



MUSLIM LEADERSHIP DINNER 2011

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

Sponsorship Brochure



CELEBRATING BRITISH MUSLIM LIFE

The **Muslim Leadership Dinner** brings together leaders from all walks of British Muslim life.

Last year, the first **Muslim Leadership Dinner** brought together over 500 community organisers and activists, business leaders, diplomats, parliamentarians and future leaders. Chief guests included Liberal Democrat Leader, now Deputy Prime Minister the Rt. Hon. Nick Clegg MP and academic Professor Tariq Ramadan.

Organised by the Muslim Council of Britain, Britain's broadest Muslim umbrella body, **this second Dinner is set to cement the Muslim Leadership Dinner as a feature in the British Muslim calendar.**

Planned for March 2011, the second **Muslim Leadership Dinner** will be themed around Muslim engagement with the world of Media and celebrating Muslim achievements. We hope this year's theme will shine a light on the more positive attitude towards Islam and encourage Muslims to engage with the wider community through the media.

MUSLIM LEADERSHIP DINNER 2010



"I find this to be a wonderful, glittering, uplifting occasion. I am very struck by a spirit of optimism of renewal here."

Rt. Hon. Nick Clegg MP, Deputy Prime Minister and Leader of the Liberal Democrats

"The evening itself represented the diversity of the Muslim Community with a mix of speakers from both the community and wider community."

Haroon Memi, Genisys Group

"The list of guests was most impressive - I very much hope that the initiative will become a regular fixture."

Professor Waqar Ahmad, Deputy Vice-Chancellor, Middlesex University

"I very much enjoyed this excellent and well organised event. The inspiring speeches left one with a real sense both of the development of MCB's work and of the engagement of Muslims"

Harriet Crabtree OBE, Interfaith Network for the UK

"It was wonderful and very successful. Congratulations."

Toaha Qureshi MBE, Stockwell Green Community Services



THE VENUE

This year's Muslim Leadership Dinner will be held at the exclusive Millennium Hotel in London. Situated in the heart of the fashionable Mayfair neighbourhood, the venue overlooks Grosvenor Square.

Home to the Duchess of Kendal in the 18th century, this graceful building boasts many fascinating links with the past. In fact, Wellington's victory over Napoleon was announced at this very spot.





JOIN THE CELEBRATION

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.

Three sponsorship packages are outlined here, 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 your 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.



EXCLUSIVE PARTNER

The Exclusive Partner will present the Muslim Leadership Dinner equally with the MCB and will benefit from exclusive visibility throughout the Muslim Leadership Dinner.

The Exclusive Partner will be profiled extensively:

- Partner naming rights (i.e., “Muslim Leadership Dinner in association with...”)
- Partner will have exclusive visibility (i.e. no Presenting Partner and Supporting Partners)
- Partner logo to feature prominently in press advertisements
- Partner logo to feature on the main stage
- Partner logo to feature on the electronic screen at the event
- Full page inside front cover advert in the event programme
- Penguin banner display space on the day
- Up to 10 guest invitations
- Acknowledgement of support in the welcoming speeches
- Partner logo on the Muslim Leadership Dinner pages of the MCB website, with a link to a site of the partner’s choice (site subject to agreement with MCB)
- Partner logo on welcome 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.

Exclusive Partner Fee: £65,000
Single opportunity



PRESENTING PARTNER

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:

- Partner naming rights (i.e. “Muslim Leadership Dinner in association with...”)
- Partner logo to feature prominently in press advertisements
- Partner logo to feature on the main stage
- Partner logo to feature on the electronic screen at the event
- Full page inside front cover advert in the event programme
- Penguin banner display space on the day
- Up to 10 guest invitations
- Acknowledgement of support in the welcoming speeches
- Partner logo on the Muslim Leadership Dinner pages of the MCB website, with a link to a site of the partner’s choice (site subject to agreement with MCB)
- Partner logo on welcome bag, to contain an item 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: £20,000
Single opportunity



SUPPORTING PARTNER

Supporting 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
- Full page advert in the event programme
- Acknowledgement of support in the welcoming speeches
- Partner logo on the Muslim Leadership Dinner pages of the MCB website, with a link to a site of the partner's choice (site subject to agreement with MCB)
- Up to 8 guest invitations
- Welcome bag to contain an item of the Partner's selection
- Inclusion of Partner's branding in event press release, plus partner information in Notes to Editors of all following press releases.

Supporting Partner Fee: £10,000
Three opportunities



TABLE SPONSORSHIP

Benefits include:

- Up to 4 guest invitations
- Acknowledgement of support in the event programme
- Welcome bag, to contain an item of the Partner's selection

Table Sponsorship Fee: £2,500



ADDITIONAL INFORMATION

For more information, please contact:

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“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.

