

**GORDON  
MOODY**

# **Fundraising Gala Dinner**

**Wednesday 12 February 2025**

**Hilton at St George's Park**

**Sponsorship Packages**

# Welcome

**At Gordon Moody, we believe in more than just treating gambling-related harm— we believe in transforming lives. Our vision is simple yet ambitious: a world where everyone affected by gambling harm has the support they need to rebuild their lives.**

Your support has helped us increase our residential services with the opening of our third centre, Gordon Moody House, as well as develop our Affected Others service, expand our Lived Experience and Alumni programmes and allowed us to launch our Gambling Support First Aid training programme, which equips people with the tools to identify this hidden addiction.

Our mission is clear: to reach more people, wherever they are, and to continue driving change—not just in recovery, but in prevention. We're exploring new initiatives, strengthening partnerships, and pushing for policies that prioritise harm reduction. And rest assured, we'll keep raising the bar—because being mediocre is not in our DNA.

But we can only continue to develop and move forward with your ongoing help and support! Our Inaugural Gala Dinner marks a crucial time in our history. With the incoming statutory levy and changing funding landscape, now more than ever we need to maintain and build upon the relationships we have. I do hope you will join us on 12 February at St George's Park.

We have a range of sponsorship packages for what promises to be an entertaining and enlightening evening.

Without you, Gordon Moody would be like a football team without a striker: plenty of hard work but no goals to show for it. You are the reason we continue to score big wins for those affected by gambling harm.

Best wishes

**Monica Shafaq, CEO**

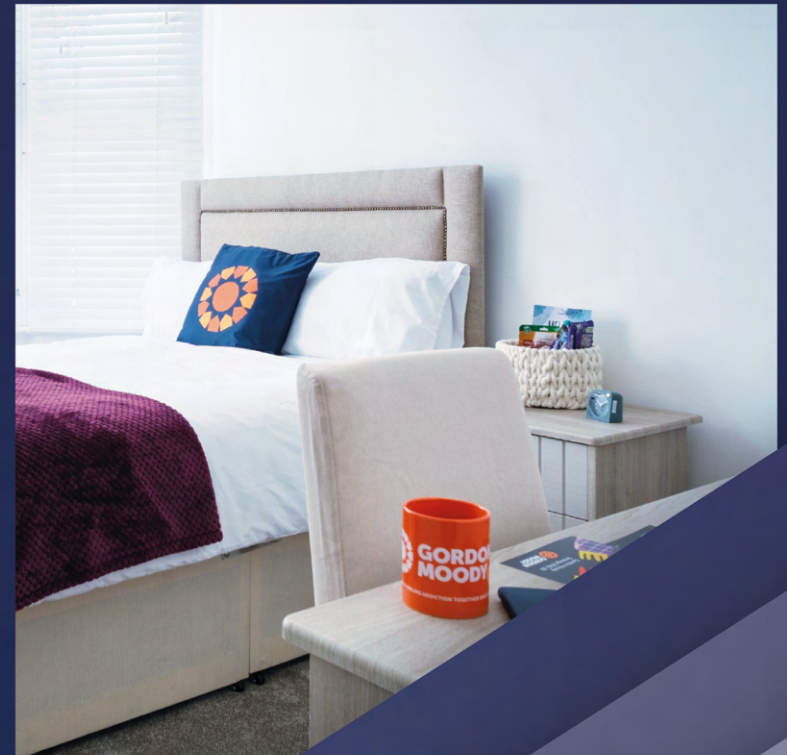


# About Us

**Gordon Moody was founded over 50 years ago to provide help and support to those suffering from gambling-related harm.**

We are the UK's only provider of residential treatment purely for gambling addiction, at our men's only centre in Dudley, our women's only centre in Wolverhampton (the first of its kind in the world) and most recently, our flagship mixed treatment centre in Redditch.

We also offer a Retreat & Counselling service for clients unable to commit to a programme of residential care as well as an Affected Others service for the loved ones of those impacted by gambling harm.



# Our Inaugural Gala Dinner

**Our gala dinner will take place at the Hilton at St George's Park, home to all 23 of England's national football teams.**

Set within 330 acres of Staffordshire countryside, the site boasts no less than 14 elite outdoor pitches, including an exact replica of the Wembley surface, and an onsite 228 bedroom Hilton hotel with health club and spa, and The Sir Bobby Robson Ballroom - which will be the venue for our gala event.

The evening promises to be an exciting night of fun, laughter and most importantly, raising crucial funds to enable us to continue to help those most at risk from gambling-related harm.

The event will commence with a drinks reception, followed by a three-course meal, entertainment, after dinner speaker and DJ till late!



# How your money helps

As a charity we are solely reliant on grants and donations to fund our life changing treatment and support programmes. Demand is growing and costs are escalating, which means your support is more important than ever.

A **£25 donation** could help provide an hour of professional therapy for friends or family who are supporting someone with an addiction to problem gambling.

A **£50 donation** could help provide professional therapy before and after residential treatment in one of Gordon Moody's residential centres.

A **£250 donation** could help towards funding an individual for a week of treatment at one of Gordon Moody's residential treatment centres.

Quite literally, your donation and ongoing support can save a person's life.



**“ Gordon Moody – they don’t give up, even when you’ve given up on yourself ”**

Caroline, Gordon Moody Alumni



# Our Host

**Hailing from Birmingham, magician and presenter Ben Hanlin has been seen on TV shows all over the world including The Tonight Show with Jimmy Fallon, Celebrity Juice and as a contestant on ITV's Dancing on Ice - where he reached the semi-finals.**

He first appeared on our screens as the star of his own ITV2 show, "Tricked", which saw him pulling magic pranks on celebrities and members of the public. More recently he has been making content all across social media which has resulted in over two million followers and a number of partnerships with global brands.



# Our Guest Speaker

**We're delighted to have John Hartson as the guest speaker at our Inaugural Gala Dinner.**

John is a distinguished international striker, earning 51 caps and 14 goals for Wales as well as 167 goals across 399 club appearances during his 16 year career. After retiring, he became a well-known sports presenter for ITV and BT Sport.

John went head-to-head with stage four cancer in 2009. The disease started as testicular cancer but spread to his brain and lungs. Following aggressive treatment and multiple surgeries, he emerged as a survivor and established The John Hartson Foundation to raise awareness of testicular cancer and support those affected.

In addition, John has been candid about his fight with gambling addiction, an issue that deeply affected his personal and professional life, and started at just 11 years old.





# Sponsorship Packages



**There are multiple ways to get involved and support our work.**

Our sponsorship packages, all of which include a table for ten guests, start from just £2,500.

If you prefer to simply support the event through your attendance, you can buy individual tickets for £125 or book a table for ten for £1,000.





## Headline Sponsor

£7,500

Our Headline Sponsorship package includes:

- Table for nine guests in premier position, the tenth guest being Monica Shafaq, our CEO
- Five bedrooms for guests to stay overnight
- Drinks package for your table
- Three-course meal
- Branding on all event materials including on the night of the event
- Full-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening



## Host Sponsor

£5,000

Our Host Sponsorship package includes:

- Table for nine guests in premier position, the tenth guest being Ben Hanlin, our host for the evening
- Drinks package for your table
- Three-course meal
- Branding on all event materials including on the night of the event
- Half-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening



## Entertainment Sponsor

£5,000

Our Entertainment Sponsorship package includes:

- Table for ten guests in premier position
- Drinks package for your table
- Three-course meal
- Branding on all event materials including on the night of the event
- Half-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening



## Drinks Sponsor

£3,500

Our Drinks Sponsorship package includes:

- Table for ten guests in premier position
- Drinks package for your table
- Three-course meal
- Branding on all event materials including on the night of the event
- Half-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening



## Charity Auction Sponsor

£2,500

Our Charity Auction Sponsorship package includes:

- Table for ten guests in premier position
- Three-course meal
- Branding on all charity auction materials
- Half-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening



## Table Card Sponsor

£2,500

Our Table Card Sponsorship package includes:

- Table for ten guests in premier position
- Three-course meal
- Branding on all table cards
- Half-page write up on your support in our event programme
- Verbal acknowledgement of your support during the evening

## Gala Brochure Advert

£500 per quarter page

## Ticket Only

£1,000 per table of 10, **£125** per individual



**For information regarding sponsorship opportunities, please contact  
Ryan Murphy: [ryan.murphy@gordonmoody.org.uk](mailto:ryan.murphy@gordonmoody.org.uk) or  
Victoria Jackson: [victoria.jackson@gordonmoody.org.uk](mailto:victoria.jackson@gordonmoody.org.uk)**

If you are unable to join us and would still like to support  
Gordon Moody, please scan the QR code and visit our fundraising page,  
or email [fundraising@gordonmoody.org.uk](mailto:fundraising@gordonmoody.org.uk) to make a corporate donation



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