



...network with leaders, opinion formers
and people of excellence from all walks of life...

MUSLIM LEADERSHIP DINNER

22 February 2010, The London Marriott Grosvenor Square

Sponsorship Brochure

www.mcb.org.uk/leadershipdinner

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The Muslim Leadership Dinner

The first ever **Muslim Leadership Dinner** will be held in London on 22 February 2010.

The **Muslim Leadership Dinner** is a unique opportunity to network with leaders, opinion formers and people of excellence from all walks of life.

Leadership comes in many forms and from a variety of sources. Community and civic leaders, policy makers, thinkers, business leaders and future leaders from diverse backgrounds will come together to celebrate the contribution of Muslims to British society.

At the **Muslim Leadership Dinner**, the Muslim Council of Britain will also launch an updated brand and strategy that will set in motion a new effort to work for the common good of British society.

Confirmed speakers:

- The Rt. Hon. Jack Straw MP, Lord High Chancellor
- The Rt. Hon. Nick Clegg MP, Leader of the Liberal Democrats
- Chris Grayling MP, Shadow Home Secretary (tbc)
- Professor Tariq Ramadan, best-selling author and Muslim thinker

Invited Special Guests:

Government and Shadow Cabinet Ministers, Faith leaders, Trade Union leaders, prominent MPs and Peers, Media Personalities, Muslim civil society leaders from Britain and Europe.



The Location

The **Muslim Leadership Dinner** will be held at the London Marriott Grosvenor Square.

Grosvenor Square is located in the heart of Mayfair, one of the most exclusive addresses in the world.

The venue is ideal for the exclusive **Muslim Leadership Dinner** and its special guests.

Located minutes from Oxford Street and Bond Street, the London Marriott Grosvenor Square is easily accessible to those travelling to London and from the City.

With capacity for 400 guests, the **Muslim Leadership Dinner** promises to be a milestone event for the British Muslim Community.



The Sponsorship Opportunities

The MCB is offering partnership and sponsorship packages for the **Muslim Leadership Dinner**. Sponsors will have an opportunity to engage directly with community and civic leaders, policy makers, thinkers, business leaders and future leaders from diverse backgrounds. Sponsors will also benefit from international media coverage.

Two sponsorship packages are outlined below, along with charges and indicative benefits. We are open to discussing the particular aims and objectives of partners and a final partnership will be tailored to ensure individual needs are met.

Sponsoring the **Muslim Leadership Dinner** ensures your organisation high-level exposure to attendees and the opportunity to showcase your products and services.



The Sponsorship Opportunities

Presenting Partner (one opportunity)

The Presenting Partner will present the **Muslim Leadership Dinner** equally with the MCB and will benefit from maximum visibility throughout the **Muslim Leadership Dinner**.

The Presenting Partner will be profiled extensively beyond the event, through the pre-event marketing and publicity. Inclusion of the Partner's name in the event title will convey a prominent and important message of support for the Muslim community and for the event in particular:

- Partner naming rights (i.e. "Muslim Leadership Dinner in association with...")
- Partner logo to feature prominently in advertisements
- Partner logo to feature on the main stage
- Collateral placement on seats
- Advert in the exclusive event programme
- Banner display space on the day
- One table for 10 persons
- Acknowledgement of support in the welcoming speeches.
- Partner logo on the **Muslim Leadership Dinner** pages of the MCB website, with a link to site of partner's choice (site subject to agreement with MCB)
- Partner logo on dinner goody bag, to contain items of the Partner's selection
- Inclusion of Partner's branding and a quote in event press release, plus, partner information in Notes to Editors of all following press releases.

Presenting Partner Fee: £15,000 (+ VAT)



The Sponsorship Opportunities

Supporting Partner (two opportunities)

Partners will receive an excellent profile and presence at the **Muslim Leadership Dinner** and on all publicity and marketing materials.

Benefits include:

- Partner logo to feature in press advertisements
- Partner logo to feature on the main stage.
- Partner logo to feature on the electronic screen at the event
- Acknowledgement of support in the welcoming speeches
- Partner logo on the **Muslim Leadership Dinner** pages of the MCB website, with link to site of partner's choice (site subject to agreement with MCB)
- One table for 10 persons
- Dinner goody bag to contain items of the Partner's selection
- Inclusion of Partner's branding and a quote in event press release, plus partner information in Notes to Editors of all following press releases.

Supporting Partner Fee: £7,500 (+ VAT)

*To empower the Muslim
community to contribute
towards achieving a
cohesive, just and
successful British society*

The Muslim Council of Britain is a national representative Muslim umbrella body with over 500 affiliated national, regional and local organisations, mosques, charities and schools.

The MCB is pledged to work for the common good of society as a whole; encouraging individual Muslims and Muslim organisations to play a full and participatory role in public life.

The MCB has been built on consultation, co-operation and co-ordination among Muslim institutions and concerned Muslims throughout Britain.

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