



CASE STUDY

Title: The Prince's Trust Sport United Reception

Client: The Prince's Trust

Event: Drinks Reception

Group size: 150

Venue: The Long Room at Lord's Cricket Ground

Date: Monday 28th September 2009

The company background: Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 14 to 30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law.

Sport United's vision is to transform the lives of the most disadvantaged young people through the power of sport.

The brief: The purpose of the event was to raise awareness about The Prince's Trust and to engage them with the work of Sport United. The event was to act as a vehicle to form new relationships with key partners in sport to assist with a wide range of activity, including programme delivery, fundraising, events, marketing, communications etc.

To ensure maximum exposure for Sport United, Prince's Trust required:

- A desirable venue for celebrities and sports names; a place to see and be seen.
- An interesting and unique location.
- A perfect match for the sporting theme of Sport United.

The challenge: The aim was to attract a sizable corporate crowd, and provoke interest from the world of sport as well as celebrity ambassadors.

The execution: The event took the format of a drinks and canapés reception and brought together a prestigious guest list of people from the sports industry and Prince's Trust sporting Ambassadors.

Gabby Logan hosted the event, Keith Bradshaw (chairman of the MCC) spoke as did two young people who had been helped by The Prince's Trust. Bowl food and refreshments were served, while a video about the work of Sport United was screened.

Client feedback: "Our event managers before the event and on the night were very accommodating to our needs and very efficient in providing the information required. Our technical support on the evening was excellent. The Long Room is stunning and we had some really great feedback from guests saying how delicious the canapés were. It's great to have an event in a venue that's unique and that a lot of guests won't have been to before."