAVE RAISED OVER £20,000 IN FUNDS AND OVER £1M IN MEDIA COVERAGE.**



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## 2007

- In 2007 Kate Hardcastle founded the Charity Dreamgirls, an organisation built by and for the community. The initial idea swept across Yorkshire and the originating members communicated the 'big idea' to a captive audience.

## 2008

2008 saw the creation of the Charity Dreamgirls committee – truly establishing them as a community project. With solid foundations in Yorkshire the organisation began to grow regionally, branching out into the North West.

## 2009

In 2009 the creation of the Dreamstars targeted a younger generation, the Dreamgirls also achieved their first international press coverage. The Dreamgirls & Friends started to help other organisations with development, having been through the learning curve themselves.

## 2010

2010 saw the Charity Dreamgirls soar, now needing daily support from volunteers as the organisation thrives. Webhits reach into the hundreds, peaking into thousands on major event days. The achievements are a testament to the volunteers who have created an organisation that is here to stay.

## 2011

In 2011 the Charity Dreamgirls have reached their 5th anniversary. Now transforming the fortunes of Overgate Hospice, Willow Foundation and Retail Trust, the Dreamgirls & Friends are celebrating 5 Years of Magic. Their Awareness Week will see the community united through vibrant events and exclusive celebrity collaborations.





## BE PART OF THE MAGIC AND EXPERIENCE THE BENEFITS

THE CHARITY DREAMGIRLS are a unique organisation creating awareness for lesser known charities in the North.

### YOU COULD BE PART OF THE MAGIC AND REAP THE BENEFITS...

- The Charity Dreamgirls events attract media coverage across all platforms, in press, on radio and also television coverage.
- Events attract local, national and international celebrities. In the past we have worked with Martha Reeves, Candi Staton, Alexander O'Neal and Roachford to name a few.
- There is always an active public relations programme up to our events, and we always promote our sponsors across every avenue including posters, literature, websites, social media.
- There are multiple events during the Awareness Week with the option for sponsors to choose the best to suit them.
- The Charity Dreamgirls are flexible, we want to create the perfect sponsorship package to suit you so let's discuss!
- You will be involved in our 5th year anniversary – this is a big year for us and we are committed to making it a success.



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## BE PART OF THE MAGIC

## AND BE INVOLVED WITH SOMETHING MAGICAL

### THE TALENT SHOW

Celebrating the talent in the North, open to all this event will launch the Awareness Week and include celebrity guests, raw talent and a massive opportunity to spread the word.

### THE VINTAGE CINEMA

A classic event with a vintage theme inviting an audience to watch an iconic movie whilst raising funds and awareness for our Charity Partners.

### THE FASHION SHOW

Uniting designers, students and independent retailers for a vibrant evening of catwalk events, posh raffles and entertainment.

### THE MUSIC QUIZ NIGHT

A quiz night with a difference, with a celebrity quiz master to bring the fun back into a quiz, prizes for winners and forfeits for the losers!

### 5 YEAR OF MAGIC

The final evening and our largest annual event, with exclusive celebrity collaborations and iconic guests, the Dreamgirls will perform the songs you love live with a 12 piece band.



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# BE PART OF THE MAGIC AND HELP THREE AMAZING CAUSES



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## THE WILLOW FOUNDATION

a charity that organises special days for the seriously ill to help them cope with the stresses and pain of their treatment.



## OVERGATE HOSPICE

a charity offering specialist palliative care to patients with life-limiting, advanced and progressive illnesses.



## RETAIL TRUST

the only charity offering support to the 3 million people working in or retired from the retail industry.



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The Charity Dreamgirls on stage in 2010 with Soul Legend Roachford



# BE PART OF THE MAGIC AND GET INVOLVED NOW

We'd love to talk to you about our sponsorship opportunities and how we can make them work for you. Feel free to contact us on the details below if you have any queries!

**KATE HARDCASTLE – FOUNDER & CHAIRWOMAN**

contact@charitydreamgirls.co.uk

**ROSE WHITFIELD – SECRETARY & TREASURER**

rosefordreamgirls@hotmail.co.uk

**CHARLOTTE CODY – MARKETING ASSISTANT**

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